

## Project Design Phase

### Problem – Solution Fit Template

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

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

#### Template:

<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	<b>6. CUSTOMER CONSTRAINTS</b> <small>What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.</small>	<b>5. AVAILABLE SOLUTIONS</b> <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking.</small>
Define CS, fit into CC		Explore AS, differentiate
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	<b>9. PROBLEM ROOT CAUSE</b> <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.</small>	<b>7. BEHAVIOUR</b> <small>What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)</small>
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC
<b>3. TRIGGERS</b> <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	<b>10. YOUR SOLUTION</b> <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>  <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>
Identify strong TR & EM		Extract online & offline CH of BE
<b>4. EMOTIONS: BEFORE / AFTER</b> <small>How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>		
Identify strong TR & EM		

Example: Visualization tool for electric vehicle charge and range analysis

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>EV buyers (first-time and repeat), automotive data analysts, city infrastructure planners, EV showroom managers</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><div>→ Limited knowledge of EV specs</div><div>→ Scattered or outdated info online</div><div>→ No technical background</div><div>→ Budget limitations</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div>EV brand websites</div><div>→ Comparison blogs &amp; YouTube</div><div>→ Government portals (not user-friendly)</div><div>→ Dealership brochures (incomplete)</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div><div>→ Compare EV specs like range, cost, efficiency</div><div>→ Find nearby charging stations</div><div>→ Identify cost-per-km or best model under budget</div><div>→ Track EV market trends in India &amp; globally</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div><div>→ Lack of unified, interactive platform to explore EVs &amp; infrastructure</div><div>→ Data exists, but isn't visual, filtered, or easy to use</div><div>→ Existing platforms aren't personalized or up-to-date</div></div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><div>→ Users google EV reviews</div><div>→ Visit multiple portals for specs</div><div>→ Ask friends or forums for help</div><div>→ Struggle with Excel sheets manually</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div><div>→ Rising petrol/diesel costs</div><div>→ Government subsidies for EVs</div><div>→ Social influence (friends buying EVs)</div><div>→ Need to reduce carbon footprint</div></div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div><div>→ A centralized dashboard that:</div><div><div>– Filters and compares EV specs</div><div>– Maps charging stations</div><div>– Calculates cost per km</div><div>– Combines 4 global+Indian datasets in one clean UI</div></div></div> <div>→ Helps users make smart, confident EV decisions</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>8.1 ONLINE</div><div>Google search, YouTube, EV sites, gov dashboards, comparison tools</div></div>	Focus on J&P, tap into BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div>Before: confused, overwhelmed, unsure which EV is worth it</div><div>After: informed, confident, in control, satisfied with their decision</div></div>		<div>8.2 OFFLINE:</div> <div><div>– Dealership visits, consulting friends, test drives, printed brochures</div></div>	
Identify strong TR & EM				Extract online & offline CH of BE



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