# Ideation Phase Define the Problem Statements

Date	14/06/25
Team ID	LTVIP2025TMID59134
	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
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.



A utility company decision-maker responsible for managing power distribution efficiently across regions and ensuring consistent electricity supply.

## I am trying to

Analyze electricity usage patterns across states and time periods to optimize supply and forecast demand.

# But

The current data is raw, unorganized, and lacks visual representation, making it hard to extract actionable insights.

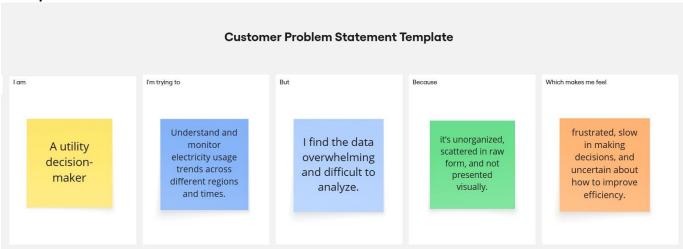
# Because

The electricity consumption data is not integrated into an interactive tool or dashboard that simplifies analysis.

# Which makes me feel

Frustrated, delayed in decision-making, and concerned about inefficient energy distribution during peak hours.

#### **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	company	optimize electricity distribution based	existing data is hard to	μ	Which makes me feel frustrated and unable to make timely decisions
PS-2	analyst	identify trends and patterns in electricity usage	too much time cleaning and	datasets are not	Which makes me feel inefficient and under pressure to deliver faster insights

#### 2.2 Empathy map

#### **EMPATHY MAP CANVAS**

### what does they THINKS AND FEELS?

Concerned about the efficiency of electricity distribution and stressed about managing peak-time demand without overloading the grid.

Feels pressured to make accurate, data-driven decisions but is frustrated by scattered or outdated reports and unsure of data reliability.

## what does they SAY AND DO?

Expresses the need for better demand forecasting and wants to see clear trends visualized through dashboards.

Actively reviews reports, collaborates with analysts, and implements programs to reduce peak-hour consumption and improve energy efficiency.

## what does they HEAR?

Feedback from government and regulatory bodies urging improved energy planning and efficient usage reporting.

Concerns from citizens and field staff about power outages, high consumption costs, and the need for more reliable electricity supply.

## what does they SEE?

Visual reports, spreadsheets, and dashboards showing usage patterns across states and time periods.

Rising electricity demands, regional consumption imbalances, and the impact of seasonal or emergency events like lockdowns on usage trends.

#### **PAINS**

Difficulty understanding raw data and detecting misuse or wastage.

Delays and inefficiencies caused by manual reporting and lack of forecasting tools.

#### GAINS

Visual insights and dashboards simplify decision-making.

Region-wise trends and seasonal analysis support better planning.

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