

## Project Design Phase

### Problem – Solution Fit Template

Date	11 Jun 2025
Team ID	LTVIP2025TMID59708
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 actually 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, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

#### Template:

Problem-Solution fit canvas 2.0		Purpose / Vision	
<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> Define CS, fit into CC ->Urban citizens with civic grievances ->Elderly or non-tech-savvy users ->Government officials managing public complaints	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> Low digital literacy Lack of trust in system effectiveness Language barriers Poor mobile UX in existing platforms	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> Explore AS, differentiate Municipal call centers Offline complaint offices Government web portals (often complex or broken)	
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> Focus on J&P, tap into BE, understand RC ->Report local civic issues (e.g., garbage, water, roads) ->Get acknowledgment and updates on submitted complaints ->Analyze trends and respond efficiently (for officials)	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> Disconnected communication between citizens and government Manual, delayed routing of complaints No feedback loop or transparency Fragmented and inaccessible reporting methods	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> Focus on J&P, tap into BE, understand RC Citizens either ignore issues or post on social media hoping for visibility Some try calling helplines but rarely follow up Authorities respond reactively instead of proactively	
<b>3. TRIGGERS</b> <span style="float: right;">TR</span> Identify strong TR & EM ->frustration from repeated complaints with no action ->Need for transparency and easier digital	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> Citizen AI is a multilingual, AI-powered civic engagement platform that: Enables complaint registration via chatbot, WhatsApp, or voice Uses NLP to classify and route issues automatically	<b>8. CHANNELS OF BEHAVIOUR</b> <span style="float: right;">CH</span> Extract online & offline CH of BE Email/web portals Social media tagging 8.2 OFFLINE Phone calls Word of mouth	
<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> Before solution: Frustration, helplessness, mistrust After solution: Relief, satisfaction,			

#### References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>