**Imraan, the Energy Analyst**

**What he sees:**

* Imraan sees that there is a growing concern among consumers about energy consumption and its impact on the environment.
* He sees that there are many energy-efficient appliances available in the market, but consumers are often unsure about how much energy they are actually saving by using them.

**What he hears:**

* He hears from consumers that they want to reduce their carbon footprint and save money on their energy bills, but they don't know where to start.
* He also hears from energy companies that they want to promote energy-efficient appliances and reduce overall energy consumption, but they need more data and analysis to make informed decisions.

**What he thinks and feels:**

* Imraan is concerned about the environmental impact of excessive energy consumption and wants to help consumers make more informed choices.
* He feels that there is a lack of reliable data and analysis available to both consumers and energy companies, which is hindering progress in this area.
* He believes that an energy consumption analysis system for energy-efficient appliances could be a valuable tool to address these issues.

**What he does:**

* Imraan conducts research on energy consumption and energy-efficient appliances to stay up-to-date on the latest trends and developments.
* He works with consumers and energy companies to gather feedback and insights about their needs and pain points.
* He collaborates with engineers and data analysts to develop and test an energy consumption analysis system that meets the needs of both consumers and energy companies.

**Pains:**

* Imraan feels frustrated that there is a lack of reliable data and analysis available to both consumers and energy companies, which is hindering progress in this area.
* He is concerned that consumers may not see the value in an energy consumption analysis system and may not be willing to invest in it.
* He worries that energy companies may not be willing to share their data and may see the system as a threat to their business.

**Gains:**

* Imraan is excited about the potential impact of an energy consumption analysis system on reducing overall energy consumption and promoting energy-efficient appliances.
* He feels that the system could help consumers make more informed choices and save money on their energy bills.
* He believes that energy companies could use the system to optimize their operations and reduce costs.