

Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID36160
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 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, urgent or costly problems.
- ☐ Understand the existing situation to improve it for your target group.

The **Problem–Solution Fit Canvas** helps tailor Citizen AI to the real needs and behaviors of citizens. By understanding pain points like slow responses and inaccessible services, the platform solves complex civic engagement challenges in a user-friendly way. It leverages familiar channels—like web chat, phones, and emails—so users adopt it more easily without needing to change their habits. Triggers such as service delays or ignored complaints guide the design and communication strategy, making the platform relevant and responsive. By addressing recurring frustrations and delivering timely support, Citizen AI increases trust, usage, and positive impact. This deep understanding of current user behaviors and limitations ensures the solution is practical, scalable, and aligned with citizens' actual needs. The platform also builds credibility by providing personalized, AI-driven responses that feel intuitive and human-like. It ensures higher adoption by minimizing learning curves and integrating seamlessly into existing citizen workflows. Overall, Citizen AI empowers both users and officials, enhancing public service delivery through thoughtful, behavior-aligned design. Citizen AI continuously gathers and analyzes feedback to adapt and improve based on real user interactions and emerging sentiment trends. This enables government agencies to prioritize actions and respond more effectively to citizen concerns, ensuring services stay relevant and impactful. By aligning technology with user behavior and needs, the platform strengthens public trust, enhances transparency, and drives long-term engagement with digital governance.

Template:

Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Citizens seeking public services, local residents, and government officials managing feedback.	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Limited digital skills, low-end smartphones, unreliable internet, and language barriers.	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Email support, helplines, outdated portals – often slow, manual, and non-intelligent.	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Need for clear, fast access to service info; inability to give feedback or track issues easily.	9. PROBLEM ROOT / CAUSE RC Fragmented systems, lack of automation, and no centralized citizen engagement platform.	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Citizens rely on in-person complaints or give up; some use social media to voice concerns.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Delays in service response, elections, poor user experience with government portals.	10. YOUR SOLUTION SL AI-powered web platform that answers citizen queries, analyzes sentiment, and supports real-time dashboards.	8. CHANNELS of BEHAVIOR CH ONLINE Web portal, chatbot, email.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: Ignored, confused, frustrated. After: Heard, informed, and engaged.		OFFLINE Helpline calls, in-person visits.	