Ideation Phase Define the
Problem Statements

Date	24 June 2025
Team ID	LTVIP2025TMID51738
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.
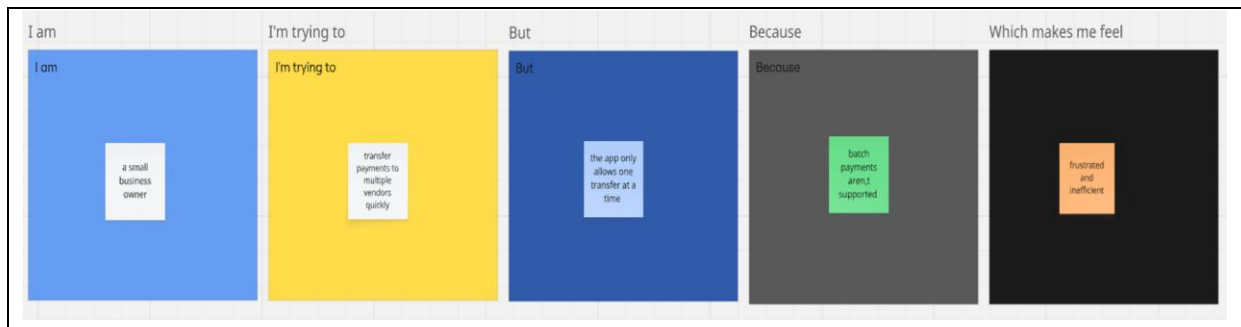
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: https://miro.com/templates/customer-problem-statement/
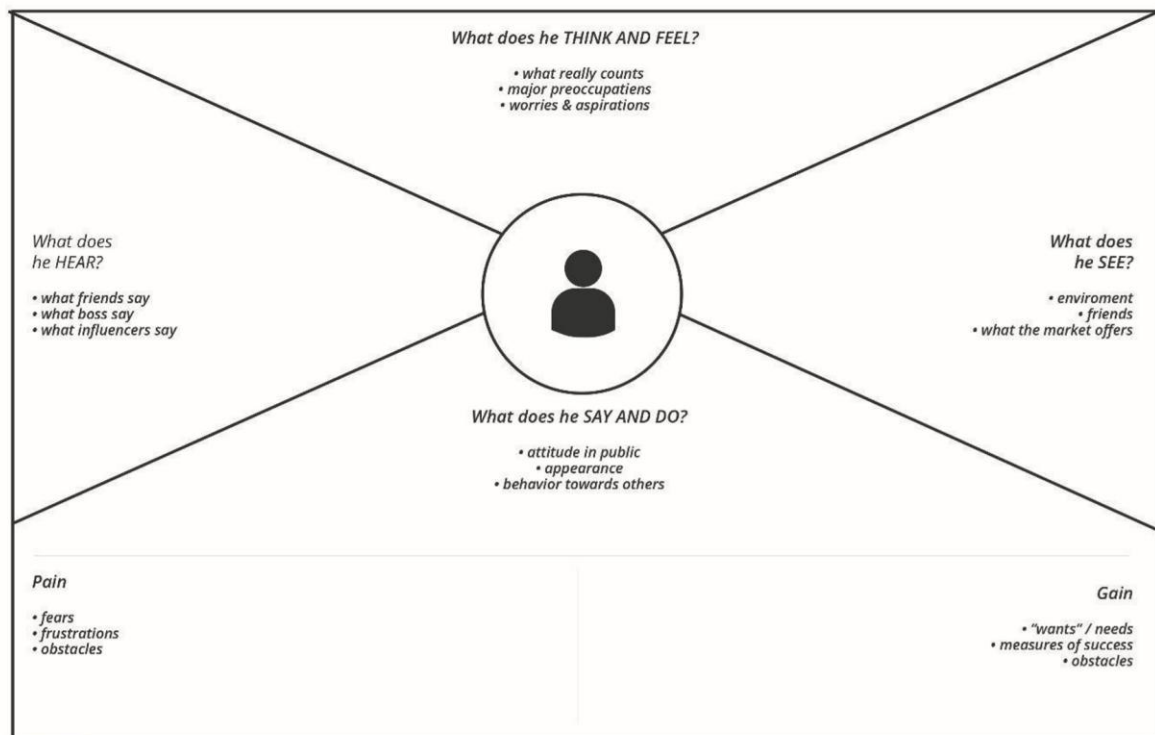
Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An electric vehicle owner	Plan long road trips confidently	I struggle to find reliable charging station information	Current apps don't show real time charger availability	Anxious and frustrated
PS-2	A small business owner	Transfer payments to multiple vendors quickly	The app only allows one transfer at a time	Batch payments are not supported	Frustrated and inefficient

2.2 EMpathy map

Empathy Map

What does he THINK AND FEEL?

• what really counts
• major preoccupatiens
• worries & aspirations

What does
he HEAR?

• what friends say
• what boss say
• what influencers say

What does
he SEE?

• enviroment
• friends
• what the market offers

What does he SAY AND DO?

• attitude in public
• appearance
• behavior towards others

Pain

• fears
• frustrations
• obstacles

Gain

• "wants" / needs
• measures of success
• obstacles

Business Model **Toolbox**