

Project Design Phase-I

Problem – Solution Fit Template

Date	10 February 2026
Team ID	LTVIP2026TMIDS53841
Project Name	strategic product placement analysis: unveiling sales impact with tableau visualization.
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

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p>Primary Segment: First-time EV buyers in metropolitan and tier-2 cities in India. Working professionals and middle-class families exploring EV purchases. Environment-conscious consumers.</p> <p>Secondary Segment: Infrastructure investors. EV charging network planners. Government policymakers. EV market researchers.</p>			
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<p>For EV Buyers: Understand EV range and battery performance. Check charging availability. Compare brands and models. Reduce range anxiety before purchasing.</p> <p>For Investors: Identify regional EV growth patterns. Detect charging infrastructure gaps. Analyze adoption trends.</p>			
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Extract online & offline CH of BE
	<p>Rising fuel prices. Government EV subsidies. Climate change awareness. Social influence (neighbors switching to EVs). News about EV growth in India. Planning to buy a new vehicle.</p>			
	4. EMOTIONS: BEFORE / AFTER EM			
	<p>Before Using E-CarStart: Confusion about EV performance. Fear of running out of charge.</p> <p>After Using E-CarStart: Confidence in EV purchase decision. Clarity about charges & ranges.</p>			