**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID49115 |
| Project Name | Visualization tool for electric vehicle charge and range and analysis |
| 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.**

**Template:**

Calendar

Description automatically generated

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>

| **Section** | **Details** |
| --- | --- |
| **Customer Segment** | - EV owners - Fleet operators - EV manufacturers - Urban transport planners - Charging station providers |
| **Jobs to be Done (Problem)** | **Functional:** Monitor charging/battery status, plan efficient routes, track fleet usage **Emotional:** Reduce anxiety, gain confidence **Social:** Promote eco-conscious behavior |
| **Triggers** | - Long wait at charging stations - Battery draining faster than expected - Uncertain range estimates - Planning challenges for policymakers |
| **Emotions Before** | - Anxiety - Frustration - Confusion - Lack of trust in data |
| **Emotions After** | - Relief - Confidence - Satisfaction - Empowerment - Trust |
| **Available Solutions** | - Generic EV mobile apps (basic range & battery data) - Google Maps EV routing - Manufacturer-specific dashboards |
| **Behavior / Channels** | - Mobile apps - In-car systems - EV community forums - Fleet dashboards - Government EV planning tools |
| **Customer Constraints** | - Limited technical knowledge - App fatigue (using multiple tools) - Inconsistent data sources - Cost sensitivity (freemium preference) |
| **Problem Root Cause** | - Fragmented data sources - Lack of integration between charging, range, and usage analytics - Low access to real-time decision-making insights |
| **Your Solution** | - A unified, interactive Tableau dashboard for real-time EV analytics - Personalized insights for EV users, fleet managers, and policymakers |