Customer Journey Map – Smart City Assistant Team ID: LTVIP2025TMID37298  
Project Name: Sustainable Smart City Assistant Using IBM Granite LLM  
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**Scenario:**  
A citizen uses the Smart City Assistant (web/app/voice) to report a civic issue, receive recommendations, and track resolution.

**Customer Journey Stages: Entice → Enter → Engage → Exit → Extend**

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| Customer Journey Stages |

Customer Journey Stages

| Step | Experience | Interactions | Goals / Motivation | Positive Moments | Negative Moments | Opportunities for Improvement |
| --- | --- | --- | --- | --- | --- | --- |
| **Entice** | Learns about the app through a campaign, banner, or friend | Sees city ad, app store listing, friend recommendation | Help me find smart, easy ways to raise issues or get city info | Clean visuals, modern city branding | Might not know what the assistant can do | Add interactive preview or demo, integrate with social media awareness |
| **Enter** | Installs the app or opens the website, signs up via email/Gmail | App store → app; signs in via form, Gmail, or LinkedIn | Help me sign up fast and securely | Fast Gmail sign-in, nice UI | Confusing permissions, OTP delays | Streamline login, clear purpose screen after login |
| **Engage - Step 1** | Enters a voice or typed query (e.g., “Why is water not coming?”) | Chatbot or voice input processed via LLM (Granite + Watson STT) | Help me get an accurate, fast response | Instant reply, human-like response | Voice input errors, generic answers | Improve STT accuracy, highlight personalization |
| **Engage - Step 2** | Receives dashboard update or info cards based on data | API pulls from smart water, energy, traffic databases, visualizes in Streamlit dashboard | Help me visualize the status or insights of the city services | Simple charts, responsive graphs | Too much data, not localized | Add map-based visual aid, personalize for their locality |
| **Exit** | Submits feedback on issue or gets confirmation ticket | Web form, chatbot follow-up, confirmation screen | Help me track the result of my action | Gets ticket number or assurance | If ticket not shown or delayed | Add SMS/email confirmation, track ticket ID in dashboard |
| **Extend** | Receives reminder or gets city improvement updates | Email, push notification, SMS | Help me feel part of the city transformation | Update received, user feels heard | No updates for long time | Regular updates even if resolution takes time, thank-you badges for contributors |

**People Involved:** - Citizen (end-user) - City administrators (backend support) - Customer support team (for unresolved tickets) - AI assistant (LLM response engine)

**Summary of Opportunities:** - Integrate interactive onboarding with use-case examples. - Improve STT reliability for voice users. - Use map-based interfaces for better data clarity. - Gamify feedback or issue reporting to build user engagement. - Send personalized insights and thank-you messages to sustain long-term interest.