

# Ideation Phase

## Define the Problem Statements

Date	25 JUNE 2025
Team ID	LTVIP2025TMID37420
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
Maximum Marks	2 Marks

### Customer Problem Statement Template:

Create a problem statement to understand your **citizen's point of view**. This **Citizen Problem Statement template** helps you focus on what truly matters to create **civic experiences people will value and trust**.

A well-articulated **citizen problem statement** allows you and your team to find the ideal solution for the challenges **citizens** face when interacting with public services and local governance. Throughout the process, you'll also be able to empathize with your **citizens**, which helps you better understand how they perceive their engagement with civic platforms and services.



**Example:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A civic-minded and busy citizen	Efficiently access local government services, report issues, and get updates on community initiatives	The current processes are often complex, time-consuming, and lack transparency	Traditional civic engagement channels involve fragmented information, manual processes, and delayed responses	Frustrated, disengaged, and unheard
PS-2	A concerned resident who wants to contribute to local decision-making	Share my opinions on community issues and understand how my input influences policy	There are limited accessible channels for meaningful dialogue, and feedback often feels like it goes into a "black hole"	Traditional public forums are often inconvenient, overwhelming, or don't provide clear avenues for follow-up, and there's a lack of transparent reporting on how citizen input is utilized	Disempowered, and detached from local governance