

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC		Explore AS, differentiate	
Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	
<p>1. CUSTOMER SEGMENT(S)</p> <ul style="list-style-type: none"> 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 	<p>6. CUSTOMER CONSTRAINTS</p> <ul style="list-style-type: none"> 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 	<p>5. AVAILABLE SOLUTIONS</p> <ul style="list-style-type: none"> Basic dashboard range estimators in EVs Mobile apps showing battery percentage only Static manufacturer-claimed range values Simple navigation apps with charging points 	
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <ul style="list-style-type: none"> 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 	<p>9. PROBLEM ROOT CAUSE</p> <ul style="list-style-type: none"> 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 	<p>7. BEHAVIOUR</p> <ul style="list-style-type: none"> 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 	<p>BE</p>

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