Stage	User Actions	User Thoughts & Feelings	System Touchpoints	Opportunities
1. Awareness	Learns about TrafficTelligence via web, news, or app	"Wil Lthis help me avoid traffic?"	Ads, App store Miocc	Improve onborarding materials. short demo video
2. Onboarding	Installs the app, creates profile sets preferencces	"Seems easy to set up!"	Moblle App Interface	Streamiined UI Easy tutorials
3. Planning	Enter destination and time, checks traffic conditions	"What's the best time and route to leave?"	Route planner, Traffic predictions	Add schedule planner Add scularts
4. Navigation	Follow real-time directions, receivives alerts for congestion or incidents	"This app saved me from a jam!"	Real-time GPS Notifications Voice guidance	Real-time voice assistant Cyclist mode
5. Feedback	Rates trip experience, report issues or gives suggestions	"I want to help improve this."	Feedback form Ratings popup	Gamified rewards for feedback

Customer Journey Map—TrafficTelligence