

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	Focus on J&P, tap into BE, understand RC
<p><b>1. CUSTOMER SEGMENT(S)</b></p> <ul style="list-style-type: none"> <li>Electric Vehicle (EV) owners (2-wheelers, 3-wheelers, cars)</li> <li>Fleet operators (ride-hailing, delivery, logistics)</li> <li>EV buyers evaluating range performance</li> <li>Charging infrastructure planners</li> <li>Automotive engineers &amp; data analysts</li> </ul>	CS	<p><b>6. CUSTOMER CONSTRAINTS</b></p> <ul style="list-style-type: none"> <li>Limited technical knowledge of battery behavior</li> <li>Inaccurate or static range estimates.</li> <li>Lack of real-time data visualization</li> <li>Poor integration with driving conditions</li> <li>Data overload without clear insights</li> </ul>	E
<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></p> <ul style="list-style-type: none"> <li>Understand real-time battery charge and remaining range</li> <li>Predict how driving behavior, terrain, and weather affect range</li> <li>Reduce "range anxiety" during trips</li> <li>Plan charging stops efficiently</li> <li>Compare expected vs actual vehicle performance</li> </ul>	—	<p><b>9. PROBLEM ROOT CAUSE</b></p> <ul style="list-style-type: none"> <li>Range calculations based on ideal conditions</li> <li>No visualization of energy consumption patterns</li> <li>Lack of predictive analytics</li> <li>Poor user understanding of battery dynamics</li> <li>Fragmented data sources</li> </ul>	RC
		<p><b>5. AVAILABLE SOLUTIONS</b></p> <ul style="list-style-type: none"> <li>Basic dashboard range estimators in EVs</li> <li>Mobile apps showing battery percentage only</li> <li>Static manufacturer-claimed range values</li> <li>Simple navigation apps with charging points</li> </ul>	BE
		<p><b>7. BEHAVIOUR</b></p> <ul style="list-style-type: none"> <li>Frequently checking battery percentage</li> <li>Over-charging due to fear of running out</li> <li>Avoiding long trips</li> <li>Driving conservatively to save charge</li> <li>Relying on external apps for reassurance</li> </ul>	BE

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

