**Project Design Phase**

**Problem – Solution Fit Template**

| Date | 15 February 2025 |
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| Team ID | LTVIP2025TMID32175 |
| Project Name | Citizen AI - intelligent citizen engagement platform |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

**Purpose:**

* Solve complex problems in a way that fits the state of your customers.
* Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
* SharpenCalendar

  Description automatically generated your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
* **Understand the existing situation in order to improve it for your target group.**

**Template:**

**1. CUSTOMER SEGMENT(S)**

* **Government agencies and officials**
* **Citizens seeking information about government services and policies**
* **Public service departments looking to enhance citizen engagement**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* **Improve communication between citizens and government**
* **Provide timely and accurate information regarding public services**
* **Analyze public sentiment to identify areas of concern**
* **Enhance transparency and trust in government operations**

**3. TRIGGERS**

* **Citizens experiencing difficulties accessing government services**
* **Increased public demand for transparency and responsiveness from government**
* **Emerging civic issues highlighted in the media or community discussions**

**4. EMOTIONS: BEFORE / AFTER**

* **Before: Frustrated, confused, disconnected**
* **After: Informed, engaged, satisfied**

**5. AVAILABLE SOLUTIONS**

* **Traditional customer service channels (phone, email)**
* **Pros: Familiarity, personal touch**
* **Cons: Slow response times, limited availability**
* **Online FAQs and static websites**
* **Pros: Accessible information**
* **Cons: Lack of interactivity, outdated content**

**6. CUSTOMER CONSTRAINTS**

* **Limited access to technology or internet**
* **Varying levels of digital literacy among citizens**
* **Budget constraints for government agencies in implementing new technologies**

**7. BEHAVIOUR**

* **Citizens searching for information online**
* **Engaging with government social media channels**
* **Providing feedback through surveys or public forums**

**8.1 ONLINE CHANNELS**

* **Government websites**
* **Social media platforms (Facebook, Twitter)**
* **Email newsletters**

**8.2 OFFLINE CHANNELS**

* **Community meetings and town halls**
* **Public service offices**
* **Local events and workshops**

**9. PROBLEM ROOT CAUSE**

* **Lack of efficient communication channels between citizens and government**
* **Insufficient understanding of public sentiment and needs**
* **Traditional methods of engagement not meeting modern expectations**

**10. YOUR SOLUTION**

* **Implement Citizen AI as an intelligent engagement platform**
* **Utilize real-time conversational AI for instant responses**
* **Integrate sentiment analysis to gauge public opinion**
* **Provide a dynamic dashboard for government officials to monitor citizen feedback and trends**
* **Personalize responses to enhance user experience and satisfaction**

References:

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