

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID59160
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



1. **Customer Segment:**
Government officials responsible for citizen engagement and service delivery (e.g., municipal officers, public service administrators).
2. **Customer Goal:**
To respond quickly and accurately to citizen queries, gather feedback, and track public sentiment on key civic issues.
3. **Obstacle:**
Existing systems are slow, fragmented, and require significant manual effort to process and respond to inquiries.
4. **Root Cause:**
Lack of intelligent automation, no unified communication interface, and absence of real-time analytics tools.
5. **Emotional Impact:**
They feel overwhelmed, reactive instead of proactive, and under pressure from citizens and superiors due to inefficient service delivery.
6. **Ideal Outcome:**
A smart, AI-driven platform (like Citizen AI) that enables real-time responses, monitors public sentiment, and provides dashboards for data-driven decision-making—leading to improved citizen trust and service efficiency.