Citizen AI Chatbot – Empathy Mapping
(Adapted for Government Service Interactions)

Date	**26 June 2025**
Team ID	LTVIP2025TMID32134
Project Name	Citizen AI Chatbot
Maximum Marks	4 Marks

Empathy Map Canvas
Understand citizens' needs, frustrations, and behaviors when accessing government services.

1. Think & Feel
What occupies citizens' minds?
- **Major Concerns**:

"Will my documents be processed on time?"
"Why is the process so complicated?"
- **Aspirations**:

"I wish I could get instant answers without waiting in line."

2. See
Citizens' environment and influences
- **Government Portals**: Outdated interfaces, unclear instructions.
- **Peers**: *"My friend said the passport office took 3 weeks to respond."*
- **Market Alternatives**: Private agents charging fees for "fast-track" services.

3. Hear
External voices shaping opinions
- **Social Media**: *"The tax portal crashed again!"*
- **Officials**: *"Submit Form X at counter Y."* (confusing)
- **Family**: *"Don't forget to carry 10 copies of your ID proof!"*

4. Say & Do
Observed behaviors
- **Public Attitude**:

"I'll just go to the office early to avoid the queue."
- **Actions**:
    - Refreshes government website repeatedly.
    - Calls helpline but hangs up after long waits.

5. Pain Points
Frustrations & Obstacles
- **Fears**: Missing deadlines due to delays.
- **Frustrations**:

"Why can't I track my application status online?"

- **Obstacles**: Language barriers, lack of digital literacy.

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6. Gains

Desired Outcomes

- **Needs**:

"One-click access to all public services."

- **Success Metrics**:
  - Reduced visit to government offices.
  - Clear, step-by-step guidance.

Example: Citizen Applying for Voter ID

Category	Citizen's Perspective
Think & Feel	*"I hope my application won't get rejected over small errors."*
See	Complicated PDF guidelines on the website.
Hear	*"You need to submit 3 address proofs."* (from peers)
Say & Do	Visits office 3 times due to missing documents.
Pain	Anxiety about document requirements.
Gain	Instant chatbot verification of documents.