**Project Design Phase**

**Problem – Solution Fit Template**

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| --- | --- |
| Date | 10 June 2025 |
| Team ID | LTVIP2025TMID32176 |
| Project Name | Citizen AI - intelligent citizen engagement platform |
| Maximum Marks | 2 Marks |

**1. CUSTOMER SEGMENT(S)**

* **Government agencies and officials**
* **Citizens seeking information about government services and policies**
* **Public service departments looking to enhance citizen engagement**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* **Improve communication between citizens and government**
* **Provide timely and accurate information regarding public services**
* **Analyze public sentiment to identify areas of concern**
* **Enhance transparency and trust in government operations**

**3. TRIGGERS**

* **Citizens experiencing difficulties accessing government services**
* **Increased public demand for transparency and responsiveness from government**
* **Emerging civic issues highlighted in the media or community discussions**

**4. EMOTIONS: BEFORE / AFTER**

* **Before: Frustrated, confused, disconnected**
* **After: Informed, engaged, satisfied**

**5. AVAILABLE SOLUTIONS**

* **Traditional customer service channels (phone, email)**
* **Pros: Familiarity, personal touch**
* **Cons: Slow response times, limited availability**
* **Online FAQs and static websites**
* **Pros: Accessible information**
* **Cons: Lack of interactivity, outdated content**

**6. CUSTOMER CONSTRAINTS**

* **Limited access to technology or internet**
* **Varying levels of digital literacy among citizens**
* **Budget constraints for government agencies in implementing new technologies**

**7. BEHAVIOUR**

* **Citizens searching for information online**
* **Engaging with government social media channels**
* **Providing feedback through surveys or public forums**

**8.1 ONLINE CHANNELS**

* **Government websites**
* **Social media platforms (Facebook, Twitter)**
* **Email newsletters**

**8.2 OFFLINE CHANNELS**

* **Community meetings and town halls**
* **Public service offices**
* **Local events and workshops**

**9. PROBLEM ROOT CAUSE**

* **Lack of efficient communication channels between citizens and government**
* **Insufficient understanding of public sentiment and needs**
* **Traditional methods of engagement not meeting modern expectations**

**10. YOUR SOLUTION**

* **Implement Citizen AI as an intelligent engagement platform**
* **Utilize real-time conversational AI for instant responses**
* **Integrate sentiment analysis to gauge public opinion**
* **Provide a dynamic dashboard for government officials to monitor citizen feedback and trends**
* **Personalize responses to enhance user experience and satisfaction**