

## 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:

1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER CONSTRAINTS	CC	5. AVAILABLE SOLUTIONS	AS
<b>Primary Segment:</b> First-time EV buyers in metropolitan and tier-2 cities in India. Working professionals and middle-class families exploring EV purchase. Environment-conscious consumers.  <b>Secondary Segment:</b> Infrastructure investors. EV charging network planners. Government policymakers. EV market researchers.		Limited technical knowledge about EVs. Difficulty interpreting raw data. Lack of centralized EV data source. Time constraints for deep research. Budget concerns for vehicle purchase.		EV brand websites. Government EV policy reports (PDF). YouTube reviews. EV blogs. News articles.	Explore AS, differentiable
2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE
For EV Buyers: Understand EV range and battery performance. Check charging availability. Compare brands and models. Reduce range anxiety before purchasing.  For Investors: Identify regional EV growth patterns. Detect charging infrastructure gaps. Analyze adoption trends.		Lack of centralized EV analytics platform in India. Fragmented data across multiple sources. Poor visualization of charging and range data. Limited data-driven decision tools for EV buyers. Inadequate infrastructure planning visibility.		Online Behaviour: Searching "Best EV in India" Watching YouTube EV reviews Comparing models on Google Reading EV news articles  Investor Behaviour: Downloading industry reports Reviewing government EV data Studying regional infrastructure trends	Focus on BE, tap into BE, understand RC
3. TRIGGERS	TR	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOUR	CH
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.		E-CarStart is a web-based EV analytics platform that:  Provides interactive EV charging & range dashboard. Visualizes EV adoption trends in India. Centralizes EV data into one platform. Helps first-time buyers make informed decisions. Assists investors in identifying charging infrastructure gaps. Reduces confusion and range anxiety through data visualization.		Online: Google Search YouTube EV blogs Government websites Social media (LinkedIn, Twitter)  Offline: Visiting EV showrooms Talking to dealers Discussions with friends/family Industry seminars	Extract online & offline CH of BE
4. EMOTIONS: BEFORE / AFTER	EM				
Before Using E-CarStart: Confusion about EV performance. Fear of running out of charge.  After Using E-CarStart: Confidence in EV purchase decision. Reduced anxiety & stress.					