Smart City Assistant – Customer Journey Map

1. AWARENESS	2. CONSIDERATION	3. ONBCARDING	4. INTERACTION	5. REFLECTION	6. ADVOCACY
Discover a tool to understand symptoms	Evaluate SCA for tool to understand sustainability	Start using SCA for analysis	Query sustainabl-lity data and recei cive insights	Understand insights and how-to utiliza data	Promote SCA to others
Social media, web platform, local ca-	Demo, city portal integrration	Quey susǵag-andicie-ehate	FastAPI backend powered by IBM Granite	Response with city hubase/ support for	Satisfied, empowered
Curious, unsure	Hopeful, skeptical	Curious, cautious	Anxious→ Reassured	Provioe a₋ any time, dent	Satisfied, empowered
Targeted awareness campaigns	Showcase relia-bility and security fea tures support	Offer simple onboarding steps or FAQs	Provide clear friendly and safe responses	Allow saved sessions or - history (opt in)	Satisfied, empowered
Opportunities	Offer saved onboarding steps or FAQs	Suggest seeing municipal guide-lines	Allow saved sessions or - history (opt-in)	Trusting, layal	Satisfifed, empowered
Opportunities	Offer saved onboarding steps or FAQs	Encourage see-testurnonials or referrals	Encourage testimonials or referrals	Encourage testimonials or referrals	Testimonials and referrals