### **Ideation Phase**

### **Empathize & Discover**

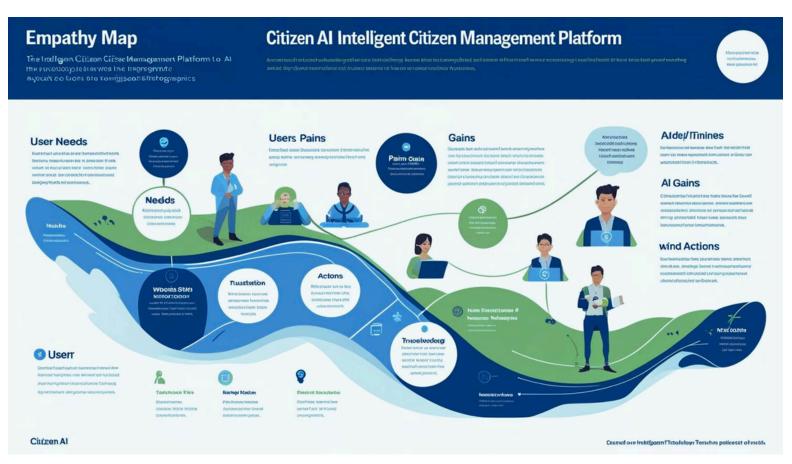
Date	25 JUNE 2025
Team ID	LTVIP2025TMID37420
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a **citizen's behaviours and attitudes**. It is a useful tool that helps teams better understand their **citizens**, especially in the context of civic engagement and service delivery.

Creating an effective solution for the "Citizen AI - Intelligent Citizen Management Platform" requires understanding the true problems and the citizens who are experiencing them. The exercise of creating this map helps participants consider things from the citizen's perspective along with their goals and challenges when interacting with civic services and management. This deeper understanding will enable the platform to be truly intelligent and citizen-centric.

## **Example:**



# **Example: PAINS**

# **Pains**







**Unclear instructions** 

**Unlear instructions** 









Lack of transparency



Repetiivive information entry