

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none">• Electric Vehicle (EV) owners and drivers• Daily commuters using EVs• Fleet operators managing EV vehicles• Users who monitor battery and range regularly	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">• Limited charging infrastructure• Budget limitations• Poor internet connectivity• Limited technical knowledge	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none">• Vehicle dashboard battery indicator• EV mobile apps• Manual estimation based on past trips	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS <p>We address the following problems for EV users:</p> <ul style="list-style-type: none">• Difficulty in estimating remaining driving range• Range anxiety during long trips• Lack of clear charge and range visualization• Uncertainty about charging time and efficiency	9. PROBLEM ROOT CAUSE RC <p>The problem exists because:</p> <ul style="list-style-type: none">• Battery performance varies with usage conditions• Range prediction is not always accurate• Charging infrastructure is still developing• Lack of simple visualization tools	7. BEHAVIOUR BE <ul style="list-style-type: none">• Frequently checks battery percentage• Searches charging stations online• Plans trips based on charge availability• Monitors energy consumption patterns		
Focus on J&P, tap into BE, understand RC	Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none">• Battery level drops below safe percentage• Planning long-distance travel• Sudden decrease in estimated range• Need to locate nearest charging station	10. YOUR SOLUTION SL <ul style="list-style-type: none">• Provides clear visualization of battery charge and range• Shows real-time range estimation• Analyzes charging patterns and efficiency• Supports better trip planning• Easy-to-use dashboard interface	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none">8.1 ONLINE<ul style="list-style-type: none">• EV apps• EV community forums8.2 OFFLINE<ul style="list-style-type: none">• Vehicle dashboard display• Visiting charging stations• Service centers	Focus on J&P, tap into BE, understand RC

<div data-bbox="237 221 432 244">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="592 221 619 244">EM</div> <div data-bbox="258 264 491 286">Before Using the Solution:</div> <div data-bbox="258 318 462 448"><ul style="list-style-type: none">• Worried• Confused• Stressed about range</div> <div data-bbox="258 474 475 497">After Using the Solution:</div> <div data-bbox="258 528 363 551"><ul style="list-style-type: none">• Confident</div>		
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