# Ideation Phase
## Define the Problem Statements

| Date | 02 February 2026 |
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| Team ID | LTVIP2026TMIDS88090 |
| Project Name | AUTOSAGE APP USING GEMINI FLASH |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

The current vehicle research and decision-making process presents significant challenges for customers, impacting their confidence and overall satisfaction. Buyers, particularly those evaluating vehicles in the Indian market, often struggle with fragmented information, inconsistent specifications, unclear pricing structures, and limited personalized guidance. Additionally, comparing ICE and EV options requires technical understanding that many users do not possess. These hurdles lead to confusion, decision fatigue, and a less-than-optimal purchase journey, potentially affecting trust in available digital resources.

To enhance user experience and improve decision clarity, there is a need for a centralized, intelligent, and structured vehicle advisory system. By leveraging AI-powered analysis through Gemini Flash, the AutoSage application aims to address these pain points. Through structured intelligence reports, contextual recommendations, and multimodal analysis (text + image), the platform can deliver accurate, market-relevant insights. This approach ensures a streamlined, user-friendly experience that aligns with modern customer expectations and fosters trust, clarity, and informed decision-making.



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

Reference: https://miro.com/templates/customer-problem-statement/  Example:

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | A vehicle buyer in India researching options online. | A vehicle buyer in India researching options online. | Compare cars/bikes and choose the best vehicle based on budget, performance, and long-term ownership value. | Information is scattered across websites, specifications are inconsistent, pricing varies by source, and EV vs ICE comparisons are confusing. | Most platforms provide either generic reviews or raw technical data without structured analysis or personalized guidance. |
| PS-2 | A vehicle owner or buyer who has only a vehicle image (photo from street/showroom/social media). | Identify the exact model, variant, and key specifications to understand its value and market positioning. | I cannot accurately determine the variant, engine type (ICE vs EV), pricing, or feature differences just from the image. | I cannot accurately determine the variant, engine type (ICE vs EV), pricing, or feature differences just from the image. | Confused and unsure about the vehicle's authenticity, specifications, and buying relevance. |