**Project Design Phase** **:** Citizen AI – Problem–Solution Fit Canvas

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| Date | 26 JULY 2025 |
| Team ID | LTVIP2025TMID59973 |
| Project Name | Citizen AI – Intelligent Citizen Engagement Platform |
| Maximum Marks | 2 Marks |

## 1. Customer Segment(s)

- Urban and rural citizens needing to report civic issues  
- Government departments managing public infrastructure  
- Local municipal authorities  
- Non-tech-savvy users requiring assistance

## 2. Jobs-To-Be-Done / Problems

- Citizens need to report civic issues (potholes, broken lights, sanitation)  
- Lack of transparency or updates on the resolution process  
- Public grievances are often lost or ignored without feedback  
- Officials need to efficiently categorize and prioritize citizen reports

## 3. Triggers

- Citizens seeing unresolved local issues  
- Neighbors sharing complaints on social media  
- Political representatives encouraging civic engagement  
- Launch of government schemes encouraging digital participation

## 4. Emotions: Before / After

\*\*Before\*\*: Frustrated, unheard, skeptical of resolution  
\*\*After\*\*: Empowered, engaged, confident their voice matters

## 5. Available Solutions

- Phone helplines (slow, often unresponsive)  
- Emailing municipal authorities (no confirmation/feedback)  
- Visiting municipal offices (time-consuming)  
- Mobile apps from individual municipalities (non-standardized, limited coverage)  
  
\*\*Pros\*\*: Some documentation exists  
\*\*Cons\*\*: Lack of scalability, poor UX, no AI support

## 6. Customer Constraints

- Limited access to digital infrastructure in rural areas  
- Poor internet connectivity  
- Low digital literacy  
- Language barriers  
- Limited trust in government platforms

## 7. Behaviour

\*\*Direct\*\*:  
- Use WhatsApp to share issues  
- Submit online forms (when available)  
- Escalate via social media tags or local representatives  
  
\*\*Indirect\*\*:  
- Discuss issues in community meetings  
- Avoid government routes and take personal solutions (e.g., pay for private repair)

## 8. Channels of Behaviour

\*\*8.1 Online\*\*:  
- Social media (Twitter, Facebook)  
- Government portals and apps  
- Community WhatsApp groups  
  
\*\*8.2 Offline\*\*:  
- Visiting municipal offices  
- Complaining via ward councilors  
- Writing letters

## 9. Problem Root Cause

- Fragmented reporting systems across departments  
- Lack of centralized data handling  
- Manual, slow triaging of citizen reports  
- No feedback loop to citizens

## 10. Your Solution – Citizen AI

A centralized, AI-powered platform for intelligent citizen engagement:  
- Citizens can report issues via mobile/web  
- AI classifies and routes issues to the right department  
- Real-time status updates and feedback loop  
- Multilingual chatbot for accessibility  
- Analytics dashboard for authorities

