Ideation Phase
Empathize & Discover

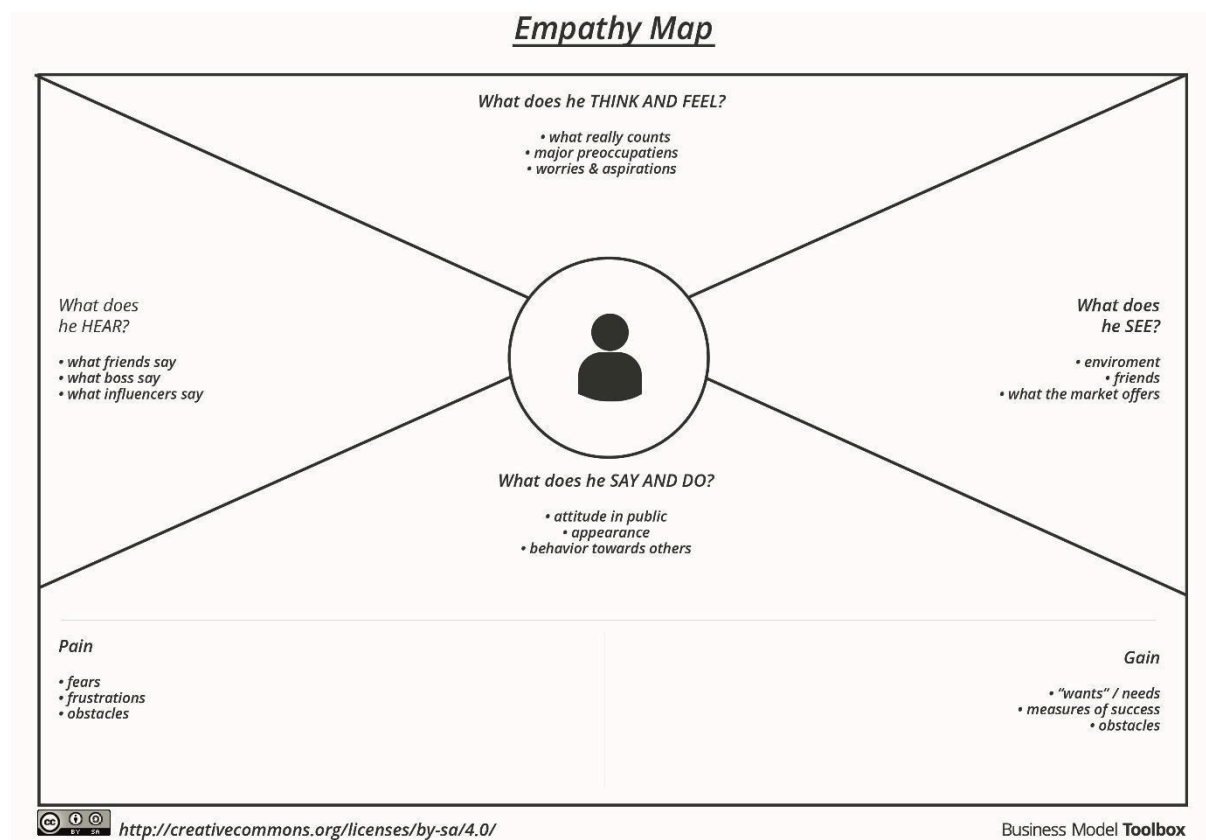| Date	31 January 2025
Team ID	LTVIP2025TMID59424
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application

SAYS

- "Why is i so hard to get basic information from government websites?
- "I don't know where to complain or give suggestions.'
- "These sites look old and don't reply to anything:
- "I wish I could get help like a chatboi.-something quick!"

THINKS

- Will my feedback even be read?
- Are these websites even checked by real peopie?
- I don't trust these portals fully.., maybe they don't work offline either.
- What if I could just t-falk to someone or a system that understands my issue?

DOES

- Tries to access government services online but gets confused
- Leaves feedback once but never follow up
- Locks for support via Googie or local help centers
- Avoide using online forms because they don't give instant felles

CITIZEN AI

Name: Ravi Kumar
Role: Urban/Rural Citizen
Goal: Wants to easily access government services (e.g. PAN, Aadhaar, passport help) or give feedback to authorities

FEELS

- Frustated dutj delays in responses
- Confused by complicat ted forms and outdated desig
- Disconnected from government help
- Doubtful about whether their opinion really matters