



Empathize & Discover Phase



Date: 28 June 2025



Team ID: LTVIP2025TMID49956



Project Name: *Resolve Now: your platform for online complaints*



Maximum Marks: 4 Marks



Empathize Phase

Goal:

To understand the challenges faced by citizens in registering public complaints and the inefficiencies present in current manual systems.

Methods Used:

- Surveys and interviews with residents
- Discussions with municipal employees and ward officers
- Observation of existing complaint processes

Key Findings:

- Citizens face **long delays** in getting complaints acknowledged or resolved.
 - Many users are **unaware of the correct department** to contact.
 - **Lack of transparency** in status updates discourages follow-up.
 - Manual systems often lead to **lost or ignored complaints**.
 - Rural and urban users prefer **mobile-friendly platforms** with minimal steps.
-



Discover Phase

Problem Statement:

"How might we enable citizens to raise civic complaints easily, ensure they are auto-routed to the right departments, and offer real-time status tracking to promote accountability?"

User Personas Identified:

Persona	Description	Needs	Pain Points
Student	Tech-savvy youth lodging complaints online	Easy app/web interface	Frustrated by lack of status updates
Senior Citizen	Non-tech-savvy user seeking help	Simple language, voice assistant	Can't navigate complex systems
Government Clerk	Handles complaint entries manually	Automation, record management	Too much paperwork, no escalation logic

Insights Gained

- **Digital solution** needed with **smart categorization and tracking**.
 - Solution must support **multiple languages and mobile interfaces**.
 - Need for **real-time notification and department-level escalation**.
 - **Machine learning** can aid in complaint prioritization.
-

Next Step: Define Phase

Moving from user problems to a clear **problem statement and solution scope**, based on real user needs and system gaps identified in this phase.