**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 3 June 2025 |
| Team ID | LTVIP2025TMID32176 |
| 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.

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Custome)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PS-1** | a citizen needing local government service information | get quick, accurate answers to questions about public services (like water supply, waste management, etc.) | I have to wait in long queues or browse unclear websites | current systems are slow, outdated, and lack proper AI support | frustrated, helpless, and ignored |
| **PS-2** | a concerned citizen with a complaint or issue | raise a complaint or grievance and get updates | there is no clear or fast way to track it | most systems don't provide real-time status or acknowledgement | anxious, uncertain, and undervalued |