**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID35138 |
| Project Name | Citizen AI – Intelligent Citizen Engagement Platform |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

To kickstart the development of *CitizenAI – SmartInternz*, our team conducted a collaborative brainstorming session aimed at identifying the core challenges in citizen interaction with digital public services. We focused on issues like limited awareness of government schemes, difficulty accessing reliable information, and the absence of real-time support systems. Each team member contributed unique ideas, which we categorized into groups such as accessibility, automation, user engagement, and data personalization. After organizing these ideas, we used a prioritization matrix to evaluate them based on feasibility, potential impact, and alignment with AI-driven civic engagement. This process led us to choose a solution that combines conversational AI with interactive dashboards to assist citizens—especially students and interns—in accessing public resources quickly and intelligently.

**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

**Problem Statement:**  
*"How might we design an intelligent, AI-powered platform to help citizens—especially students and interns—access personalized, real-time information about public services, schemes, and civic resources with ease and clarity?"*

**Step-2: Brainstorm, Idea Listing and Grouping**

Following the problem statement definition, a focused brainstorming session was conducted to explore all possible solutions and feature ideas that aligned with the project's goal: building an AI-driven platform to enhance citizen engagement. Ideas were collected using collaborative tools such as virtual whiteboards, shared documents, and online forms.

All suggestions were listed without judgment or filtering to promote open innovation. Once a wide range of ideas was gathered, they were carefully reviewed and organized into logical categories based on common themes such as functionality, user needs, and technical implementation.

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| **Idea Description** | **Theme** |
| Integrate an AI chatbot for answering civic-related questions | Conversational AI |
| Display personalized schemes based on user profile and location | Personalization |
| Use sentiment analysis on user feedback to improve responses | Data & Insights |
| Provide voice-based support for ease of access | Accessibility |
| Include multilingual support to reach users across regions | Inclusion |

**Step-3: Idea Prioritization**

After grouping all brainstormed ideas into key themes, the next step was to evaluate and prioritize them based on practical implementation, potential impact, and alignment with the project’s core objective: improving access to public services using AI.

A prioritization matrix was used to assess each idea across three key criteria:

1. **Feasibility** – How technically and logistically easy the idea is to implement
2. **Impact** – The expected value it brings to users
3. **Alignment** – How closely the idea matches the problem statement and project goals

