**Ideation Phase**

**Empathize & Discover**

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| **Date** | **25 june 2025** |
| **Team ID** | **LTVIP2025TMID37165** |
| **Project Name** | **Citizen AI – Intelligent Citizen Engagement Platform.** |
| **Maximum Marks** | **2 Marks** |
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**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges

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| What does the user THINK and FEEL? | • Wants their problems heard and resolved fast. • Feels frustrated with slow systems. • Feels responsible but helpless to improve the city. |
| What does the user SEE? | • Sees civic issues like garbage, potholes, broken lights. • Sees unclear or outdated government websites. • Notices social media complaints about local problems. |
| What does the user SAY and DO? | • Complains to friends or neighbors. • Sometimes posts about issues online. • Might call the local authority, but usually gives up after no response. |
| What does the user HEAR? | • 'Reporting doesn’t work' • 'Nothing changes in this system' • Media highlights civic failure stories. • Hears others are also facing the same unresolved problems. |
| PAINS | • No single reliable app or chatbot for reporting. • Delay in response from civic bodies. • Difficult interfaces and unclear steps for filing complaints. |
| GAINS | • Centralized assistant for issue reporting and guidance. • Quick replies and transparency using AI. • Feeling of empowerment and contribution to society. |
| USER GOAL | • To report civic problems easily and ensure timely action. • To stay informed about local services and updates. |

