**Ideation Phase**

**Define the Problem Statements**

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| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

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.