**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* **Government Portals**: Outdated interfaces, unclear instructions.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.

**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. |