TRAFFIC INTELLIGENCE

Steps	Observe	Plan	Enter	Traval	Report	Arrive	Report	Done
Preractions						P	✓	✓
Goals & motivations	Help me avoid traffic jams	Select an routs on a map	Help me around traffic jam	Nvigating areang a traffic jam	Help me navigate around traffic	Help me reach my desitination	It's quistfying to submit a report	Help me finish task
Positive moments	Reading current traffic data		I have to estimate my ETA manually			Frustratying to submit a report		
Areas of opporti-			I have to estimate my ETA				Feeling unsure what to report	
Areas of opportunity	Make the website load faster	Let people enter multible stops	Calculate ETA built-fi'n	Calculate ETA built-ir from patterns	Give more guidance on reporting	Offer rewards for consistent		Offer rewards for consistent reporting