

Ideation Phase

Define the Problem Statements

Date	6 February 2026
Team ID	LTVIP2026TMIDS47777
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	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

I am (Customer) I am a residential electricity consumer.	I'm trying to I understand my electricity usage patterns across days, weeks, and months.	But But I do not have a clear and interactive way to visualize detailed consumption trends.	Because Because electricity bills only provide total units consumed without breakdowns or comparisons.	Which makes me feel Confused and unable to control or optimize my electricity usage effectively.
--	--	---	--	--

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a household electricity consumer.	I'm trying to understand my daily and monthly electricity consumption patterns to reduce my electricity bill.	But I do not have a clear and interactive way to visualize how much electricity I use across different time periods.	Because the electricity bill only shows total units consumed and does not provide detailed usage insights or comparisons.	Which makes me feel confused and unable to control or optimize my electricity consumption effectively.
PS-2	I am an energy analyst .	I'm trying to analyze electricity consumption trends across different regions and time periods to improve demand forecasting and resource allocation.	But the data is stored in raw tables and spreadsheets without proper visualization tools.	Because traditional reports do not provide dynamic comparisons, trend analysis, or pattern identification easily.	Which makes me feel inefficient and limited in making data-driven strategic decisions.