### **Ideation Phase**

### **Define the Problem Statements**

Date	22 June 2025
Team ID	LTVIP2025TMID32100
Project Name	Citizen AI
Maximum Marks	2 Marks

## **Customer Problem Statement Template:**

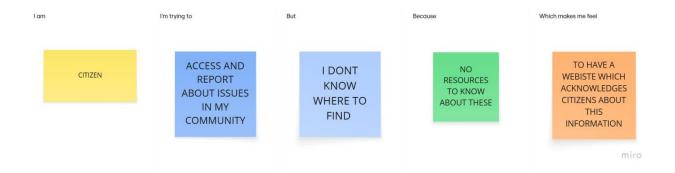
Despite the increasing digitalization of governance, citizens often face challenges in accessing timely and accurate information about government services or reporting civic issues. Many government portals are not user-friendly, lack multilingual support, and require navigating multiple departments, 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.

l 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**



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