Ideation Phase
Define the Problem Statements

Date	03 Jun 2025
Team ID	LTVIP2025TMID59708
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.

Reference: https://miro.com/templates/customer-problem-statement/
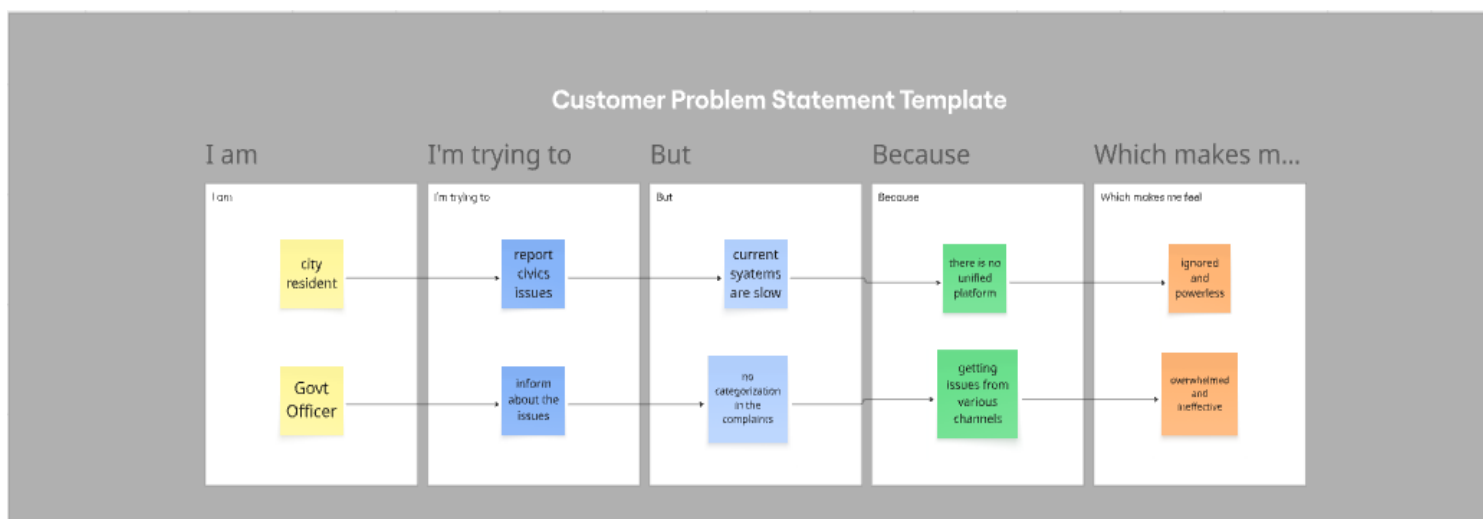
Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A citizen	Get answers about government services and benefits	Government websites are hard to navigate	They are complex, outdated, or unclear	Frustrated, confused
PS-2	A concerned resident	Report civic issues like potholes or broken lights	I don't know where or how to report them	There's no central, simple reporting system	Ignored, unheard