

Ideation Phase

Define the Problem Statements

Date	14/06/25
Team ID	LTVIP2025TMID59134
Project Name	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.

I am _(customer)	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:

Customer Problem Statement Template

I am

A utility decision-maker

I'm trying to

Understand and monitor electricity usage trends across different regions and times.

But

I find the data overwhelming and difficult to analyze.

Because

it's unorganized, scattered in raw form, and not presented visually.

Which makes me feel

frustrated, slow in making decisions, and uncertain about how to improve efficiency.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a utility company decision-maker	I'm trying to optimize electricity distribution based on demand	But the existing data is hard to interpret and scattered	Because it is presented in raw tables without visual insights	Which makes me feel frustrated and unable to make timely decisions
PS-2	I am a data analyst working in the energy sector	I'm trying to identify trends and patterns in electricity usage	But I spend too much time cleaning and preparing the data	Because the datasets are not dashboard-ready or well-structured	Which makes me feel inefficient and under pressure to deliver faster insights

2.2 Empathy map

