

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID47712
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	2 Marks

Customer Problem Statement Template:

A customer problem statement helps us define the real issues experienced by users in the electric vehicle (EV) buying journey. By identifying who they are, what they are trying to achieve, the barriers they face, and how it makes them feel, we gain valuable insights into building more relevant and human-centered solutions.

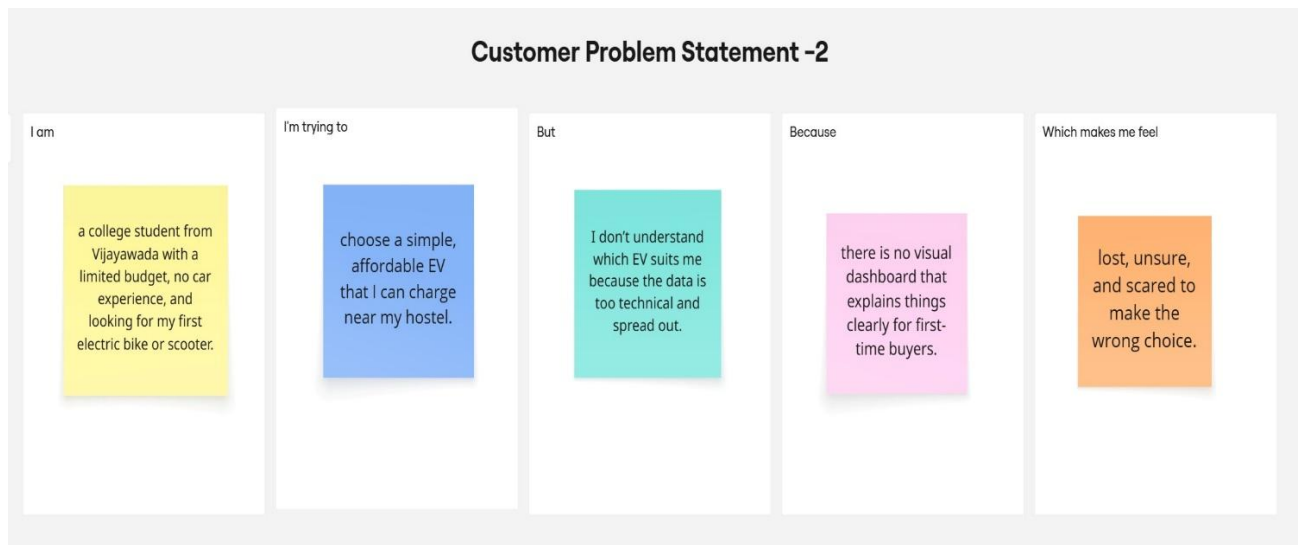
For this project, the focus is on EV buyers in India who struggle to compare models, prices, and charging station availability. The empathy gained through this process supports the development of a visual dashboard that addresses their exact needs.

Customer Problem Statement-1:

Customer Problem Statement -1

I am	I'm trying to	But	Because	Which makes me feel
<div style="background-color: #ffffcc; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;">a 29-year-old tech-savvy software engineer living in Bangalore, commuting 40 km daily, environmentally conscious, and interested in switching to an EV.</div>	<div style="background-color: #ccffff; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;">find an EV that fits my budget, gives good range, and can be charged nearby.</div>	<div style="background-color: #ccffcc; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;">I can't find a single place that compares EV models and charging stations together.</div>	<div style="background-color: #ffccff; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;">most websites only show specs or ads — not helpful data for buyers like me.</div>	<div style="background-color: #ffcc99; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;">confused, frustrated, and stuck in making a decision.</div>

Customer Problem Statement-2:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a 29-year-old tech-savvy software engineer living in Bangalore, commuting 40 km daily, environmentally conscious, and interested in switching to an EV.	find an EV that fits my budget, gives good range, and can be charged nearby.	I can't find a single place that compares EV models and charging stations together.	most websites only show specs or ads — not helpful data for buyers like me.	confused, frustrated, and stuck in making a decision.
PS-2	a college student from Vijayawada with a limited budget, no car experience, and looking for my first electric bike or scooter.	choose a simple, affordable EV that I can charge near my hostel.	I don't understand which EV suits me because the data is too technical and spread out.	there is no visual dashboard that explains things clearly for first-time buyers.	lost, unsure, and scared to make the wrong choice.