





CitizenAI Customer Journey Map

Transforming citizen experience through AI-powered government services

→ Scroll horizontally to explore the complete journey →

	DISCOVER Awareness & Initial Contact	EXPLORE Learning & Navigation	ENGAGE Service Interaction	TRANSACT Process Completion
Steps & Experience	 Initial Need Recognition Citizen realizes they need a government service (permit, benefit, information, etc.)	 Platform Discovery Finds CitizenAI through search, referral, or government website	 AI Assistant Introduction Interacts with AI chatbot to understand available services	 Service Initiation Begins specific service process with AI guidance
Touchpoints & Interactions	Digital: Google search, social media, government websites Physical: Government offices, community centers People: Friends, family, government staff	Digital: CitizenAI website, mobile app Physical: QR codes in offices People: Help desk staff, online tutorials	Digital: AI chatbot, voice interface, form builders Physical: Kiosks in government buildings People: Human agents when AI escalates	Digital: Secure portal, document upload, e-signatures Physical: Document scanners, biometric verification People: Case workers, verification specialists
Goals & Motivations	Help me understand what government services I need and avoid wasting time on the wrong process	Help me feel confident that this platform is legitimate and secure for my personal information	Help me navigate complex government processes without confusion or mistakes	Help me complete my application correctly the first time and avoid delays
Positive Moments	<ul style="list-style-type: none"> • Clear, simple explanation of available services • AI understands their situation quickly • Multiple access channels available 	<ul style="list-style-type: none"> • Intuitive interface design • Quick loading times • Feels more modern than traditional government sites 	<ul style="list-style-type: none"> • AI provides personalized guidance • Complex forms are broken into simple steps • Immediate validation and error prevention 	<ul style="list-style-type: none"> • Secure document upload process • Real-time progress indicators • Confirmation of successful submission
Negative Moments	<ul style="list-style-type: none"> • Uncertainty about which service they actually need • Skepticism about AI handling sensitive government processes • Digital divide concerns for less tech-savvy users 	<ul style="list-style-type: none"> • Information overload on landing page • Uncertainty about data privacy and security • Technical jargon that's hard to understand 	<ul style="list-style-type: none"> • AI doesn't understand complex or unique situations • Frustration when escalated to human agents • Long forms that feel overwhelming 	<ul style="list-style-type: none"> • Technical difficulties during submission • Confusion about required documentation • Anxiety about whether submission was successful
Areas of Opportunity	<ul style="list-style-type: none"> • Implement service eligibility quiz • Create multilingual AI support • Develop offline-to-online bridge programs • Partner with community organizations 	<ul style="list-style-type: none"> • Simplify information architecture • Add trust signals and security badges • Create plain-language explanations • Implement progressive disclosure 	<ul style="list-style-type: none"> • Enhance AI training for edge cases • Improve human handoff processes • Create visual form builders • Add context-sensitive help 	<ul style="list-style-type: none"> • Implement auto-save functionality • Create document requirement checklists • Add submission confirmation improvements • Develop mobile-optimized upload tools