

REQUIREMENT ANALYSIS

Customer Journey map

Customer Journey Map – Smart City Citizen App

Awareness	Onboarding	Issue Reporting	Tracking Status	Feedution	Feedback
Hears about app via friends or posters	Downdaks about app via frends or posters	Selects category, uploads photo submets	Checks issue status regularly	Give rating or comment	I'll use th is again if it works consistently
Will this really solve my daily issues?	"Is this easy to use?"	"I hope tny actuially respond"	Why is tkis taking so long?	They should improve response time	I'll use this again if it works consistently
It is easy to use	App store U/UX onboarding screens	Whig- tive issue pushboard	Applz Bernvsacs it pulh notifications	Trey should improve response time	Loyalthis again if it works consistently
Easy onboarding	Forms, droadowns, GPS, photo upload	Annrtiex - status updates	App message Feedback request	Tney padulo improve> response time	App reopen notification reminders
Promotie successs stories	Easy and fortkoril w influencers	Real-time status updates estimated	Loyalty bagges Chat	Loyalty badges community updates	App 11gain notification reminders