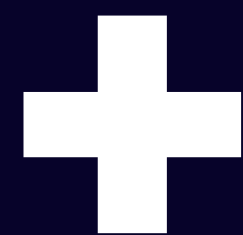


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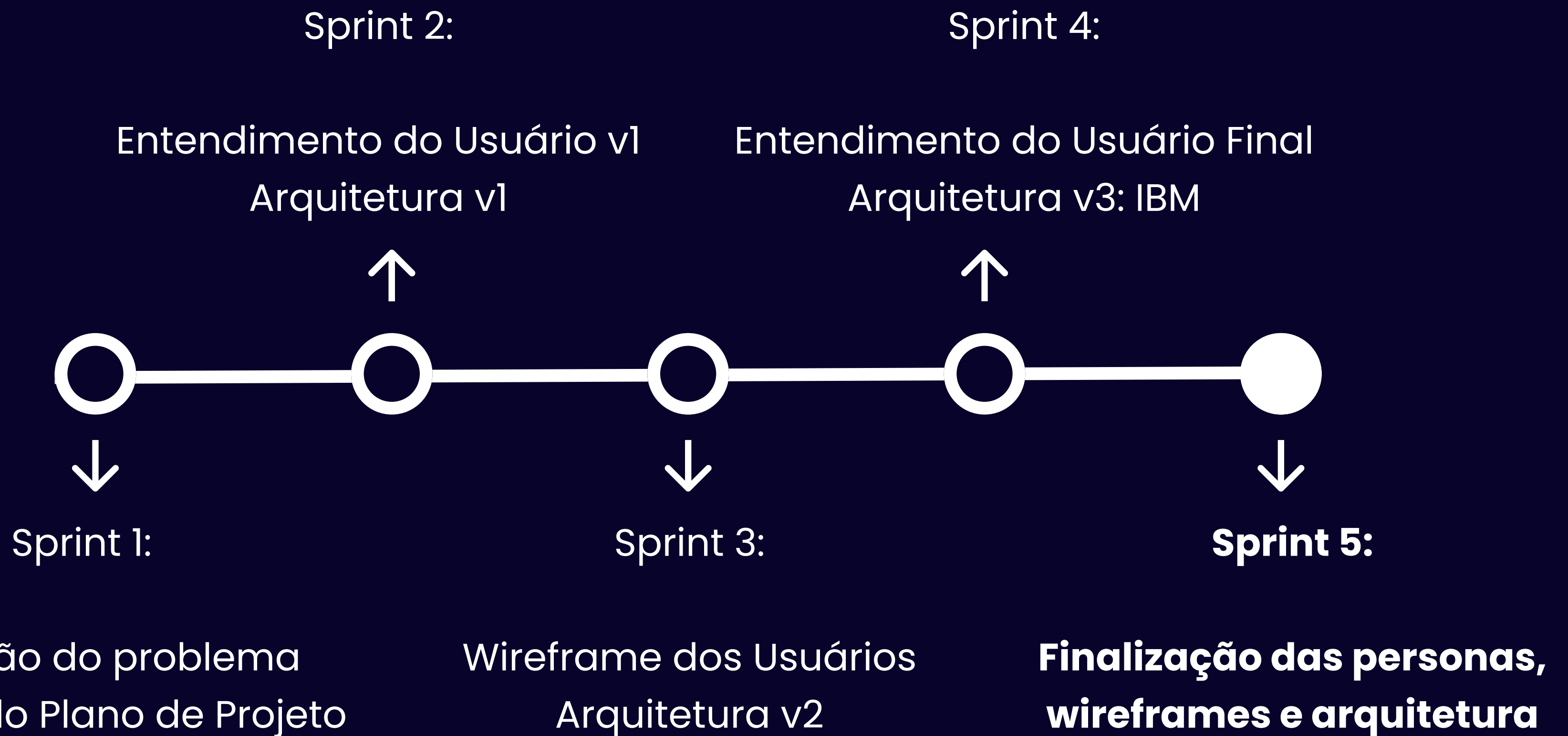
SPRINT 5

**AtendeAI – App com IA para criação automatizada de tickets
dos cidadãos do município de São Paulo – Módulo 1**

Sumário

- 1** **Personas**
- 2** **Wireframe**
- 3** **Arquitetura**

Linha do Tempo



Personas



Citizen 2

Name and Age

Maria
Oliveira

68 years old

About Me

Retired teacher.
Lives on South
Zone and uses
Whatsapp to
talk to family.

Needs

Lives on a
poorly lit street
and wants
maintenance.

Pain Points

Struggles with
technology and
doesn't want to
deal with
bureaucracy.

Goals

Submit
requests via
app that accept
audio, photos
and videos.

KPIs

Amount of
steps to open a
request. Overall
users opinions
about the app.

Personas



Citizen 1

Name and Age

João Silva

30 years old

About Me

Construction worker. Lives on West Zone in a modest neighborhood.

Needs

Raining where he lives led to falling trees near his house.

Pain Points

Doesn't have time to visit a government office or call to.

Goals


Submit requests via mobile app that is fast and easy to use.

KPIs

Time of request processing. Quick and easy-to-understand notifications.

Personas

Journey Map: Citizen 1

Journey Steps	Stage 1: Government Service Request		Stage 2: Documentation and Data Submission		Stage 3: Awaiting for Government Action		Stage: Review of App Based on Service
Story	The citizen requests a tree removal near their house, since a falling tree nearly hit their house.		Using AtendeAI, the citizen sends important data for tree removal, including address and zip code.		After sending the tree removal request, the citizen keeps track of the process via app and other platforms, like Whatsapp.		Finally, based on experience, the citizen reviews app if their experience was good or bad and can leave feedback if wanted to.
Actions	Asks family members and neighbours about options for tree removal.	Looks for government related apps on digital store and downloads AtendeAI.	Start a conversation with AI Chatbot about tree removal.	Sends requested data as the conversation goes by.	Receives an request ID to keep track of government steps.	Syncs in Whatsapp to get quick notifications about the current process.	After tree removal is concluded, a notification on app/Whatsapp pops up for feedback.
Pain Points	Doesn't know an easy way of achieve their goal.	Previous usage of government apps was a bad experience.	The chatbot could be slow or not be clear about which data is solicited.		The process might take a while, which lowers citizen's trust on service.		Too many questions could frustate the citizen to quit the feedback forms.
Emotions Troughout Time	 <p>"This tree nearby almost hit my house! Better call the prefecture."</p>		<p>"I had to install this app which took a while, but the chatbot made the process easier than navigating it."</p>		<p>"With their transparency on the app and Whatsapp, I can be sure they're working on it."</p>		<p>"Good, the tree got removed and I was notified of every step they took and kept me updated. Also, their feedback form is quick and easy to fill."</p>

Wireframe

Link

Arquitetura

Link



Obrigado!