

## Project Design Phase-II

### Customer Journey Map


Date	31 January 2025
Team ID	LTVIP2025TMID60699
Project Name	LLM Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

Customer Journey Tavble:

Stage	User Goal	Actions	Thoughts	Emotions	Pain Points
Awareness	Understand city's environmental condition	Searches for AQI, water, and traffic updates	"I wish I had all this data in one place."	Curious, concerned	Data scattered across apps and websites
Consideration	Try to find a simple, all-in-one solution	Looks for apps or websites, finds our assistant	"This looks cleaner than other tools I've used."	Hopeful, cautious	Many apps are complex or unreliable
Onboarding	Explore the assistant features	Opens dashboard, selects city, checks summaries and tips	"Let me see how useful this actually is."	Interested, slightly unsure	Doesn't want to spend time configuring complex settings
Engagement	Use dashboard, tips, alerts regularly	Checks daily updates, eco	"This is actually helping me	Confident, connected	Needs relevant data fast, especially

		tips, alerts, asks questions	make better choices.”		during commutes
Loyalty	Make it part of routine, recommend to others	Follows tips, shares app, reads weekly summaries	“This should be available in more cities — really helpful.”	Empowered, proud	Some features may be missing in smaller towns

Example:

<div>  <h2>Customely Journey map</h2> <h3>Sustainable Smart City Assistant</h3> </div>				
Awareness	Consideration	Consideration	Engagement	Loyalty
<b>User Goal</b>	Use to find a simple, all-in-one solution	Try to find a simple, all-in-one solution	Use dashboard, tips alerts regularly	Make it part of routine. really helps
<b>Actions</b>	Looks for apps, or websites, finds our assistant	Checks daily updates, eco tips summaries	‘This is actually helping me make better choices.’	Some features may be missing in complex
<b>Thoughts</b>	‘This looks cleaner than other tools I’ve used.’	‘Let me see how useful this actually is.’	Confident, connected	Some features may be missing in smaller towns
<b>Emotions</b>	Explore the assistant features	Follows tips, shares app, reads weekly	Needs relevant data fast, especially during commutes	Some features may be missing in smaller towns