Ideation Phase

Define the Problem Statements

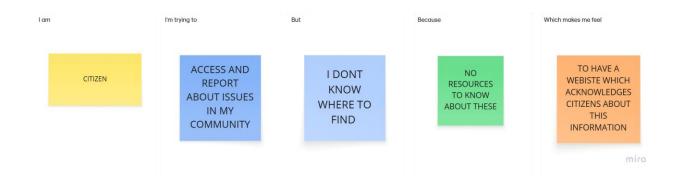| Date	31 January 2025
Team ID	LTVIP2025TMID32100
Project Name	Citizen AI
Maximum Marks	2 Marks

Customer Problem Statement Template:

Despite the increasing digitalization of governance, **citizens often face challenges in accessing timely and accurate information about government services** or reporting civic issues. Many government portals are **not user-friendly, lack multilingual support**, and require navigating **multiple departments**, which can be confusing and frustrating, especially for rural or non-technical users.

Moreover, there is **no single platform** that allows citizens to **ask queries in natural language, report local issues, and receive AI-powered responses instantly**. This gap in accessibility, responsiveness, and ease of communication leads to **low civic engagement**, **delayed issue resolution**, and **reduced trust in governance** systems.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Example:

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
CITIZEN	ACCESS AND REPORT ABOUT ISSUES IN MY COMMUNITY	I DONT KNOW WHERE TO FIND	NO RESOURCES TO KNOW ABOUT THESE	TO HAVE A WEBISTE WHICH ACKNOWLEDGES CITIZENS ABOUT THIS INFORMATION

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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A working professional	Report a path hole in my way	I don't know where to report	Government sites are confusing and slow	Frustrated and ignored
PS-2	A student	Get information about available scholarships	The process is too complicated online	Information is spread across websites	Confused and discouraged
PS-3	A retired senior citizen	Learn about pension schemes	I struggle to use mobile apps or websites	They are not user-friendly for elders	Disconnected and anxious