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| **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 | Hopeful, cautious | Existing apps are hard to use or give outdated info |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 |

