

Project Design Phase  
Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID48398
Project Name	Visualization Tool for EV Charge and Range Analysis
Maximum Marks	2 Marks

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 behaviour.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behaviour 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:

# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>- Individual EV owners</li> <li>- EV fleet managers</li> <li>- Urban commuters</li> </ul>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> <li>- Budget constraints</li> <li>- Varying tech-savviness</li> <li>- Older EV models with limited</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; CONS</small> <ul style="list-style-type: none"> <li>- Google Maps with limited EV info</li> <li>- EV manufacturer apps (but not customizable)</li> </ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <span>PR</span> <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> <li>- Users struggle to estimate how far they can drive with current battery levels</li> <li>- Uncertainty about charging station locations</li> <li>- Anxiety during long trips due to range limitations</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>- Lack of visual and predictive tools tailored for EV users</li> <li>- Insufficient integration between GPS and real-time battery data</li> </ul>	<b>7. BEHAVIOR</b> <span>BE</span> <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> <li>- Users frequently overcharge or avoid long trips</li> <li>- Fleet managers create manual tracking logs</li> <li>- High dependence on charging stations' availability</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <ul style="list-style-type: none"> <li>- Trip planning failures</li> <li>- Unexpected battery drain</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>A visual and predictive tool that maps EV battery charge with real-time route planning and range estimation.</p>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <p>ONLINE</p> <ul style="list-style-type: none"> <li>EV apps, dashboards, maps</li> </ul> <p>OFFLINE</p> <ul style="list-style-type: none"> <li>Route planning, manual logs</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> <p>Before: Anxious, unsure, frustrated</p> <p>After: Confident, informed, stress-free charging management</p>			



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Daria Nepriakhina / [ideahackers.nl](https://ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

