

## Ideation Phase

### Define the Problem Statements

Date	Feb 2026
Team ID	LTVIP2026TMIDS47701
Project Name	Visualization tool for Electric Vehicle Charge and Range Analysis.
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	An electric vehicle user.	understand the driving range and charging behavior of different electric vehicles.	understand the driving range and charging behavior of different electric vehicles.	there is no single interactive platform that visualizes EV range and charging data clearly.	confused and uncertain while making decisions.
PS-2	an EV analyst / policy maker.	analyze EV adoption trends, charging infrastructure, and performance metrics.	existing reports lack clear visual insights and comparisons.	raw data is not converted into meaningful dashboards.	inefficient and limited in data-driven planning.