Ideation Phase Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID49866
Project Name	Visualization Tool for Electric Vehicle Charge
	and Range Analysis
Maximum Marks	2 Marks

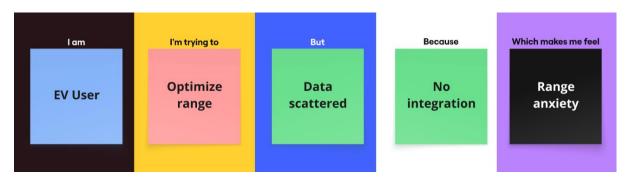
Customer Problem Statement Template:

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.

l 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

Example:



Problem	l am	I'm trying to	But	Because	Which makes
Statement (PS)	(Customer)				me feel
PS-1	I am an	I'm trying to	but I can't	because	which makes
	electric	plan long-	get	weather and	me feel
	vehicle	distance trips	accurate	traffic data	anxious
	owner	confidently	real-time	isn't integrated	about getting
			range	with my	stranded.
			estimates	battery status	
PS-2	I am	I'm trying to	but I lack a	because data	which makes
	managing	optimize	unified view	comes from	me feel
	an EV fleet	charging	of vehicle	disconnected	frustrated
		schedules	charge	systems	with
		and routes	levels and		inefficient
			station		operations.
			availability		

2.2 Empathy map

