



<b>3. Triggers</b> 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	<b>10. YOUR SOLUTION</b> 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. <b>SL</b>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <b>CH</b>
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