Customer Journey Map - Guided City Tours

\*\*Project Title\*\*: Sustainable Smart City Assistant with Generative AI Using LLM

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\*\*Template\*\*: Guided City Tours – Customer Journey Map

## Stage (What does the person or group typically experience?)

* - Booking a tour
* - Planning transportation
* - On the tour
* - Places to visit and explore
* - Review or share experience

## Interactions (People, places, digital/physical interactions)

* - Travel website to explore tours
* - Talks to tour guide at location
* - Uses phone GPS for navigation
* - Visits local attractions
* - Reviews tour via mobile app

## Goals & Motivations (What do they want to achieve?)

* - Want good value for experience
* - Want to learn about the city
* - Want smooth, hassle-free travel
* - Want memorable experiences
* - Want to recommend to others

## Positive Moments (What excites the person?)

* - Easy booking process
* - Friendly and knowledgeable guide

## Negative Moments (What frustrates the person?)

* - Delays in pickup or instructions
* - Confusing itineraries

## Areas of Opportunity (How to improve?)

* - Provide real-time updates in app
* - Personalized suggestions using AI
* - Interactive historical context via AR
* - Improve tour coordination via smart assistants