

Ideation Phase

Empathize & Discover

Date	15/06/25
Team ID	LTVIP2025TMID59112
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

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Feels pressured to make accurate, data-driven decisions but is frustrated by scattered or outdated reports and unsure of data reliability.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