

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID36160
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create 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.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Example:

I am a citizen	I'm trying to get quick, accurate information about public services	But I often get outdated or no response	Because the current system is not intelligent, interactive, or real-time	Which makes me feel ignored and frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A citizen trying to access government service information online	Get accurate and quick answers about policies and services	The official websites are hard to navigate and have outdated information	There's no centralized, user-friendly, or real-time system in place	Frustrated, unheard, and discouraged from engaging with the government
PS-2	A government official responsible for monitoring public feedback	Understand citizen sentiment and service satisfaction in real-time	Collecting and analyzing feedback manually is slow and ineffective	Current systems lack AI-powered automation and insights	Overwhelmed, disconnected from citizen needs, and unable to make timely improvements