**Ideation Phase**

**Empathize & Discover**

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Project Name: Citizen AI – Intelligent Citizen Engagement Platform

Maximum Marks: 4 Marks

**Empathy Map Canvas**

The empathy map for EduTutor AI captures the user perspective to ensure the solution effectively meets student and educator needs. It focuses on their feelings, goals, challenges, and environment to better shape our generative AI-based learning platform.

Users:

-Citizens, people (K-12 and college-level)  
- Officials (officers, knowledgable persons )  
- Government Offices

what users 🧠 Think & Feel-

Frustrated by delays or lack of response from government agencies.

Wants to feel heard, respected, and valued as a contributor to society.

Desires transparency and accountability from public services.

Feels disconnected from policymaking and decision processes.

Concerns about privacy and data use in digital platforms.

what users 👀 See-

Inconsistent or fragmented communication from authorities.

Complex or outdated government portals.

Other citizens using social media to raise issues (but with no formal response).

Promises of smart governance with limited results.

what users 🗣️ Say & Do-

Express concerns on social media, public forums, or community groups.

Share experiences (positive or negative) with peers.

Ask for help or updates through multiple channels.

Participate in petitions, polls, or online discussions (when convenient).

what users 👂 Hear-

News and discussions about government inefficiency.

Peers complaining about unresolved civic issues.

Occasional updates or announcements from local authorities.

Mixed trust in government digital services.

🧩 Pains

Long response times or no follow-up on grievances.

Lack of clarity on how to submit issues or feedback.

Uncertainty about whether input is being considered or acted upon.

Language or digital literacy barriers.

Feeling excluded from decision-making processes.

🌟 Gains

One-stop, user-friendly platform for all civic communication.

Real-time updates on submitted issues and feedback.

Personalized responses and services.

Sense of empowerment and inclusion in governance.

Data privacy, multilingual support, and accessibility.

