

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID21064
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

I am	I'm trying to	But	Because	Which makes me feel
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a city administrator	to monitor key metrics like traffic, energy usage, and citizen complaints efficiently.	I don't have access to real-time data or predictive analytics.	existing systems lack integrated AI support and centralized dashboards.	overwhelmed, delayed, and unable to make timely decisions.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS 1	a municipal planner	understand and implement city policies efficiently	the documents are long and complex	there are no AI-driven summaries or insights	frustrated and delayed
PS 2	a city administrator	monitor key metrics like traffic and energy usage	there's no real-time or predictive dashboard	current systems lack integrated analytics	overwhelmed and reactive