Customer Journey Map – Sustainable Smart City Assistant

# Scenario

A citizen uses the Sustainable Smart City Assistant to get eco-tips, policy summaries, and city service updates using AI.

# 1. Enter (Awareness & Discovery)

Steps:  
- Citizen hears about the Assistant via a city campaign, app store, or social media.  
  
Interactions:  
- Sees banners on city portals, app store listing, or word of mouth.  
  
Touchpoints:  
- City website, mobile app store, posters, digital kiosks.  
  
People:  
- City officials, local tech support team.  
  
Goals/Motivations:  
- “Help me find smart tools to live sustainably.”  
- “Keep me informed about local environmental updates.”  
  
Positive Moments:  
- Clear branding and purpose; local pride in using a smart tool.  
  
Negative Moments:  
- Citizens unaware of availability or skeptical about utility.  
  
Opportunities:  
- Use launch events, influencers, or rewards for first-time use.

# 2. Entice (Registration & Setup)

Steps:  
- Downloads app or visits web portal.  
- Registers using phone/email/social login.  
- Selects areas of interest (e.g., waste, air quality, water use).  
  
Touchpoints:  
- App interface, onboarding flow, chatbot intro.  
  
Goals/Motivations:  
- “Help me personalize this to my lifestyle.”  
- “Make setup simple and quick.”  
  
Positive Moments:  
- Easy login, visually appealing UX, fast onboarding.  
  
Negative Moments:  
- Overloaded with choices or unclear instructions.  
  
Opportunities:  
- Smart defaults, location-based suggestions, gamified onboarding.

# 3. Engage (Core Usage)

Steps:  
- Asks questions via voice/text (e.g., “How is air quality today?”)  
- Receives AI-generated eco-tips, policy summaries, forecasts.  
- Gets alerts about anomalies (e.g., water leak, high CO₂ levels).  
  
Interactions:  
- Natural language chat with the Assistant.  
  
Touchpoints:  
- Chatbot, notifications, voice assistant, email.  
  
Goals/Motivations:  
- “Give me insights I can act on.”  
- “Help me contribute to a greener city.”  
  
Positive Moments:  
- Quick, smart responses; personalized advice.  
  
Negative Moments:  
- AI misunderstandings; vague or generic outputs.  
  
Opportunities:  
- Improve LLM prompts, provide summaries + detailed views, allow feedback.

# 4. Exit (Problem Solving or Feedback Loop)

Steps:  
- User submits issue (e.g., illegal dumping) or gives feedback.  
- Receives confirmation and updates on resolution.  
  
Interactions:  
- Feedback form, citizen complaint interface, report tracking.  
  
Touchpoints:  
- In-app reporting, email follow-up.  
  
Goals/Motivations:  
- “Help me improve my city.”  
- “Let me know if my voice matters.”  
  
Positive Moments:  
- Feeling heard and part of the solution.  
  
Negative Moments:  
- No follow-up or unclear status.  
  
Opportunities:  
- Automated progress updates, public dashboards for transparency.

# 5. Extend (Retention & Re-engagement)

Steps:  
- Receives monthly sustainability reports and goals achieved.  
- Gets badges or rewards for eco-behavior.  
- Invited to city events or campaigns.  
  
Touchpoints:  
- Push notifications, emails, community board, reward system.  
  
Goals/Motivations:  
- “Show me my impact.”  
- “Help me stay consistent and grow.”  
  
Positive Moments:  
- Celebrating progress; sharing on social media.  
  
Negative Moments:  
- Feeling unrecognized or disengaged over time.  
  
Opportunities:  
- Leaderboards, social rewards, community forums, AI coaching.