DAT220 – Softwareutvikling 2 – Product Vision

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1. **Who is going to buy the product, and who is the target customer?**
   Our product is aimed towards the EV Automotive Industry. The target customers are curious and tech savvy EV owners who would like to know more real-time information about their electric vehicle and its current state.

2. **Which customer needs will the product address?**
   This product will address customers interests in real-time and statistical information about Battery and motor information of their vehicle. Herein Charging history, power output, SOC, speed, power and more.

3. **Which product attributes are critical to satisfy the needs selected, and therefore for the success of the product?**
   Our product will display data received from the CAN BUS on the display of the *STM32H7B3I-DK* through several screens/menus, depending on what the customer wants to view. I.e. one 'screen' could be "Charging statistics" and shows accumulated KWs charged. Another could be "power output", displaying mechanical and electrical power, among others.

4. **How does the product compare against existing products, both from competitors and the same company? What is the product's unique selling points?**
   Currently there exists mobile phone applications interfacing with a Bluetooth OBD2 adapter which has similar functions. In addition, there exists some simple Arduino projects which display CAN bus information on a small static screen. Our product will be a permanent screen which can be integrated into the dashboard of the car, or alternatively mounted on a suction cup placed on i.e. windows, dashboard or any other flat surface. We believe our product will display the desired information in a more clutter-free manner in comparison to the current products on the market and also allow the customer to interact with the product in a more responsive way in comparison to a mobile phone application or a static screen.

5. **What is the target timeframe and budget to develop and launch the product? (budget for students is usually time)**
   Upon starting this project we have 73 days to complete the project. This will translate to roughly 2-300 hours of project work per group member.