

Project Design Phase

Problem – Solution Fit Template

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Team ID	LTVIP2025TMID37420
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution fit canvas 2.0		Purpose / Vision	
1. CUSTOMER SEGMENT(S) • Citizens who want to engage with local government but find current methods inconvenient or ineffective. • Local government bodies and officials seeking to improve citizen engagement, gather feedback, and streamline public services. • Community leaders and organizations looking for better ways to mobilize citizens and address local issues. CS	6. CUSTOMER CONSTRAINTS For Citizens: <ul style="list-style-type: none">• Lack of digital literacy or access to smartphones/internet.• Time constraints for engaging with complex platforms.• Distrust in government or digital platforms.• Concerns about privacy and data security.• Language barriers.• Apathy or belief that their engagement won't make a difference. For Local Government/Officials: <ul style="list-style-type: none">• Budgetary limitations for new technology adoption.• Resistance to change within bureaucratic structures.• Data security and privacy regulations (e.g., GDPR, local equivalents).• Lack of technical expertise to implement and manage AI-powered platforms.• Integration challenges with existing legacy systems.• Public perception of AI and potential biases. CC	5. AVAILABLE SOLUTIONS For Citizens: <ul style="list-style-type: none">• Calling helpline/government offices (Pros: Direct human interaction; Cons: Long wait times, limited hours, potential for miscommunication, no digital record of interaction, often requires multiple calls for follow-up).• In-person visits (Pros: Direct human interaction; Cons: Time consuming, inconvenient, limited accessibility, often requires multiple visits).• Sending physical letters (Pros: Creates a record; Cons: Slow response times, can get lost, not interactive, difficult to track progress).• Email communication (Pros: Faster response, can share documents, information recorded; Cons: Not guaranteed a response from authorities, can be disregarded, information overload).• Using government websites/portals (Pros: Some information available; Cons: Often not user-friendly, fragmented, outdated, limited interactivity, not designed for reporting issues). For Local Government: <ul style="list-style-type: none">• Legacy CRM systems (Pros: Some tracking; Cons: Not scalable, limited analytics, poor citizen interface, difficult to integrate).• Manual processes (spreadsheets, paper files) (Pros: Low initial cost; Cons: Highly inefficient, prone to error, no real-time insights, difficult to scale).• Basic AI chatbots (Pros: 24/7 availability; Cons: Limited scope of integration, difficult to handle complex issues, no automated routing or learning).• Contracting call centers (Pros: Handles high volume; Cons: Expensive, often lacks context, impersonal, not data-rich). AS	
2. JOBS-TO-BE-DONE / PROBLEMS For Citizens: <ul style="list-style-type: none">• Difficulty in reporting local issues (e.g., potholes, waste management, public safety concerns) and tracking their resolution.• Lack of transparency and timely updates on government initiatives and public services.• Feeling unheard or that their feedback doesn't lead to action.• Inconvenience of physical visits or navigating complex bureaucratic processes for civic duties.• Difficulty accessing relevant government information or services quickly. For Local Government/Officials: <ul style="list-style-type: none">• Inefficient collection and categorization of citizen feedback and complaints.• Challenges in identifying prevalent citizen concerns and prioritizing responses.• Limited reach and engagement with a broad spectrum of the citizenry.• Difficulty in communicating effectively with citizens about policy changes, emergency alerts, or service updates.• Manual and time-consuming processes for managing citizen interactions. J&P	9. PROBLEM ROOT CAUSE For Citizens: <ul style="list-style-type: none">• The fundamental issue is a historical disconnect between citizens and local governance, often due to:<ul style="list-style-type: none">• One-way communication channels from government to citizens.• Lack of easily accessible, centralized, and intuitive platforms for citizen input.• Bureaucratic inertia and a perception of unresponsiveness.• Citizens not feeling like active stakeholders in community development. For Local Government: <ul style="list-style-type: none">• The root cause of inefficient engagement and difficulty in understanding citizen needs is often:<ul style="list-style-type: none">• Reliance on outdated, manual, or fragmented systems for citizen interaction.• Lack of tools for real-time analysis of citizen feedback.• Limited resources (human and technological) to manage the volume and complexity of citizen inquiries.• A reactive rather than proactive approach to public service delivery. RC	7. BEHAVIOUR Current (Problem-Driven) Behaviors for Citizens: <ul style="list-style-type: none">• Calling local helplines or government offices.• Visiting government offices in person.• Sending emails or physical letters.• Posting complaints/feedback on social media or local community forums.• Approaching local councilors or community leaders.• Ignoring the problem due to perceived futility.• Participating in occasional public meetings or surveys. Current (Problem-Driven) Behaviors for Local Government: <ul style="list-style-type: none">• Manually logging complaints from various channels.• Responding to citizen inquiries via phone, email, or in-person.• Conducting infrequent surveys or public consultations.• Relying on traditional media for announcements.• Using fragmented internal systems for issue tracking. BE	
3. TRIGGERS For Citizens: <ul style="list-style-type: none">• Experiencing a local problem directly (e.g., a broken street light, overflowing trash).• Receiving a notice or alert from a government department.• Seeing a problem on a community platform.• Hearing a neighbor's complaint about a local government initiative or service.• Experiencing a problem related to a government initiative or service.• Seeing a problem on a community platform.• Experiencing a problem related to a government initiative or service.• Experiencing a problem related to a government initiative or service. For Local Government/Officials: <ul style="list-style-type: none">• Receiving a complaint from a citizen.• Seeing a problem on a community platform.• Hearing a neighbor's complaint about a local government initiative or service.• Experiencing a problem related to a government initiative or service.• Experiencing a problem related to a government initiative or service.• Experiencing a problem related to a government initiative or service.• Experiencing a problem related to a government initiative or service.• Experiencing a problem related to a government initiative or service. TR	10. YOUR SOLUTION Citizen AI – Intelligent Citizen Engagement Platform: An AI-powered digital platform that provides a centralized, intuitive, and multi-channel interface for citizens to: <ul style="list-style-type: none">• Report local issues quickly and easily (e.g., via text, voice, image recognition).• Track the status of their reported issues in real-time.• Access personalized information and updates on local government services and initiatives.• Provide feedback and participate in polls/surveys on community development.• Engage with local officials and community groups in a secure and transparent environment. Key Features: <ul style="list-style-type: none">• Natural Language Processing (NLP) for understanding citizen queries and feedback.• AI-powered routing of issues to the correct department/official.• Chatbot for instant responses to frequently asked questions.• Personalized dashboards for citizens to view their engagement history and relevant updates.• Data analytics and visualization tools for government officials to identify trends and optimize services.• Secure communication channels and identity verification. SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <ul style="list-style-type: none">• Using existing government websites (if available, mostly for information retrieval).• Searching for information on official government portals.• Engaging with local government social media pages (e.g., Facebook, Twitter).• Sending emails to government departments.• Using third-party local news or community apps/websites to discuss issues.• Participating in online surveys or polls if promoted by the government. 8.2 OFFLINE <ul style="list-style-type: none">• Using existing government websites (if available, mostly for information retrieval).• Visiting municipal offices in person.• Making phone calls to government helplines or offices.• Submitting physical letters or forms.• Participating in community cleanup drives or volunteering initiatives. CH	
4. EMOTIONS: BEFORE / AFTER Before Citizen AI: <ul style="list-style-type: none">• Citizens: Frustrated, unheard, disempowered, apathetic, confused, disconnected, distrustful, anxious.• Local Government: Overwhelmed, inefficient, reactive, disconnected from public sentiment, unengaged, lacking insights. After Citizen AI: <ul style="list-style-type: none">• Citizens: Empowered, heard, confident, engaged, confident their voice matters, trusting, satisfied, feeling connected to their community and government.• Local Government: Efficient, proactive, data-driven, responsive, transparent, connected to citizens, credible, trusted. EM			



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