

## Ideation Phase

### Define the Problem Statements

|               |  |
|---------------|--|
| Date          | 31 January 2025                                      |
| Team ID       | LTVIP2025TMID59424                                   |
| Project Name  | Citizen AI – Intelligent Citizen Engagement Platform |
| Maximum Marks | 2 Marks  |

#### Customer Problem Statement Template:

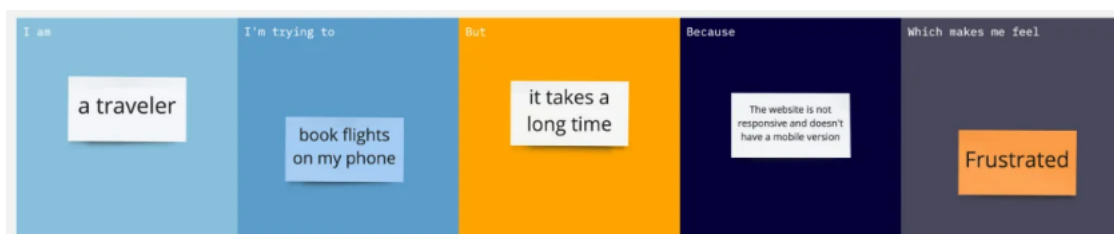
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

|                            |   |   |
|----------------------------|---|---|
| <b>I am</b>                | Describe customer with 3-4 key characteristics - <i>who are they?</i>                                 | Describe the customer and their attributes here                             |
| <b>I'm trying to</b>       | List their outcome or "job" the care about - <i>what are they trying to achieve?</i>                  | List the thing they are trying to achieve here                              |
| <b>but</b>                 | Describe what problems or barriers stand in the way – <i>what bothers them most?</i>                  | Describe the problems or barriers that get in the way here                  |
| <b>because</b>             | Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>         | Describe the reason the problems or barriers exist                          |
| <b>which makes me feel</b> | Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i> | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:



| <b>Problem Statement (PS)</b> | <b>I am (Customer)</b>  | <b>I'm trying to</b>   | <b>But</b>   | <b>Because</b>  | <b>Which makes me feel</b>   |
|-------------------------------|---|--|--|---|--|
| PS-1                          | trying to interact with a government department or access a public service online.              | get quick answers to questions about services like PAN, Aadhaar, or passport applications. | government websites are outdated, static, and don't support real-time conversation or issue reporting. | they don't have an intelligent assistant or any support for live queries and feedback tracking. | frustrated, ignored, and less confident in digital public services.            |
| PS-2                          | a government official responsible for analyzing public feedback and improving service delivery. | understand what citizens feel about our services and make data-driven improvements.        | I receive unstructured, delayed, or no feedback at all, with no system to track sentiment or trends.   | current platforms lack tools for real-time sentiment analysis and visualization.                | disconnected from citizen concerns and under pressure to make blind decisions. |