

TRAFFICTELLIGENCE – CUSTOMER JOURNEY MAP

Steps	Entice	Enter	Enter	Exit	Extend
Goals & motivations	Discover TrafficTelligence through ads, ads/, references	Visit platform or app, explore dashboard	Input location/ date for traffic prediction	View prediction results, are – sproject . recommendat – ions.	Use data in real scenerios (planning, travel).
Goal's & motivations	Read reviews talk to peers, view case studies.	Sign-up/login, interact with interface, explon: features	Interace with frusk ML prediction tools Visual data.	Export do-witicad results, generate reports	Continue usi – ing recommend to others
Areas of opportunity	Lead better traffic. planning or avoidance.	Fell overwhelmed by data terminology:	Find most efficient routes or city plans.	Use results were limited	Loved how it improves over time
Areas of opportunity	Improve onbbarding/ tutorials.	Enhance weather-aware predictions.	Enhance weather aware predictions	Offer custom itable exports.	introduce smort akets and regular reports.