Project Design Phase
Problem – Solution Fit Template

Date	26th June 2025
Team ID	LTVIP2025TMID49433
Project Name	visualization tool for electric vehicle charge and range analysis
Maximum Marks	2 Marks

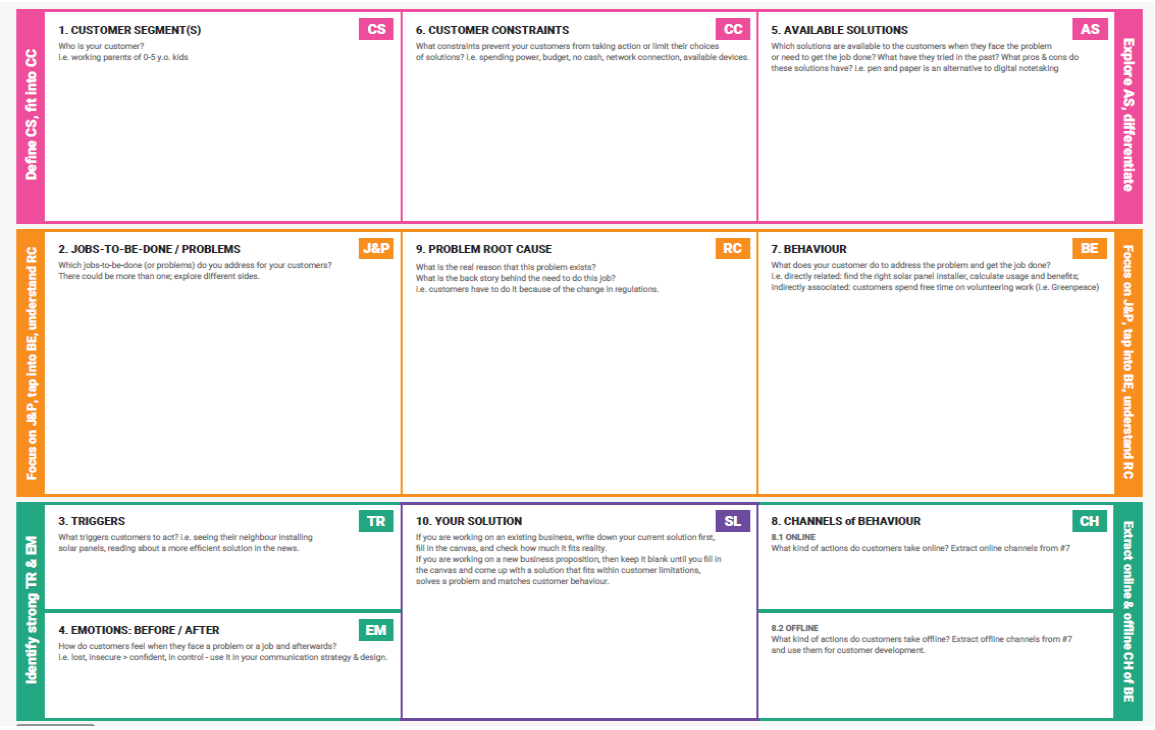
Problem – Solution Fit Template:

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.**

Template:



1. CUSTOMER SEGMENT(S)

Who is your customer?

- EV buyers and enthusiasts
- Policy makers in transportation and sustainability
- Researchers and data analysts
- Urban mobility planners
- Automotive industry observers

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2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address?

- Difficulty comparing EV models based on performance, price, and range
- Lack of visibility on charging station locations and density
- Inability to visualize EV market trends using clean data
- Manual effort required to gather and interpret fragmented EV data

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3. TRIGGERS

What triggers customers to act?

- Rising fuel prices and push toward sustainable mobility
- Demand for convenient long-distance travel options
- Government incentives and EV adoption schemes
- Interest in EV performance vs. cost before making a purchase

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4. EMOTIONS: BEFORE / AFTER

How do customers feel when facing the problem or after solving it?

- **Before:** Confused, overwhelmed, hesitant to decide
- **After:** Informed, empowered, confident in EV adoption and planning

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5. AVAILABLE SOLUTIONS

What solutions exist today?

- Static comparison websites and blog articles

- EV company portals showing limited data
- Government or third-party charging locator apps
- Generic product review platforms

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6. CUSTOMER CONSTRAINTS

What prevents customers from acting?

- Lack of technical knowledge to interpret datasets
- Inaccessible or non-visual data formats
- Fragmentation of EV data across various platforms
- Internet dependency for map-based tools

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7. BEHAVIOUR

What actions do customers take to solve the problem today?

- Refer to multiple review sites and brand pages
- Manually compare EV specs using Excel or notes
- Use maps or mobile apps to check charging station availability
- Ask peers or online forums for personal experiences

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8. CHANNELS OF BEHAVIOUR

8.1 ONLINE: EV review portals, OEM websites, YouTube reviews, blog articles, comparison tools
8.2 OFFLINE: Car dealerships, EV expos, word-of-mouth advice from current EV owners

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9. PROBLEM ROOT CAUSE

Why does the problem exist?

- Lack of a unified, visual tool aggregating multiple EV datasets
- Disparate sources of technical specs and geographic charger data
- Absence of easy-to-use public dashboards for exploration and filtering

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10. YOUR SOLUTION

What is your solution?

- A Tableau-based interactive dashboard for EV range and charging analysis
- Merges multiple real-world datasets into a single visualization platform
- Provides filters for range, price, efficiency, brand, and charging stations

- Embeds into a web interface accessible to any user, anywhere