Lab 1 Report: Rural Citizens Lack Access to Digital Public Services

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24BTCE229

Step 1: Observation

The observation was conducted by studying rural citizens' interaction with digital public services such as online government portals, welfare schemes, and digital certificates. It was observed that rural citizens largely depend on offline methods or intermediaries.

User Behavior:

- Preference for physical visits to offices

- Hesitation in using online portals

- Dependence on others for help

Delays and Confusion:

- Poor internet connectivity

- OTP failures

- Navigation difficulties

System Constraints:

- Limited infrastructure

- Low digital literacy

- Language barriers

Step 2: User Identification

1. Rural Citizens – End users

2. Government Officials – Service providers

3. CSC Operators – Support intermediaries

Step 3: Interviews / Surveys

Sample Questions:

- What services do you use?

- What problems do you face?

- Do you trust digital systems?

Key Insights:

- Fear of errors

- Lack of awareness

- Dependence on CSCs

Step 4: Pain-Point Analysis

Functional: Connectivity issues, complex portals

Emotional: Fear, low confidence

Systemic: Poor infrastructure

Critical Pain Point:

Lack of digital literacy and rural-friendly design

Step 5: Root Cause Identification

Root Causes:

- Lack of inclusive design

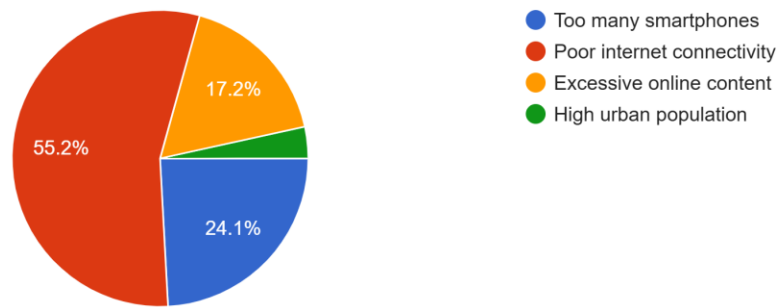- Insufficient training

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Step 6: Wicked Problem Understanding

The problem involves multiple stakeholders and cannot be solved with a single solution.

Step 7: Reflection

The study improved understanding of real user challenges and highlighted the importance of observation.

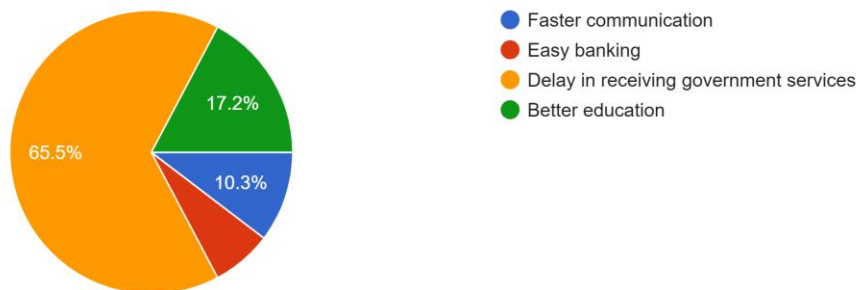What is the main reason rural citizens struggle to access digital public services?
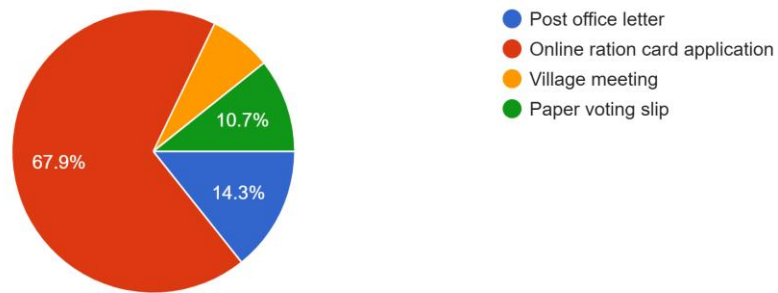
29 responses

- Too many smartphones
- Poor internet connectivity
- Excessive online content
- High urban population

55.2%

17.2%

24.1%

What is one major effect of poor digital access in villages?

29 responses

- Faster communication
- Easy banking
- Delay in receiving government services
- Better education

65.5%

17.2%

10.3%

Which of the following is a digital public service?

28 responses

- Post office letter
- Online ration card application
- Village meeting
- Paper voting slip

67.9%
10.7%
14.3%

Digital illiteracy means:

29 responses

- Not knowing how to read books
- Not having electricity
- Lack of skills to use digital devices
- Lack of schools

62.1%
13.8%
17.2%
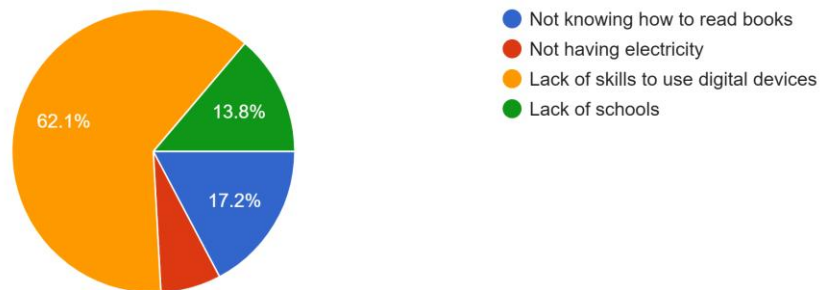
Which factor most affects internet access in rural areas?

29 responses

- High population
- Lack of roads
- Poor network infrastructure
- Too many mobile towers

55.2%
17.2%
17.2%
10.3%
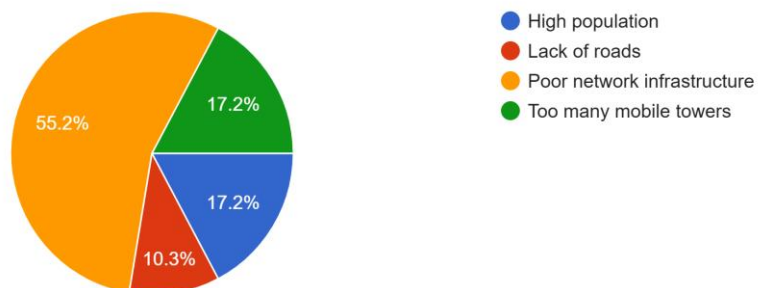
Which solution can help rural citizens access digital services better
29 responses

- 🔵 More paperwork
- 🔴 Free internet cafés
- 🟠 Digital literacy programs
- 🟢 Closing village offices

58.6%

31%