**Ideation Phase**

**Define the Problem Statements**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID35138 |
| 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.

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | | **Because** | **Which makes me feel** |
| **PS-1** | A college student or intern interested in accessing government schemes | Find relevant, trustworthy, and personalized information about schemes | Most government websites are hard to understand and not user-friendly | | They are not designed with youth-centric or intuitive UI/UX principles | Frustrated, confused, and discouraged from exploring civic opportunities |
| **PS-2** | A citizen who wants quick and reliable answers about public services | Ask simple questions and get instant, accurate responses via a digital tool | The current systems are slow, text-heavy, and lack real-time interactivity | | There is no AI or chatbot support to assist users in understanding services | Ignored, overwhelmed, and uncertain about where to begin with government info |
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