Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID29301
Project Name	Citizen AI – Intelligent Citizen Engagement Platform using IBM Granite"
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ❑ Solve complex problems in a way that fits the state of your customers.
- ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ❑ **Understand the existing situation in order to improve it for your target group.**

Problem-Solution fit canvas 2.0

⭐ **AMALTAMA**

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1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Define CS, fit into CC

Citizen AI targets a broad spectrum of users within the public sector ecosystem:

General Citizens: Individuals seeking information, support, or wishing to provide feedback and report concerns about government services.

Government Officials and Policymakers: Administrators and decision-makers who use real-time sentiment analytics and citizen insights to guide policy, improve service delivery, and monitor public satisfaction.

Community Leaders, NGOs, and Civic Organizations: Stakeholders involved in advocacy, community engagement, and collaborative governance who benefit from aggregated data and transparent communication channels.

This inclusive approach ensures Citizen AI serves as a bridge between the government and diverse segments of society, fostering participatory, transparent, and responsive governance

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6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices

Customer constraints for Citizen AI primarily revolve around barriers that affect citizen engagement and adoption of digital government services:

Digital Divide and Accessibility: Limited access to reliable internet, devices, or digital literacy prevents many citizens, especially in rural or low-income areas, from fully utilizing the platform.

Trust and Privacy Concerns: Citizens may hesitate to share feedback or concerns due to fears about data privacy, security, or mistrust in government handling of information.

Expectation Management: Governments fear over-promising or facing demands they cannot fulfill, which can reduce citizen trust and participation if not managed transparently.

Cultural and Language Barriers: Lack of culturally relevant content or language support can exclude diverse community groups from engaging effectively.

Sustainability and Long-Term Engagement: Maintaining ongoing citizen participation requires continuous support, funding, and adaptation to evolving community needs.

Technological and Institutional Infrastructure: Weak IT infrastructure and lack of supportive policies can hinder platform performance and citizen adoption.

Addressing these constraints is essential for maximizing Citizen AI's impact on inclusive, transparent, and effective digital governance.

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5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Explore AS, differentiate

When citizens need to interact with government services, provide feedback, or report concerns, several solutions have traditionally been available:

In-person Methods: Public meetings, town halls, and focus groups allow direct dialogue with officials, fostering trust and personal connection. However, these are limited by scheduling, location, and attendance capacity, often excluding those with time or mobility constraints.

Pen and Paper: Citizens can submit written feedback, forms, or letters. This method is accessible and private but slow, harder to track, and not easily scalable for large populations.

Digital Channels: Online forums, community surveys, mobile apps (like "Report-A-Concern"), and digital engagement platforms enable broader participation, faster feedback, and real-time data analytics. These tools are convenient and scalable but may exclude those lacking digital access or skills, and raise concerns about data privacy and security.

Social Media and Email: Governments increasingly use social media and email for outreach and feedback. These channels are familiar and immediate but can be fragmented, less secure, and harder to moderate for constructive dialogue

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2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

Focus on J&P, tap into BE, understand RC

Citizen AI addresses several critical jobs-to-be-done (JTBD) and problems for both citizens and government agencies:

Access to Government Information and Services:
Citizens need a quick, reliable way to get accurate information about government policies, services, and procedures without navigating complex websites or waiting in long queues.

Providing Feedback and Reporting Concerns:
Citizens want simple, accessible channels to share feedback, report issues, and express concerns directly to officials, ensuring their voices are heard and acted upon.

Understanding and Responding to Public Sentiment:
Governments require tools to gauge public opinion, analyze sentiment, and identify emerging issues in real time, supporting better decision-making and more responsive service delivery.

Promoting Transparency and Building Trust:
Both citizens and officials benefit from transparent, two-way communication that fosters accountability, builds trust, and encourages civic participation.

Inclusive and Scalable Engagement:
The platform addresses the need for scalable, inclusive engagement methods that reach diverse populations, overcoming barriers of geography, time, and digital literacy.

By solving these jobs, Citizen AI enhances government responsiveness, empowers citizens to participate meaningfully in governance, and supports more effective, data-driven public administration

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9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

The root cause of the problems Citizen AI addresses lies in the complex, evolving landscape of government digital transformation. The real reasons include:

Legacy Systems and Bureaucratic Complexity: Many government agencies still rely on outdated, fragmented systems and rigid bureaucratic processes that make it difficult for citizens to access information, provide feedback, or report concerns efficiently.

Resistance to Change and Skills Gap: Both government employees and citizens often resist adopting new digital tools due to lack of digital literacy, fear of change, or mistrust in technology, further slowing down modernization efforts.

Budget Constraints and Resource Limitations: Limited funding, inconsistent investment, and competing priorities restrict the ability of governments to implement and sustain modern, citizen-centric digital solutions.

Siloed Organizations and Communication Gaps: Departmental silos and poor inter-agency collaboration hinder the creation of unified, seamless citizen engagement platforms.

Digital Exclusion: Not all citizens have equal access to digital infrastructure, which leads to gaps in participation and service delivery, especially for marginalized or rural populations.

The back story is that as governments face increasing expectations for transparency, efficiency, and responsiveness, traditional methods of public engagement and service delivery have become inadequate. The push for digital transformation is driven by the need to overcome these systemic barriers, adapt to changing regulations, and meet the demands of a digitally connected society.

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7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Focus on J&P, tap into BE, understand RC

To address the problem and get the job done, customers—primarily citizens—engage in a range of behaviors, both directly and indirectly:

Direct Actions:

They attend public meetings, town halls, or community forums to voice concerns and seek information.

They submit feedback or complaints through official channels, such as government websites, email, or social media platforms.

They participate in online surveys, sign petitions, or use mobile apps and digital forms to communicate with authorities.

Indirect or Associated Behaviors:

Citizens join community groups, NGOs, or advocacy organizations to collectively influence policy or improve local conditions.

They share experiences and mobilize others through social networks, both online and offline, to raise awareness or demand accountability.

Some invest personal time in volunteering, civic education, or local initiatives to enhance community well-being.

These behaviors are shaped by factors such as access to information, trust in government, prior experiences, and the perceived effectiveness of engagement channels. Citizens often adapt their approach based on what has worked for them or their community in the past, balancing direct participation with indirect advocacy and peer mobilization.

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3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Define CS, fit into CL

Customers are typically triggered to act and engage with government services or platforms like Citizen AI by several factors:

Personal Experiences with Issues: Encountering a problem with a public service (e.g., delays, poor quality, or lack of information) often motivates citizens to seek solutions or voice concerns.

Community Events or News: Hearing about issues, reforms, or new engagement opportunities through local news, social media, or from neighbors and peers can prompt action.

Government Outreach or Invitations: Receiving direct communication from government agencies—such as invitations to participate in surveys, town halls, or digital platforms—encourages citizens to get involved.

Policy Changes or New Initiatives: Awareness of new policies, regulations, or digital tools introduced by the government can drive citizens to interact, provide feedback, or learn more.

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4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before using Citizen AI, customers often feel frustrated, confused, or powerless when trying to access government services, provide feedback, or resolve issues due to bureaucratic complexity, slow processes, and a lack of transparency.

After engaging with Citizen AI, they feel more confident, empowered, and satisfied, experiencing greater clarity, control, and trust in their interactions with government services thanks to streamlined communication and real-time support.

This emotional shift—from frustration and uncertainty to confidence and empowerment—should be central to the platform's communication and design strategy

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10. YOUR SOLUTION — SL

What kind of solution suits Customer scenario the best?
Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

The best solution for Citizen AI's customer scenario is an AI-powered, conversational citizen engagement platform that is accessible, intuitive, and responsive to real-time needs. This approach aligns with customer behaviors—seeking quick, reliable information and feedback channels—while leveraging triggers such as personal service issues, community influence, and proactive government outreach.

Key elements of the solution:

Conversational AI Assistant: Provides 24/7, instant, human-like responses to citizen queries, making government information and services easy to access and understand.

Multi-Channel Accessibility: Integrates with web, mobile, and potentially messaging platforms to meet citizens where they are, reducing barriers for both tech-savvy and less digitally literate users.

Personalized, Contextual Interactions: Uses AI to deliver tailored responses and proactive notifications based on user data and previous interactions, increasing relevance and satisfaction.

Real-Time Sentiment Analytics: Offers transparent dashboards for officials, turning citizen feedback into actionable insights for improved decision-making and service delivery.

Secure and Trustworthy: Ensures robust data privacy, compliance, and security measures to address customer concerns and foster trust.

Communication & Marketing Strategy:
Highlight the emotional transformation—from frustration and confusion to confidence and empowerment—using clear messaging and user-centric design. Leverage triggers such as community stories, testimonials, and news about improved government responsiveness to encourage adoption. Promote accessibility, privacy, and the tangible impact of citizen participation to build trust and engagement.

This solution not only fits customer behaviors and motivations but also addresses their emotional journey, making government engagement easier, more transparent, and more satisfying for all stakeholders.

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8.1 ONLINE CHANNELS — CH

What kind of actions do customers take online?
Extract online channels from box #7 Behaviour

Explore AS, differentiate

Customers take a variety of actions online to address their needs and engage with government services:

Submitting Feedback and Reporting Issues:
Citizens use online portals, digital forms, and mobile apps to submit feedback, report concerns, or request services directly to government agencies.

Participating in Online Surveys and Polls:
They engage in online surveys, polls, or participatory budgeting platforms to express opinions and influence policy decisions.

Engaging on Social Media:
Many citizens interact with government agencies via social media channels, sharing suggestions, raising issues, and staying informed about updates and initiatives.

Accessing Information and Services:
Citizens visit government websites and community engagement platforms to access information, track service requests, and utilize digital public services.

Joining Online Public Meetings or Forums:
They attend livestreamed public meetings, participate in online forums, and review published decision reports to stay involved in local governance.

These online actions are facilitated through channels such as official government websites, dedicated citizen engagement portals, mobile applications, social media platforms, and online meeting or survey tools.

8.2 OFFLINE CHANNELS — CH

What kind of actions do customers take offline?
Extract offline channels from box #7 Behaviour and use them for customer development.

Customers take several offline actions to engage with government services and address civic issues. Drawing from observed behaviors and best practices:

Attending Public Consultations and Town Hall Meetings:
Citizens participate in in-person forums, workshops, or local consultations to voice opinions, ask questions, and receive updates directly from officials.

Submitting Suggestions via Physical Boxes:
Suggestion and voting boxes are placed at government offices, community centers, or public venues for citizens to submit written feedback or ideas.

Participating in Community Events and Competitions:
Offline engagement includes essay, drawing, or idea competitions for students and citizens, as well as special programs for senior citizens and contests to gather diverse perspectives.

Engaging in Door-to-Door or Block-Level Outreach:
Government representatives or NGOs may conduct door-to-door canvassing, distribute printed materials, or organize group events to collect feedback and raise awareness.

Reading Print Media and Listening to Radio:
Citizens stay informed and may respond to calls for participation through newspapers, magazines, and radio broadcasts that announce programs, updates, or invitations to engage.

These offline channels are essential for reaching citizens who may not have digital access, ensuring inclusive engagement and gathering in-depth, qualitative insights for customer development

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