

Ideation Phase

Define the Problem Statements

Date	18 June2025
Team ID	LTVIP2025TMID29459
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.

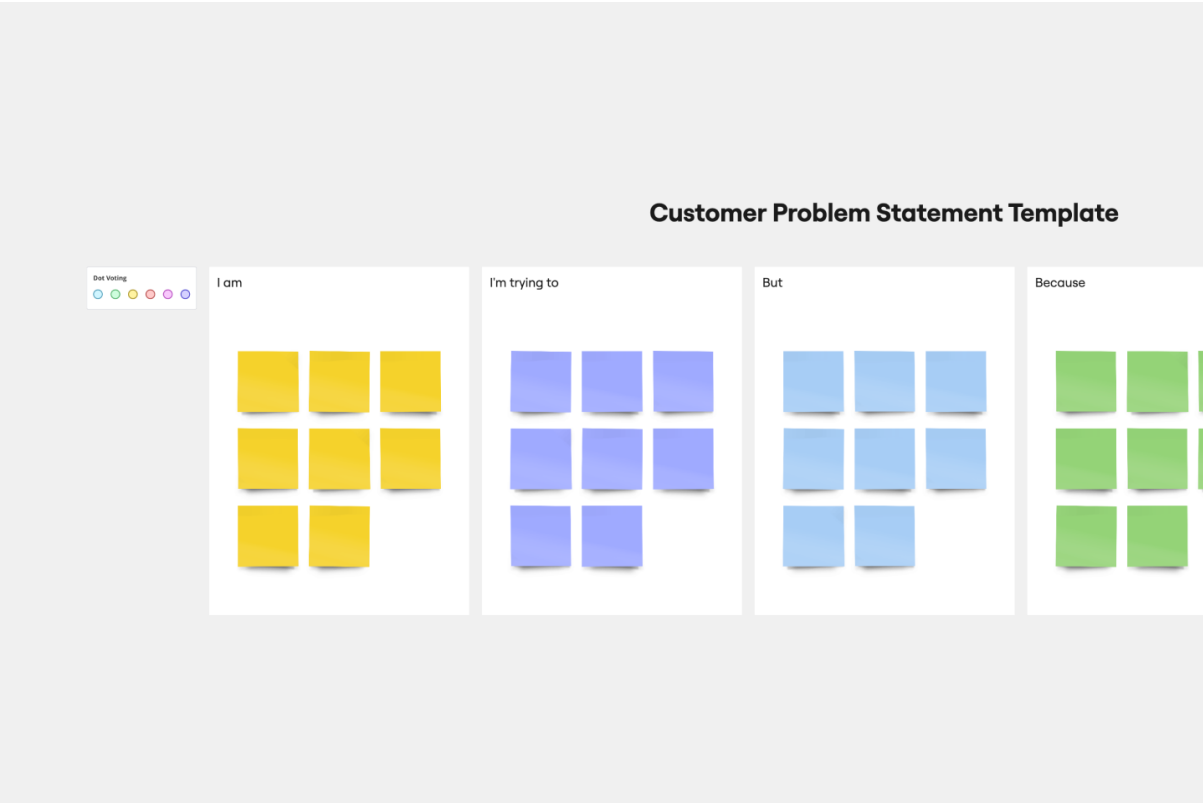
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

CUSTOMER PROBLEM STATEMENT TEMPLATE

CUSTOMER PROBLEM STATEMENT

	I am...	Insert content here.
	I am trying to ...	Insert content here.
	But ...	Insert content here.
	Because ...	Insert content here.
	Which makes me feel ...	Insert content here.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a citizen in need of government service information .	I'm trying to get fast, accurate information and report issues.	But I can't find a single, reliable way to interact with government services.	Because there isn't a unified, AI-powered conversational assistant available 24/7.	Which makes me feel frustrated, ignored, and discouraged from engaging.
PS-2	I am a government official responsible for public service delivery.	I'm trying to monitor citizen sentiment and identify emerging issues.	But I'm relying on scattered, manual feedback channels that are slow to process.	Because there's no centralized dashboard powered by AI to automatically analyze and visualize	Which makes me feel reactive, overwhelmed, and unable to effectively improve services.

				feedback in real time.	
PS-3	I am a rural/low-income citizen	I'm trying to access government services via digital tool	But I lack reliable internet or digital literacy	Because of the digital divide and no offline support	Which makes me feel excluded and unsupported
PS-4	I am a citizen concerned about data privacy	I'm trying to provide honest feedback on public services	But I'm not sure how my data will be used or protected	Because the platform's privacy policy and data handling are unclear	Which makes me feel skeptical and hesitant to participate
PS-5	I am a community liaison in local government	I'm trying to reach diverse citizen groups	But engagement is skewed toward digitally savvy populations	Because the platform doesn't support multiple languages or outreach methods	Which makes me feel the process is biased and underrepresentative