

| Stage | User Goal | Actions | Thoughts | Emotions | Pain Points |
|----------------------|---|--|--|----------------------|---|
| Awareness | 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 |
| Consideration | 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 | Hopeful, cautious | Existing apps are hard to use or give outdated info |
| Onboarding | 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 |
| Engagement | 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 |
| Loyalty | 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 |