

Stage	User Goal	Actions	Thoughts	Emotions	Pain Points
<b>Awareness</b>	Understand city's environment	Searches for air quality, water level, traffic, energy use updates	"I wish all this data was in one place."	Curious, concerned	Data is scattered across many sources and apps
<b>Consideration</b>	Look for a smart and simple eco-solution	Tries websites and apps, explores smart city assistant	"This looks easier than other tools I've tried."	Hopeful, cautious	Existing apps are hard to use or give outdated info
<b>Onboarding</b>	Try out the assistant and its features	Opens dashboard, sets city, browses eco tips, alerts	"Let me see how helpful this really is."	Interested, unsure	Setup may feel complex at first
<b>Engagement</b>	Use it daily to make better city-life decisions	Checks daily data, gets personalized tips, reads city alerts	"This is helping me live smarter and greener."	Confident, connected	Needs quick, real-time info during busy routines
<b>Loyalty</b>	Make it a habit, share with others	Shares app, follows weekly reports, gives feedback	"More cities need this. It's really useful."	Empowered, proud	Some features may be missing in smaller or remote towns



## Customer Journey map

### Sustainable Smart City Assistant

Stage	Awareness	Consideration	Engagement	Loyalty
User Goal	Understand city's environment condition	Tries for a smart and simple eco-solution	Use it daily to make better city-life decisions	Make it a habit, share with others
Actions	Searches for air, water, level, traffic, energy use	"This looks easier than other tools I've tried."	"This is helping me live smarter and greener."	Shares app. follows weekly feedback
Thoughts	Opens dashboard, sets city, city-browses assist	Let me see how helpful this really is."	Confident, connected	Shares app, feed weekly skepticism
Emotions	Try out the assistant and its features	Checks daily data, gets personalized tips	Confident, connected	Empowered, proud
Emotions	Shares app, follows weekly reports	Shares app, follow weekly reports give feedback	Needs quick, real-time info during busy routines	Some features may be missing in smaller towns