










TRAFFIC INTELLIGENCE

Steps	Observe	Plan	Enter	Travel	Report	Arrive	Report	Done
 Interactions								
Goals & motivations	Help me avoid traffic jams	Select an route on a map	Help me around traffic jam	Navigating around a traffic jam	Help me navigate around traffic	Help me reach my destination	It's quistifying to submit a report	Help me finish task
Positive moments	Reading current traffic data		I have to estimate my ETA manually			Frustrating to submit a report		
Areas of opportunity			I have to estimate my ETA				Feeling unsure what to report	
Areas of opportunity	Make the website load faster	Let people enter multiple stops	Calculate ETA built-in	Calculate ETA built-in from patterns	Give more guidance on reporting	Offer rewards for consistent		Offer rewards for consistent reporting