

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS
<p>EV owners, EV buyers, researchers, transport planners, sustainability analysts, students analyzing electric vehicle</p>	<p>Lack of technical skills, difficulty interpreting raw datasets, slow or cluttered dashboards, absence of centralized EV visualization tools</p>	<p>Static reports, government EV websites, spreadsheets, basic charts without interaction, limited EV analytics platforms</p>

2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE
<p>Need to analyze EV charging stations and vehicle range efficiently. Users struggle to compare charging availability, regional EV infrastructure, and battery range performance from scattered datasets.</p>	<p>EV data exists in multiple formats and platforms, limited visualization tools that combine charging stations and range analysis in one interactive system</p>	<p>Users search online for EV charging info, explore dashboards, apply filters, compare regions, analyze range trends, and share insights</p>

3. TRIGGERS

TR

Rising EV adoption, need for clean energy insights, government EV policies, academic research projects, interest in smart mobility analytics

10. YOUR SOLUTION

SL

A Flask-based interactive visualization tool integrating EV datasets with maps, line charts, stacked bars, and bubble charts to analyze charging infrastructure and vehicle range in a single dashboard

4. EMOTIONS: BEFORE / AFTER

EM

Before: Confused, overwhelmed by raw EV data. After: Confident, informed, and able to make data-driven decisions using visual dashboards

8. CHANNELS OF BEHAVIOUR

CH

Flask web application, Tableau embedded dashboard, portfolio website, academic presentations