

Define CS, fit into CC	<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>CS</p>	<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>CC</p>	<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>AS</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<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>J&P</p>	<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>RC</p>	<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>	Focus on J&P, tap into BE, understand RC

3. TRIGGERS

- 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

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4. EMOTIONS: BEFORE / AFTER

EM

Before

- Anxiety about reaching destination
- Uncertainty and lack of trust in range estimates
- Frustration due to inaccurate predictions

After

- Confidence in trip planning
- Reduced stress while driving
- Trust in EV performance and data insights

10. YOUR SOLUTION

SL

Interactive visual dashboard showing:

- Battery charge vs distance
 - Energy consumption trends
 - Predicted remaining range
- Real-time data integration (speed, terrain, weather)
- Route-based range forecasting
 - Charging station visualization and recommendations
 - User-friendly graphs, alerts, and insights

8. CHANNELS of BEHAVIOUR

CH

- In-vehicle infotainment system
- Mobile application (Android / iOS)
- Web dashboard for analytics
- Alerts & notifications
- Navigation and maps integration

