# Customer Journey Map

## 1. Entice

* A citizen or policymaker discovers the Citizen AI Platform through:
* - Government digital initiative email campaigns
* - Social media posts from civic engagement channels
* - Press releases or citizen outreach programs
* - Community recommendations

## 2. Enter

* User visits the Citizen AI Platform via browser or mobile link.
* They are welcomed with a clean dashboard interface.
* Option to log in as a citizen, policymaker, or guest user.

## 3. Browse

* Citizens can explore tabs such as:
* - 'Chat Assistant' for Q&A on public services
* - 'Sentiment Analysis' to input feedback and analyze tone
* - 'Dynamic Dashboard' to visualize public opinion
* - 'Policy Response Generator' to simulate potential government responses
* They read prompts or use voice input for questions about governance.

## 4. Engage

* The citizen interacts with the Granite-powered Chat Assistant.
* Asks questions like:
* - 'What is the status of the Swachh Bharat initiative in my district?'
* - 'How do I apply for a voter ID online?'
* AI responds with personalized, contextual answers based on real-time policy data.

## 5. Analyze Sentiment

* Citizens input public feedback or upload comments.
* The AI uses sentiment analysis to interpret emotions (e.g., satisfaction, frustration).
* Results are shown visually (charts, tags, percentages).

## 6. Review Dashboard

* The user reviews a dynamic summary of engagement patterns:
* - Public sentiment over time
* - Region-wise query frequency
* - Top-requested services or complaints
* Policymakers can use this data to make informed decisions.

## 7. Generate Response

* Based on sentiment and issue type, the AI suggests:
* - Template responses
* - Communication drafts
* - Policy adjustments
* Policymakers preview and edit suggested texts before publishing.

## 8. Save / Export

* Citizens save useful conversations or suggestions.
* Policymakers export reports or response drafts for meetings. This is for future improvements.

## 9. Exit

* Citizen leaves the session feeling informed and empowered.
* Policymaker feels confident with real-time insights for governance.
* Both users receive a session summary and optional feedback form.

## 10. Extend

* AI sends:
* - Email notifications with trends in public sentiment
* - Recommendations on further citizen queries
* - Reminders for unresolved feedback or sessions to revisit