

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS47424
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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the core about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	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
because	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
which makes me feel	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	An urban middle-class Electric Vehicle buyer in India	Choose the most suitable electric vehicle based on performance, range, and charging availability	I am unable to clearly compare multiple EV brands and their features	The data is scattered across different sources and not presented in a structured visual format	Confused and uncertain about making the right purchase decision
PS - 2	A potential Electric Vehicle customer	Understand the availability of charging infrastructure and pricing trends	I cannot easily analyze regional charging distribution and cost comparisons	There is no unified dashboard that combines charging, performance, and pricing insights	Hesitant and concerned about switching to an electric vehicle