Citizen AI Chatbot - Problem-Solution Fit Canvas 2.0

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1. Customer Segment(s)

Government service users (ages 18-65), including:
- First-time applicants (voter IDs, passports)
- Senior citizens accessing pension services
- Non-tech-savvy citizens needing simplified guidance

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2. Jobs-to-be-Done / Problems
- **Core Job**: Quickly resolve government service queries
- **Problems Addressed**:
  - Long call center wait times
  - Complex bureaucratic language
  - Lack of 24/7 support

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3. Triggers
- Upcoming deadlines (tax filing, document renewals)
- Frustration with offline processes
- Peer recommendations ("The chatbot solved my issue in minutes")

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4. Emotions: Before / After

Before (Problem)	After (Solution)
Anxious, confused	Confident, relieved
Distrustful of bureaucracy	Trust in digital governance

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5. Customer Constraints
- Limited internet access in rural areas
- Low digital literacy among seniors
- Multilingual needs (English + regional languages)

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6. Behavior
- Current: Visit offices repeatedly, call helplines
- Ideal: Use chatbot for instant resolutions

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7. Channels of Behavior
- **Online**: Government portals, WhatsApp, SMS
- **Offline**: Kiosks with chatbot access in offices

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8. Problem Root Cause
- Outdated citizen engagement systems
- Understaffed help centers
- No AI-powered automation

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9. Your Solution

IBM Granite-powered chatbot that:
1. Answers queries in <2 seconds
2. Supports 5 Indian languages
3. Provides document checklists with official links

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10. Alternative Solutions
- Traditional call centers
- Static FAQ webpages
- Private agents (paid services)