

Project Title: Plugging into the future :An exploration of electricity consumption pattern using tableau

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<p>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 yrs. kids</p> <p>CS</p>	<p>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices? i.e. spending power, budget, no cash, network connection, available devices.</p> <p>CC</p>	<p>5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital note-taking</p> <p>AS</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>J&P</p> <p>Focus on J&P, tap into BE, understand RC</p>	<p>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <p>RC</p>	<p>7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <p>BE</p> <p>Focus on J&P, tap into BE, understand RC</p>

<p>3. Triggers</p> <p>Rising electricity bills prompting users to review consumption Need to identify peak usage hours Organizational demand for energy efficiency Awareness of smart energy management solutions Government or sustainability initiatives Availability of visual analytics tools like Tableau Desire to reduce energy wastage</p> <p>TR & EN</p>	<p>10. YOUR SOLUTION</p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <p>SL</p>	<p>8. CHANNELS of BEHAVIOR</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>CH</p>
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4. EMOTIONS: BEFORE / AFTER

EM

Before:

Confused about electricity usage patterns
Frustrated by increasing energy costs
Uncertain about where energy is wasted
Overwhelmed by raw data

After:

Confident in understanding consumption trends
Empowered to make energy-saving decisions
In control of monitoring usage
Satisfied with clear visual insights
Motivated to optimize electricity consumption