Ideation Phase
Define the Problem Statements

Date	14/06/25
Team ID	LTVIP2025TMID59112
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.

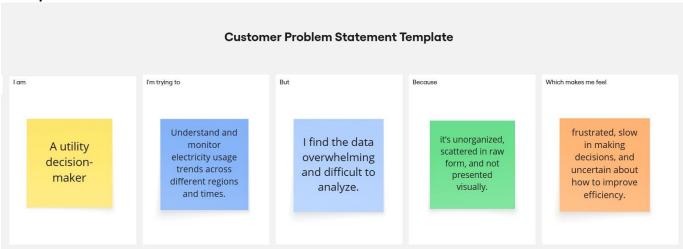|	
I am (customer)	A utility company decision-maker responsible for managing power distribution efficiently across regions and ensuring consistent electricity supply.
I am trying to	Analyze electricity usage patterns across states and time periods to optimize supply and forecast demand.
But	The current 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	I'm trying to	But	Because	Which makes me feel
A utility decision-maker	Understand and monitor electricity usage trends across different regions and times.	I find the data overwhelming and difficult to analyze.	it's unorganized, scattered in raw form, and not presented visually.	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

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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