**Project Design Phase-II**

**Customer Journey Map**

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| Date | 20 jun 2025 |
| Team ID | LTVIP2025TMID32673 |
| Project Name | Sustainable Smart City Assistant AI by using IBM granite LLM |
| Maximum Marks | 4 Marks |

Persona: Ravi, 32, working professional in a smart city. Environmentally aware but tech-shy. Uses WhatsApp, mobile apps, and voice assistants.

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| --- | --- | --- | --- | --- | --- | --- |
| Step | Interactions | Touchpoints | Emotions | Pain Points | Goals & Motivations | Opportunities for Improvement |
| Awareness | Sees city kiosk or ad, hears about AI assistant | Smart billboard, WhatsApp forward, city push alert | Curious but unsure | Doesn’t know what it does or how to use it | Help me understand how this app helps my city. | Simple video explainer, community ambassador program |
| Install/Access | Downloads app / taps smart kiosk / uses voice bot | Play Store, QR code on bus, Alexa/Google | Slight friction; language barrier possible | Signup friction, low tech confidence | Make this easy for me to access and start. | Multilingual voice onboarding, social login options |
| First Use | Asks about power usage, pollution, traffic | Mobile app, voice assistant, chatbot | Interested, impressed | Unsure what else to ask | Help me learn how I can save and act smart. | Suggest starter queries, show daily eco-score |
| Daily Use | Checks daily tips, follows recommendations, reports issues | Notifications, dashboards, alerts | Empowered, feels useful | Too many alerts, unclear insights | Keep it useful but not overwhelming. | Personalization AI filters, priority settings |
| Feedback | Submits feedback on water leakage or lighting issues | Chatbot, form, voice | Hopeful but uncertain | No confirmation of submission | Let me know someone’s listening. | Auto-confirmation, escalation tracking, response ETA |
| Community & Rewards | Sees green leaderboard, gets recognition | Dashboard, SMS, public screen | Proud, excited | Others gaming the system, not sure if it matters | Make my efforts visible and valuable. | Reward points, green citizen badge system |
| Retention | Receives monthly report, shares score on social | Email, app, WhatsApp | Reflective, motivated | Might ignore if it’s boring | Remind me why I started. | Highlight personal + community impact, build long-term story arc |

**Key Goals Summary**

- “Help me help the city.”

- “Make smart choices easy and actionable.”

- “Show me that my small actions matter.”