## **Project Design Phase-II**

**Customer Journey Map**

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| --- | --- |
| 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:

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| --- | --- | --- | --- | --- | --- |
| **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 tips, alerts, asks questions | “This is actually helping me make better choices.” | Confident, connected | Needs relevant data fast, especially 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:

