**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 25 june 2025 |
| Team ID | LTVIP2025TMID37165 |
| 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.

**Problem Statements**

***Problem Statement (PS)***

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| --- | --- |
| PS No. | PS-1 |
| I am (Customer) | A responsible citizen |
| I’m trying to | Report civic issues like potholes, streetlight failures, garbage collection, etc. |
| But | I don’t know whom to contact, how to report, or how long the resolution will take |
| Because | Existing systems are slow, scattered, and lack transparency or feedback mechanisms |
| Which makes me feel | Frustrated, helpless, and unheard |

|  |  |
| --- | --- |
| PS No. | PS-2 |
| I am (Customer) | A curious citizen |
| I’m trying to | Find accurate information about government schemes, policies, and services |
| But | I find scattered, outdated, or incorrect data on different platforms |
| Because | There is no centralized, AI-powered assistant to give instant, reliable answers |