

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID52074
Project Name	visualization tool for electric vehicle charge and range analysis
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

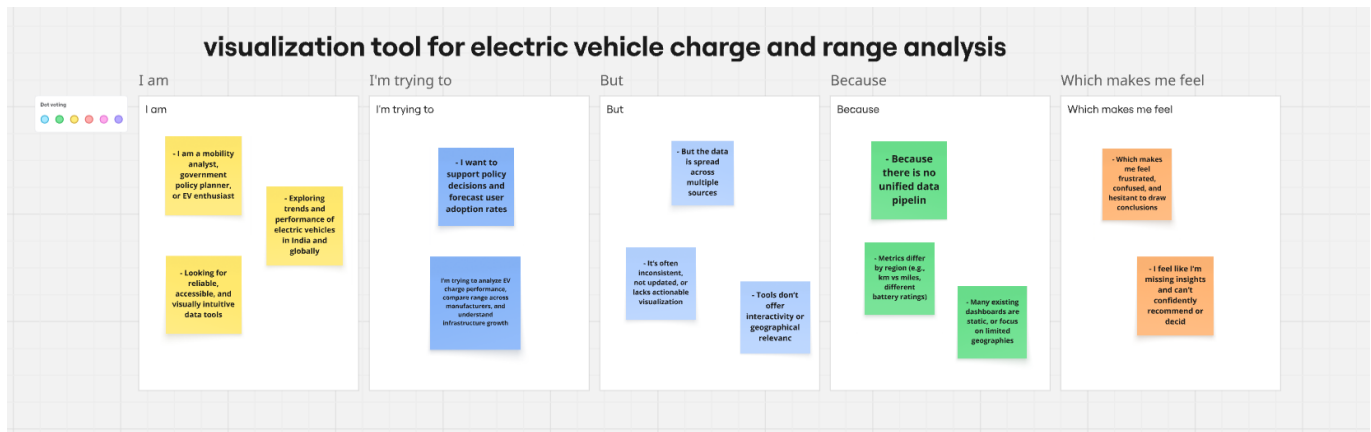
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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	a policy planner or automotive researcher focused on sustainable transport	compare EV charge times and range across different regions and manufacturers	EV data is inconsistent and scattered across multiple sources	different formats, missing standard metrics, and lack of unified visualization	frustrated and unsure about making informed decisions
PS-2	a data analyst or dashboard user interested in EV performance	track EV infrastructure growth and range improvements in India vs globally	dashboards lack geographic interactivity and story-driven insights	because traditional tools aren't well integrated and often miss context	limited in exploring trends and communicating insights clearly