

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S)</p> <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 	<p>6. CUSTOMER CONSTRAINTS</p> <ul style="list-style-type: none"> • Limited charging infrastructure • Budget limitations • Poor internet connectivity • Limited technical knowledge 	<p>5. AVAILABLE SOLUTIONS</p> <ul style="list-style-type: none"> • Vehicle dashboard battery indicator • EV mobile apps • Manual estimation based on past trips 	Explore AS, differentia
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <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 	<p>9. PROBLEM ROOT CAUSE</p> <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 	<p>7. BEHAVIOUR</p> <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
Differentiate strong TR & EM	<p>3. TRIGGERS</p> <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 	<p>10. YOUR SOLUTION</p> <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 	<p>8. CHANNELS of BEHAVIOUR</p> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> • EV apps • EV community forums <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> • Vehicle dashboard display • Visiting charging stations • Service centers 	CH

4. EMOTIONS: BEFORE / AFTER

EM

Before Using the Solution:

- Worried
- Confused
- Stressed about range

After Using the Solution:

- Confident
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