

Ideation Phase

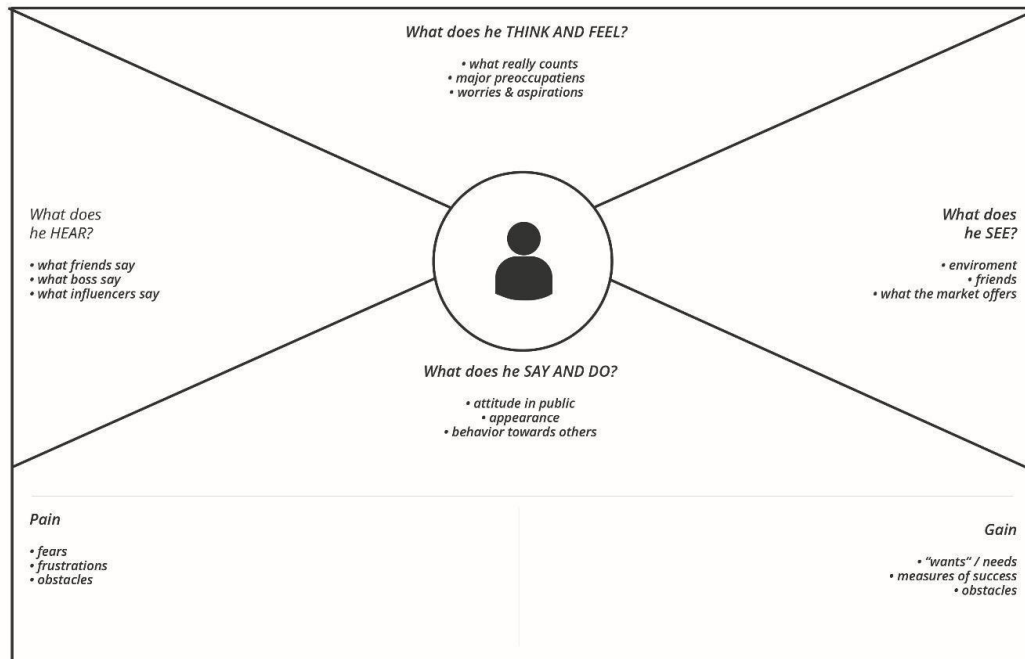
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID32100
Project Name	Citizen AI
Maximum Marks	4 Marks

Empathy Map Canvas:

Citizens often find themselves surrounded by complex and unfriendly government systems. They *see* confusing websites, scattered information across different departments, and public notices about government schemes that are difficult to understand. Many *hear* discouraging remarks from others, such as “no one will respond,” “you need to visit the office in person,” or “nothing ever changes,” reinforcing their lack of faith in public systems.

Empathy Map

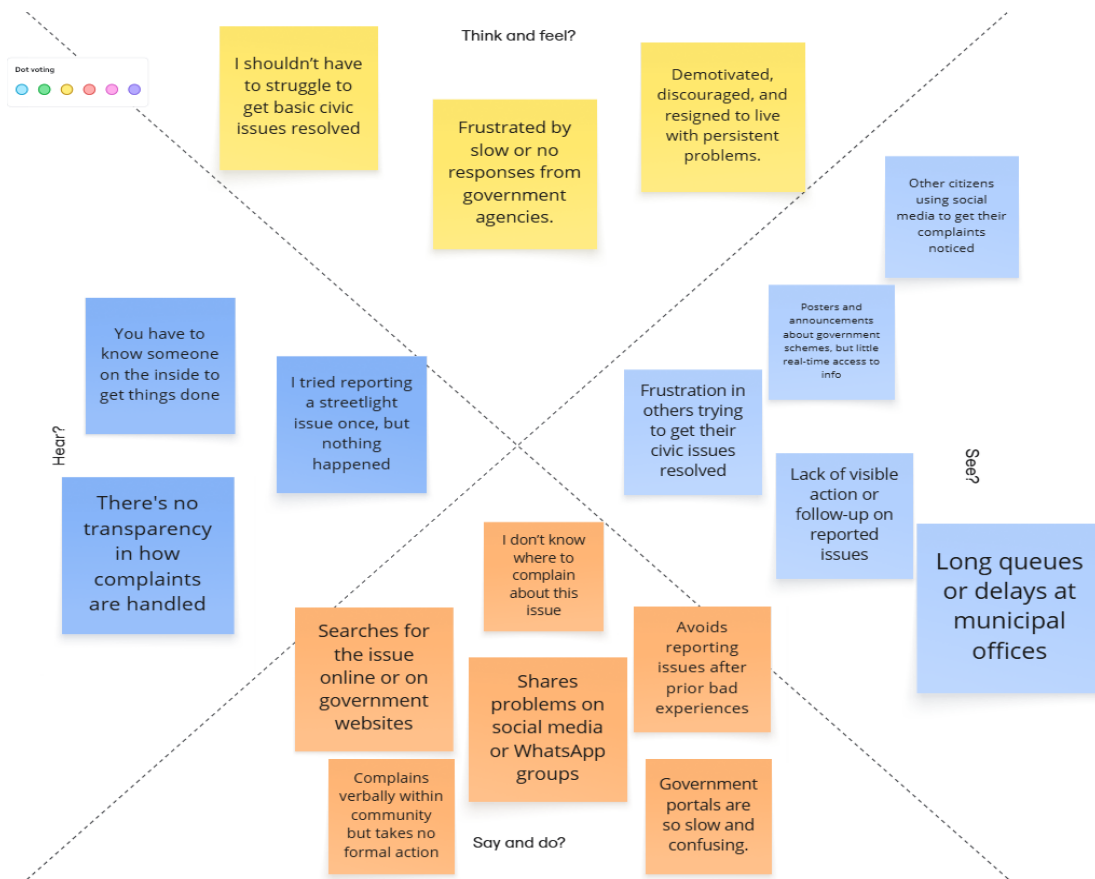


Example:

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Business Model **Toolbox**

Example: Citizen AI



Pain



Gain

