# Ideation Phase

## Empathize & Discover

Empathy Map Canvas:

Citizen AI User Persona: Everyday Citizen Seeking Government Assistance  
  
- Thinks:  
 - "Government information is complicated."  
 - "I wish I had quick, reliable answers."  
 - "Am I even eligible for this service?"  
  
- Feels:  
 - Frustrated by government websites  
 - Anxious about missing deadlines or requirements  
 - Empowered when clear information is provided  
  
- Says:  
 - "I don't understand these forms."  
 - "Where can I get trustworthy information?"  
 - "I just want a simple answer."  
  
- Does:  
 - Searches government websites  
 - Asks friends or family for help  
 - Often gives up due to confusion  
  
By understanding these behaviours and attitudes, Citizen AI is designed to provide an accessible, user-friendly, AI-powered assistant to bridge the information gap and enhance civic engagement.

Reference:

Based on common challenges experienced by citizens interacting with government services, as well as project team research.