# Ideation Phase

## Define the Problem Statements

Customer Problem Statement Template:

The Citizen AI platform addresses a fundamental challenge faced by citizens: lack of accessible, reliable, and personalized information about government services, policies, and civic processes. Navigating government systems is often complex, time-consuming, and frustrating, especially for individuals unfamiliar with bureaucratic language or procedures.  
  
Our intelligent, AI-powered conversational platform provides citizens with an accessible, real-time assistant to help them obtain accurate information about government services, policies, voting, permits, and civic engagement opportunities. By simplifying access to reliable information, Citizen AI enhances transparency, empowers individuals, and improves the overall citizen experience.

Reference:

The problem is derived from recurring challenges observed globally where citizens struggle to navigate government portals, resulting in information gaps, civic disengagement, and frustration.