# Customer Journey Map — Citizen AI

## Citizen Journey — Scenario: Accessing Civic Services Digitally

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| Step | Citizen Action | Touchpoints / Devices | Experience (Positive/Negative) | Goal / Motivation | Opportunities |
| Awareness | Hears about the Citizen AI platform via a government social post or email. | Mobile phone, social media, WhatsApp | Curious but skeptical about another gov-tech tool. | Help me get accurate civic info without waiting in queues. | Use testimonials, simple onboarding UI. |
| Interaction | Opens the Gradio app and enters a query about documentation or a service. | Web browser / Gradio UI | Feels impressed with speed and clarity of AI response. | Help me understand rules and get things done fast. | Enable voice input, show related FAQs. |
| Feedback | Submits service feedback through textbox after interaction. | Textbox, Feedback form | Satisfied when sentiment is recognized correctly. | Help me make my voice heard. | Allow emoji rating, tag suggestions. |
| Monitoring | Views public sentiment charts on the dashboard. | Dashboard tab, graphs | Feels reassured seeing transparency. | Help me know I’m not alone in facing this. | Add filter options for departments or topics. |
| Extension | Downloads CSV report for local review or sharing. | Download buttons | Happy to access offline or forward to officials. | Help me keep proof or share my opinion broadly. | Include timestamp and summary notes in download. |
| Future Use | Returns to ask another question next week. | Chatbot tab | Feels loyal to a tool that 'just works'. | Help me avoid misinformation next time. | Enable history tracking or bookmark feature. |