




Customer Journey Map:

TrafficTelligence: User Journey Map

Scenario: Submitting traffic context data, receiving a prediction, and re-engaging based on useful insights

 Entice	 Enter	 Engage	 Exit	 Extend
<p>"Help me discover a smarter way to estimate traffic before I start my trip."</p> <ul style="list-style-type: none">• Steps: User sees a promise or link to Traffic telligence (via blog-travel or navigation app)• Interactions: Website landing page / search engine result snippet integrated tool in another site• Positive Clean UI...hold claim "ML-powered"	<p>"Help me give the app the right context with minimal effort."</p> <ul style="list-style-type: none">• Steps: Reaching Input page selects. weather temperature data, time, holiday, etc• Interactions: HTML form with dropdowns, toggles, calendar and sliders• Possible/Places: Typically done solely on a computer or mobile browser• Positive	<p>"Help me get an accurate prediction and feel confident about what I see"</p> <ul style="list-style-type: none">- Steps: Form-data sent to Flask backend- Inputs preprocessed (type conversion, encoding)- ML model. predicts traffic volume• Interactions, Backend API (Flask). Randomforest Regressor model• Styled result	<p>"Help me wrap up with clarity and usefulness."</p> <ul style="list-style-type: none">• Steps: User results and closes app• Optional rating prompt or feedback request• Option to download or share-result• Positive Moments: Feeling of control over traffic plans• Sense of Insight• Pain Points; No export/share option	<p>"Help me keep getting smarter insights the more I use this."</p> <ul style="list-style-type: none">• Steps: Personalized suggestions: "Try again at a different hour"• Past predictions saved in profile (if logged in)• Follow-up email "Did this estimate match your real experience?"• Opportunities: ML model learns from user feedback• Users return