**Ideation Phase**

**Define the Problem Statements**

| Date | 31 January 2025 |
| --- | --- |
| Team ID | 6L6CLBW0Y3TW55PY |
| Project Name | Citizen Al - Intelligent Citizen Engagement Platform |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

CrA citizen AI intelligent citizen engagement platform refers to a digital platform that uses artificial intelligence (AI) to enhance citizen participation in governance and public services. These platforms aim to improve how citizens interact with governments, access information, and provide feedback, leading to more effective and responsive governance.

Key Features and Benefits:

Enhanced Accessibility and Convenience:

AI-powered platforms can offer 24/7 support, multilingual interfaces, and personalized recommendations, making it easier for all citizens to access information and services.

Improved Communication:

AI tools can facilitate clear and concise communication between citizens and government officials, reducing bureaucratic delays and improving clarity.

Real-time Feedback Analysis:

AI algorithms can analyze citizen feedback from various channels (social media, surveys, etc.) in real-time, providing valuable insights for policy adjustments and service improvements.

Predictive Analytics:

AI can analyze historical data and predict potential issues, enabling proactive governance and timely intervention.

Data-Driven Decision Making:

AI-powered platforms can provide data visualizations and analytics to help governments understand citizen needs and preferences, leading to more informed decision-making.

Increased Transparency and Accountability:

By providing a platform for open dialogue and feedback, these systems can foster greater transparency and accountability in government operations.

Citizen-Centric Approach:

AI-driven platforms aim to prioritize citizen needs and preferences, creating a more responsive and user-friendly experience.

Examples of AI in Citizen Engagement:

Chatbots:

AI-powered chatbots can answer frequently asked questions, guide citizens through processes, and connect them with relevant resources.

Sentiment Analysis:

AI can analyze citizen feedback to gauge public opinion on policies and initiatives, allowing for timely adjustments. eate a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| PS-1 |  |  |  |  |  |
| PS-2 |  |  |  |  |  |