

Project Design Phase
Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID48065
Project Name	Visualization Tool for Electric Vehicle 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 behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior 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.**

Element	Details
Target Customer	EV buyers and policy analysts in India and globally
Observed Problem	Difficulty in comparing EV cars across brands and features; lack of centralized visual data on charging infrastructure
Why It's a Problem	Users must manually browse multiple sources and spreadsheets, causing confusion, time delays, and uncertainty in decision-making
Your Solution	A comprehensive Tableau dashboard showing EV performance, brand comparisons, price, speed, efficiency, and charging station mapping
Why It Works	Centralizes insights using clear visuals, filters, and story dashboards — making comparisons quicker and easier for both consumers and planners
How You Validate Fit	Tested by students and reviewers; dashboards clarified top-performing EVs, charging gaps, and brand-wise models, proving useful for real decision-making