

Project Design Phase

Problem – Solution Fit Template

Date	15 June 2025
Team ID	LTVIP2025TMID48957
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	2 Marks

Problem – Solution Fit

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Prospective EV buyers Current EV owners EV enthusiasts & researchers Urban planners and sustainability advocates	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. Lack of technical expertise to interpret raw data Limited time to research various sources No central source for unbiased EV comparisons Poor mobile network in remote areas	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Government EV portals (text-based) Car brand websites (limited data, biased) Static maps (non-interactive, outdated) Forums or blogs (inconsistent)	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Find charging stations near their location or on planned routes Compare EV brands by range, efficiency, speed Understand cost and infrastructure availability Choose the right EV model based on usage needs	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. EV ecosystem in India is still evolving Data is fragmented across brands, apps, and portals Lack of real-time, user-friendly visualization tools Consumers aren't equipped to synthesize scattered technical data	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) Google search "best EVs under 15 lakh" or "EV charging station near me" Scroll through multiple forums, YouTube reviews Ask peers/communities Use official brand sites or apps	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Rising fuel prices, and interest in sustainable transport. Government EV incentives. Lack of charging awareness. Frustration due to unexpected EV battery drain or lack of stations	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. Interactive EV Dashboard with Tableau Public embedded in a web app Map of charging stations with filters by region/type EV comparison by range, speed, efficiency, and price Filter by powertrain, body style, and brand Accessible UI via HTML/CSS website	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Dashboard link shared via social media Google search for EV insights Access via personal computer or phone browser 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Word-of-mouth recommendations from users Shared during EV community meetups Referred by showroom staff or workshops	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before: Confused, anxious, unsure, overwhelmed After: Informed, confident, relieved, ready to decide or act			
Identify strong TR & EM				Extract online & offline CH of BE

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