**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 12 June 2025 |
| Team ID | LTVIP2025TMID59165 |
| 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:**

Calendar

Description automatically generated

**🧩 Problem-Solution Fit Canvas**

*A tool to align customer needs, behaviors, and contexts with your proposed solution.*

**🧭 1. Customer State Fit**

**Who is your customer?**  
→ Citizens (including elderly, disabled, low-literacy individuals)

**What limits them from acting when the problem occurs?**  
→ Low digital literacy, lack of smartphones, vision/mobility impairments, language barriers

**What solutions are available to them today?**  
→ Government websites, mobile apps, helplines, physical service centers

**What have they tried in the past?**  
→ Visiting offices, calling helplines, using mobile apps

**Pros/Cons of existing solutions:**  
✅ Familiar (physical help centers)  
❌ Time-consuming, hard to access, not inclusive

**🧠 2. Problem - Behavior Fit**

**What problem do you solve?**  
→ Difficulty in accessing government and civic services easily

**How often does it occur?**  
→ Frequently — especially for daily needs or emergencies

**Root causes:**  
→ Digital divide, lack of inclusivity, complexity in interfaces

**What does the customer do currently?**  
→ Seek help from others, visit centers, ignore issues

**How often?**  
→ Weekly or monthly, depending on the issue urgency

**📢 3. Communication - Channel Fit**

**What triggers the customer to act?**  
→ Need for urgent help, bill payment deadlines, lack of support

**Emotions before/after problem is solved:**  
😟 Frustration → 😊 Relief/Empowerment

**Where does this behavior happen (channels)?**  
→ Offline: Home, civic centers  
→ Online: Phone calls, WhatsApp, search engines

**💡 4. Solution Guess / Fit**

**Proposed solution:**  
→ **Citizen AI** – a multilingual, voice-enabled AI assistant to access government services easily

**How it fits:**  
✅ Works via phone/voice (no typing needed)  
✅ Understands local languages and behavior  
✅ Accessible to people with disabilities  
✅ Feels familiar (like speaking to a human)

**Why it’s better:**  
→ Uses natural communication  
→ Reduces service friction  
→ Scales across regions and platforms

✅ *Designed for: frequent problems, frequent behavior, urgent needs*  
✅ *Matches customer constraints and habits*  
✅ *Easy to adopt, intuitive, emotionally rewarding*