

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID59424
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
Maximum Marks	2 Marks

Problem – Solution Fit Template:

You have identified a real and frequent problem experienced by your customer segment (citizens and government officials), and the solution you’ve built (Citizen AI) **directly addresses and solves that problem**.

Purpose:

- ☐ Solve complex citizen–government interaction problems in a way that fits real-world behavior and technological gaps.
- ☐ Succeed faster by tapping into existing mediums — like government websites, chat-based services, and offline interactions — while enhancing them with AI.
- ☐ Sharpen communication and digital outreach by positioning Citizen AI as a **trustworthy, transparent, and responsive** system.
- ☐ Increase engagement and trust by solving high-friction problems like **lack of real-time help, no feedback response, and non-transparent systems**.
- ☐ Understand the **real situation** citizens and officials face and improve governance by **transforming static communication into intelligent, two-way interaction**.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>