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| **Date** | **25 june 2025** |
| **Team ID** | **LTVIP2025TMID37165** |
| **Project Name** | **Citizen AI – Intelligent Citizen Engagement Platform.** |
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**Scenario:**

Citizen accesses, interacts with, and benefits from the Citizen AI Assistant platform to find information, access services, and get guidance on government-related tasks.

**Customer Journey Map Table:**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Step | Experience | Interactions | Things / Digital Touchpoints | Places | People | Goals & Motivations | Opportunities for Improvement |
| Enter | User learns about Citizen AI Assistant | Social media, Ads, Referrals | Website, App | Home, Office | Friends, Online Community | Help me understand how this service can assist me | Add engaging intro video and FAQs |
| Browse | User browses services offered | Navigates app sections | Mobile App / Website UI | Home | Self | Help me quickly find relevant services | Introduce guided search and filtering |
| Engage | User asks questions to AI | Voice/Text interaction with chatbot | AI Chat Interface | Home/Workplace | Virtual Assistant | Help me get accurate, helpful answers | Enhance NLP for local languages |
| Book | User books or initiates a service | Clicks on book/apply button | Service Form Page | App/Web | Self | Help me complete this service without errors | Pre-fill forms, validate data input |
| Confirm | User receives confirmation | Confirmation Email/App Notification | Email/App Notification | Anywhere | System | Help me be sure everything is set | Add status tracking |
| Support | User seeks help or support | Clicks Help/Chat, calls support | Support Chat, FAQ | Home/Office | Support Agent, Chatbot | Help me solve an issue fast | Provide multilingual live support |
| Exit | User finishes interaction | Ends session, receives summary | Summary Email / App Screen | Anywhere | None | Help me feel complete and satisfied | Include feedback request |

