SMART LIFE CUSTOMER JOURNEY MAP

Alexa... Hey, Google...

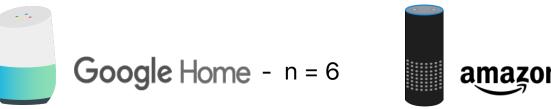**FROM THE PERSPECTIVE OF TECHNOPHILES** They are the first to adopt and use any new system or tool. They stay current with any new market-changing technology that proves to be practical, useful and fun. If they feel that the new technology is not practical, useful and fun they will quickly abandon it. They are also vocal fans of the new technology, and are eager to promote and share with others.

Google Home - n = 6   amazon echo - n = 5

GUIDING PRINCIPLES

First impressions are important. The packaging and what it contains should be clean, well organized with necessary and helpful information visible.

Onboarding and pairing devices should be clear and only require a limited number of steps. Although these users are comfortable with technology they prefer new tech to do the work for them as much as possible.

The device experience must meet their expectations of being practical, useful, and fun. When the user gives a command the device needs to reply with the needed information, or the steps it takes to get it. The device's response should be clear, conversational, and related to the command. The user is going in with the expectation that this device is going to make things easier by simplifying the process that they would normally go through to achieve the same goal. If the device causes them stress/friction due to incorrect responses they will abandon the device/technology.

FIRST IMPRESSIONS		SETUP		USING		
UNBOXING	**THE DEVICE AND CONTENTS**	**ONBOARDING**	**CONNECTING AND PAIRING**	**INITIAL EXPLORATION**	**PLAYING MUSIC**	**ORDERING A PIZZA**

NEEDS

They need the box of the new device to meet their expectations (Is the box designed to present the technology well?). They also need relevent information to get started setting up the device.		They want the information to be clear and easily accessible. They need the steps to complete the setup to be minimal because they see the setup as an obstacle to playing with the technology.		Learning how to use the device needs to be simple, intuitive and easy. Interactions should be natural and fit user expectations (be conversational).	Users want to easily connect to music streaming services and be able to simply ask to play specific songs and playlists.	Users want to easily connect with a pizza app, create a custom or re-order recently ordered pizza, and have it delivered.

DOING

They received the box, and are reviewing the packaging, they care a lot about the design and other materials and infromation that is provided.	They have opened the box and have pulled out and explored the contents of the box.	They are following the instructions to setup and personalize the device. They search online to remedy any troubleshooting issues.	They are pairing their device with their phones. They are connecting their device to other devices and services.	They are performing random tasks like asking for a joke, news, sports inquires, playing animal sounds, searching for restaurants, etc.	They are playing music from Pandora, Apple Music, etc. They are asking their device to play a specific artist.	They are setting up and connecting with Domino's pizza. They are ordering, paying for and receiving their pizza.

THINKING

"The experience of unpacking was simple, though a tad clunky" "Tab to unbox is clever... Very nicely presented." "I really enjoyed them boxing the Google Home." "The package looks really nice. The 'Things to try' paper was really cool." "Elegant packaging."	"Was unboxed and plugged in, launch the actual device was really simple." "Nice packaging, nice cards for instructions. Also speaker case comes off nicely. Plug sets nicely at bottom of the casing" "I love how small this thing is!" "Everything is kept organized." "I like that it fits into my room really well. Because of the simple design I was able for find a good place for it quickly" "'Things to try' is a good surprise." "Only complaint is that I have to download an app onto my phone to make her work when I don't really have the storage/desire to have another app on my phone."	"Downloaded the application, followed the step-by-step instructions and synced to my wifi." "…launch the actual device was really simple." "I am sure there is something wrong on my side (maybe slow wifi), but I don't feel the app is supporting me." "Disappointing" "I am not sure if my app has a defect." "I couldn't use my phone for the setup." "I like that there are "how to" videos."	"Unfortunately there is no way to cast to multiple devices at once. Kind of sucks when you consider they all run on the same OS." "From online research it is apparently common that Andriod has issues when it is about setting up Alexa."	"You can actually see all of the conversations and requests you've made on Google Home from your profile." "I personally love the trivia quizzes and 1000 jokes." "Google returned the distance from my home to Napa Auto Parts rather than Napa Valley." "Asked to play the Tonight Show and Alexa asked if I wanted to hear the monologue or the thank you letters." "It creates timers with names. The Echo said 'the steak timer is done'" "Very cool feature is that you can message friends with Alexas." "I simply said 'Alexa, what's going on today?' And she gave me a 10 minute news 'highlights' and also told me the weather. Pretty cool!"	"Pretty cool... If you remember your playlist or album name you want to play." "I would prefer to use my phone to look through available albums rather than using the voice command." "I have free music accounts on Pandora and Spotify but haven't logged in since Apple launched its music platform. I was hopeful but it didn't work." "'Alexa put on Star Wars music' and she responded and played the theme song!" "Pretty cool." "'Alexa I like this song' and she saved the rating. Pretty awesome that she uses my likes to recommend a station and learns depending on what I tell her." "Very easy to set up and add your Pandora account."	"It can find my favorite pizza spot (which offers online delivery) but it can't place my order. So much for a digital assistant…" "Ordering pizza thru Domino's isnt user friendly." "Not only did it take me 15-20 minutes to figure out how to place the order, the voice menu for creating the order had one huge bug." "Awful and long process. We tried several times to use the Pizza Hut and eventually it worked." "Did everything Alexa instructed me to do and then when I asked Alexa to open dominos and order my pizza and she told me to place my order through the app" "Alexa's Domino's skill only allows ordering an easy order or a recent order."

FEELING

Excited and Happy	Eager and Pleased	Excited, Determined, Unsure	A Little Annoyed and Impatient	Having Fun, Curious and Pleased	Satisfied	Frustrated and Upset
Excited and Happy	Eager and Pleased	Excited, Unsure, Dissapointed	A Little Annoyed and Impatient	Having Fun, Curious and Pleased	Satisfied	Frustrated and Upset

PAIN POINTS

When there are too many irrelevant papers or materials the unboxing experience becomes unpleasant.	The device is not ready out of the box, it requires a mobile app which some users do not want to be forced to keep on their phone.	When there is something goes wrong during the setup, users do not know what is going wrong and what they should do next.	Users want to use their smart devices together, but when they are setting up their smart assistant, they don't know what other devices they can use with it.	The onboarding did not show users the abilities of the device, therefore they try on easy and random commands to get started.	Some users were still not comfortable or confident in their device's capabilities, they tried to play a song and could only find it through several trials and errors.	The pizza ordering process is too complex and does not simplify the ordering process by involving multiple devices and limiting what the user can do.