Product features	Curent state	GAP	Future state	Action plan
OLA S1 RANGE	Users get 90–130 km range, much less than claimed 181 km.	30% shortfall in real-world battery performance due to driving conditions, software, and weight	Users get at least 160 km range in Eco mode and 120+ km in Normal mode, consistently.	• Optimize battery management system (BMS) via OTA update - Tune motor-controller efficiency - Add adaptive power modes based on rider behavior
Charging Infrastructure	Limited Ola Hypercharger stations; relies on home charging mostly	Lack of fast charging access for long-distance users	Wide, fast-charging public network	Accelerate charging station rollout in Tier-2/Tier-3 cities
Software Stability	Early models reported UI freezes, delayed OTA updates, app crashes	Software bugs and lags	Smooth, reliable UI/UX with stable app integration	Improve testing; issue timely and bug-free software updates
Service Support	Delayed service response and limited service centers in many regions Rude cousotmer service behavious	Prompt and widespread service support	Frustration due to support delays	Expand service centers; train and scale support teams
Build Quality	Mixed reviews; panel misalignments, rust reports in some early units	Perceived inconsistency in build quality	Solid, consistent fit and finish	Improve QA/QC in manufacturing process
Variant Clarity	Multiple models (S1, S1 Air, S1 Pro) confused customers at times	Clear differentiation and upgrade options	Overlap between variants; unclear feature differences	Clear comparison tools and communication
Safety (Fire Safety)	Incidents of battery fires and fall sensors	User trust shaken due to earlier incidents	meet all regulatory standards, poses zero thermal risk, and earns complete consumer trust in battery safety.	Invest in safer battery chemistries, third-party certifications, and transparent audits