

Project Design Phase-II

Customer Journey Map

Date	27 June 2025
Team ID	LTVIP2025TMID31710
Project Name	Sustainable Smart City AI Assistant with IBM Granite LLM
Maximum Marks	4 Marks

Customer Journey Map

Persona:
User 1: Urban Resident
User 2: City Planner or Sustainability Analyst

Stage-wise Customer Journey

Stage	User Actions	User Goals	Pain Points	System Features Addressing It
Awareness	Hears about the app from university, online posts, or community event	Find a central platform to get updates on city conditions	Lack of trusted, real-time urban data in one place	Publicly hosted dashboard with intuitive Streamlit UI
Consideration	Visits app, selects their city from dropdown	Explore features like weather, pollution, traffic, energy	Too many sources to check separately	Unified live dashboard with multi-API integration
Interaction	Views KPI metrics, chats with assistant, uploads policy PDFs	Get summarized answers, insights, and projections	Time-consuming manual research, no summaries	IBM Granite LLM-powered chatbot + summarizer

Stage	User Actions	User Goals	Pain Points	System Features Addressing It
Decision Making	Reviews forecasts, identifies usage anomalies	Make smarter lifestyle, energy, or travel decisions	No prediction, only current data	5-year KPI forecasting + anomaly detection
Engagement	Submits feedback or eco tips	Contribute ideas, feel valued as a citizen	Most civic platforms are one-way only	Feedback form + eco tips system
Retention	Reuses app during emergencies, planning or environmental initiatives	Stay updated and empowered	No personalization or alert history	Consistent access to updated data and assistant memory