

## Project Design Phase

### Problem – Solution Fit Template

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Project Name	Citizen AI - Intelligent Citizen Engagement Platform
Maximum Marks	

#### Problem-Solution Fit Template:

The Problem-Solution Fit is a powerful tool that ensures you've identified a genuine pain point for your customers and crafted a solution that truly addresses their needs. This template empowers entrepreneurs, innovators, and marketers to:

- **Solve with Empathy:** Tackle complex problems in a way that resonates with your customers' behaviors and preferences.
- **Accelerate Success:** Leverage existing habits and channels to boost solution adoption and achieve faster results.
- **Communicate Effectively:** Craft compelling messaging and triggers that speak directly to your target audience.
- **Build Trust:** Identify the right problem-behavior fit and deliver solutions that alleviate frustrations, urgent needs, or costly issues.
- **Understand and Improve:** Gain a deep understanding of your target group's situation and create meaningful improvements that make a lasting impact

#### Template:

Citizen AI Intelligent Citizen Engagement Platform		
<b>CA AI-DRIVEN AI ASSISTANT</b>	<b>C CITIZENS</b>	<b>D DATA SOURCES</b>
An autonomous AI agent that interacts with citizens in a personalized and human-like manner	Individuals within communities, seeking assistance, information, or engagement	Open government data and APIs that provide real-time information relevant to citizen needs
<b>J JOBS-TO-BE-DONE/ NEEDS</b>	<b>R RESPONSE CONTEXT</b>	<b>B BEHAVIOR</b>
Understand and address needs, issues, and concerns of citizens in a proactive and efficient	Crafting contextual, accurate, and policy-compliant responses based on available data and previous interactions	Engages with citizens in conversational and empathetic way to provide support and information
<b>T TRIGGERS</b>	<b>S INTELLIGENT RESPONSE</b>	<b>CH CHANNELS OF BEHAVIOR</b>
A citizen reaches out with a question, issue, or request through a designated digital channel	The AI assistant provides information, resolves issues or escalates to human agents if needed	Text/SMS, mobile apps, web portals, and other accessible channels where citizens can engage with AI assistant