

IdeationPhase

Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID49020
Project Name	Visualization tool for electric vehicle charge and range analysis
Maximum Marks	2Marks

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. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
Commuter	Compare	Scattered	Disconnected	Overwhelmed

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A city-based EV commuter interested in sustainable and efficient travel	Compare electric vehicles based on range, price, and charging options	Information is scattered across sources	There is no unified platform to view all EV data together	Overwhelmed and unsure about making the right choice
PS-2	A first-time EV buyer who wants reliable and affordable transport	Understand which EV model best fits their needs	EV specifications and pricing vary greatly across different regions	The data is disconnected and inconsistently structured	Confused and frustrated during the decision process

2.2 EMpathy map

