

Ideation Phase

Empathize & Discover

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID36160 |
| Project Name | Citizen AI – Intelligent Citizen Engagement Platform |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

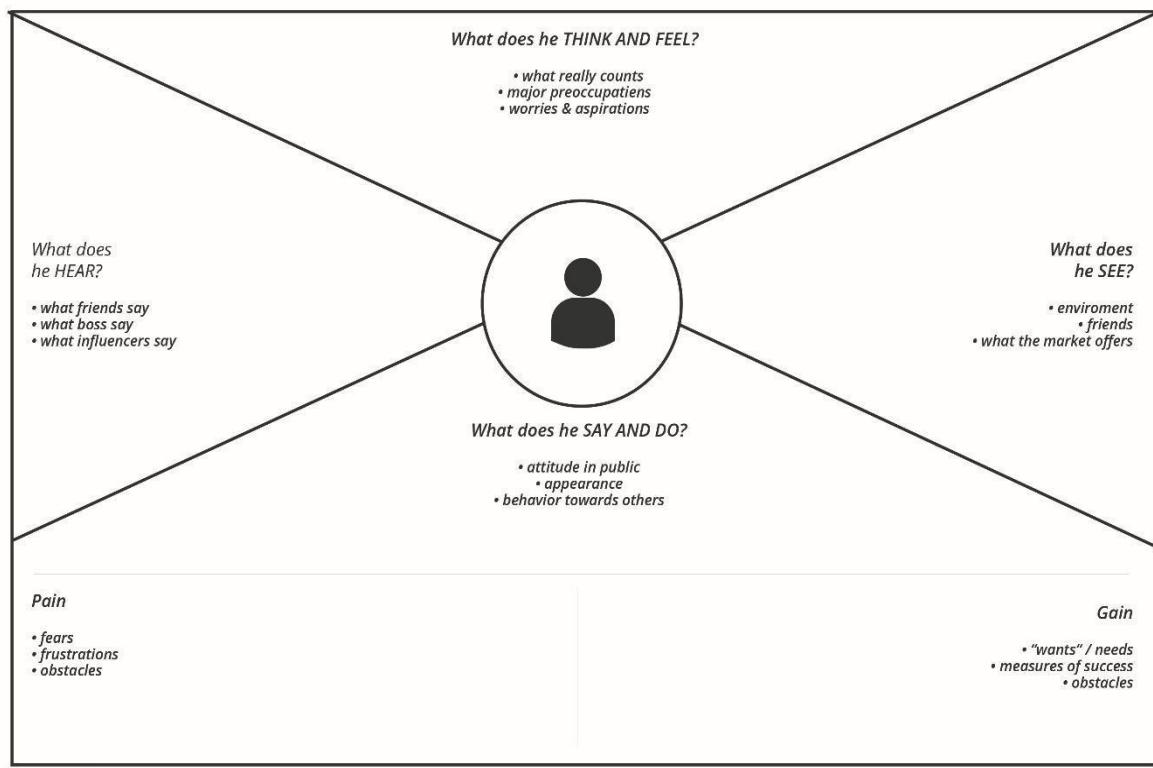
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective, along with his or her goals and challenges.

Example:

Empathy Map



Example: Citizen AI – Intelligent Citizen Engagement Platform

Template

The Empathy Map Canvas captures what users think, feel, see, and do. It helps understand their needs and challenges. This ensures the solution is user-focused and relevant.

Graphic created by Dave Gray

Share template feedback

Develop shared understanding and empathy

It helps teams build a shared understanding of user experiences and emotions. This fosters empathy, leading to more user-centered and effective solutions.

WHO are we empathizing with?

WHO citizens are interacting with?

- Citizens are interacting with public services digitally.
- People seeking quick support or information from the government.
- Their role: End users who give feedback, ask questions, or report issues.

What do they HEAR?

- "I never get a response from government services."
- "This service is too slow and confusing."
- "Other people said they found it helpful."
- Colleagues: "Try the chatbot, it's working now!"

What do they DO?

- Use the chatbot to ask civic questions.
- Submit complaints or service ratings.
- Check sentiment dashboards if available.
- Refer others to use the platform.

What do they THINK and FEEL?

They want transparency, faster responses, and assurance that their voice makes a difference.

PAINS

- Frustration with delayed or no response from government services.
- Confusion due to unclear or overly technical answers.
- Concerns about data privacy and whether feedback is truly valued.

GAINS

- Quick, AI-powered responses to queries anytime.
- Clear insights into public services and policies.
- Feeling heard and valued through real-time feedback tracking.

GOAL

To easily access government services and be heard through quick, meaningful interactions.

What do they need to DO?

- Submit feedback or queries through AI
- Report public issues more easily
- Understand their rights, services, or policies.
- Be reassured their input led to changes.

What do they SEE?

- A chatbot or form on a government website.
- Clean dashboard visualizations of sentiment or feedback.
- Real-time responses and updates on service issues.
- News and social media feedback on government performance.

What do they SAY?

- "Finally, someone is listening to us."
- "It's easier to give feedback now."
- "I want quick answers, not forms and calls."
- "Will this actually change anything?"

Need some inspiration? Download our empathy map template and learn how to use it effectively.

Open example

Process: Initial empathy map → Filled-in empathy map → Finalized empathy map.