

Ideation Phase

Define the Problem Statements

Date	27 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.

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div>I am</div> <div>Urban electric vehicle (EV) owners</div> <div>daily commuting</div> <div>potential adopters</div> <div>professional logistics</div>	<div>I'm trying to</div> <div>Find available charging stations nearby or en route</div> <div>Eliminate range anxiety by accurately predicting how far they can go</div> <div>Plan longer journeys with smart charger stops</div> <div>Compare long-term performance with manufacturer expectations</div>	<div>But</div> <div>Inconsistent charging speeds</div> <div>limited range awareness tools</div> <div>No support for complex trip simulation</div> <div>Lack of transparent comparison</div>	<div>Because</div> <div>inefficient trip planning</div> <div>wasted time at unavailable</div> <div>incompatible charging stations</div> <div>uncertainty that discourages EV adoption</div>	<div>Which makes me feel</div> <div>feel uncertain, anxious</div> <div>hesitant about fully relying on their EV</div> <div>Potential EV buyers worry whether an EV fits their lifestyle</div> <div>range anxiety and charger uncertainty</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Urban EV Owner	Finding Charging stations nearby	Limited range awareness tools	Cost of repair that caused by the battery's	Hesitant about fully relying on EV
PS-2	Daily commuting users	Predicting how far they can go with one charge	Lack of transparent comparison	Wasted time at unavailable charging stations	Range anxiety
PS-3	Professional logistics	Comparing long term performance	Inconsistent charging speeds	Inconsistent Charging stations	Charger uncertainty
PS-4	Potential Adopters	Longer journeys with smart charger stops	No support for complex trip simulation	Inefficient trip planning	Feel uncertain