

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

- Electric Vehicle (EV) owners (2-wheelers, 3-wheelers, cars)
- Fleet operators (ride-hailing, delivery, logistics)
- EV buyers evaluating range performance
- Charging infrastructure planners
- Automotive engineers & data analysts

CS

6. CUSTOMER CONSTRAINTS

- Limited technical knowledge of battery behavior
- Inaccurate or static range estimates.
- Lack of real-time data visualization
- Poor integration with driving conditions
- Data overload without clear insights

5. AVAILABLE SOLUTIONS

- Basic dashboard range estimators in EVs
- Mobile apps showing battery percentage only
- Static manufacturer-claimed range values
- Simple navigation apps with charging points

Explore AS, differentiate

Focus

2. JOBS-TO-BE-DONE / PROBLEMS

- Understand real-time battery charge and remaining range
- Predict how driving behavior, terrain, and weather affect range
- Reduce “range anxiety” during trips
- Plan charging stops efficiently
- Compare expected vs actual vehicle performance

9. PROBLEM ROOT CAUSE

- Range calculations based on ideal conditions
- No visualization of energy consumption patterns
- Lack of predictive analytics
- Poor user understanding of battery dynamics
- Fragmented data sources

RC

7. BEHAVIOUR

- Frequently checking battery percentage
- Over-charging due to fear of running out
- Avoiding long trips
- Driving conservatively to save charge
- Relying on external apps for reassurance

BE

Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div><ul style="list-style-type: none">• Low battery warning• Planning a long or unfamiliar trip• Unexpected drop in remaining range• Searching for nearby charging stations• Comparing EV efficiency across routes or vehicles</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Interactive visual dashboard showing:<ul style="list-style-type: none">• Battery charge vs distance• Energy consumption trends• Predicted remaining rangeReal-time data integration (speed, terrain, weather)<ul style="list-style-type: none">• Route-based range forecasting• Charging station visualization and recommendations• User-friendly graphs, alerts, and insights</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div><ul style="list-style-type: none">• In-vehicle infotainment system• Mobile application (Android/iOS)• Web dashboard for analytics• Alerts & notifications• Navigation and maps integration</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before<ul style="list-style-type: none">• Anxiety about reaching destination• Uncertainty and lack of trust in range estimates• Frustration due to inaccurate predictionsAfter<ul style="list-style-type: none">• Confidence in trip planning• Reduced stress while driving• Trust in EV performance and data insights</div>		