

Ideation Phase Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID51141
Project Name	Plugging into the future:- An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

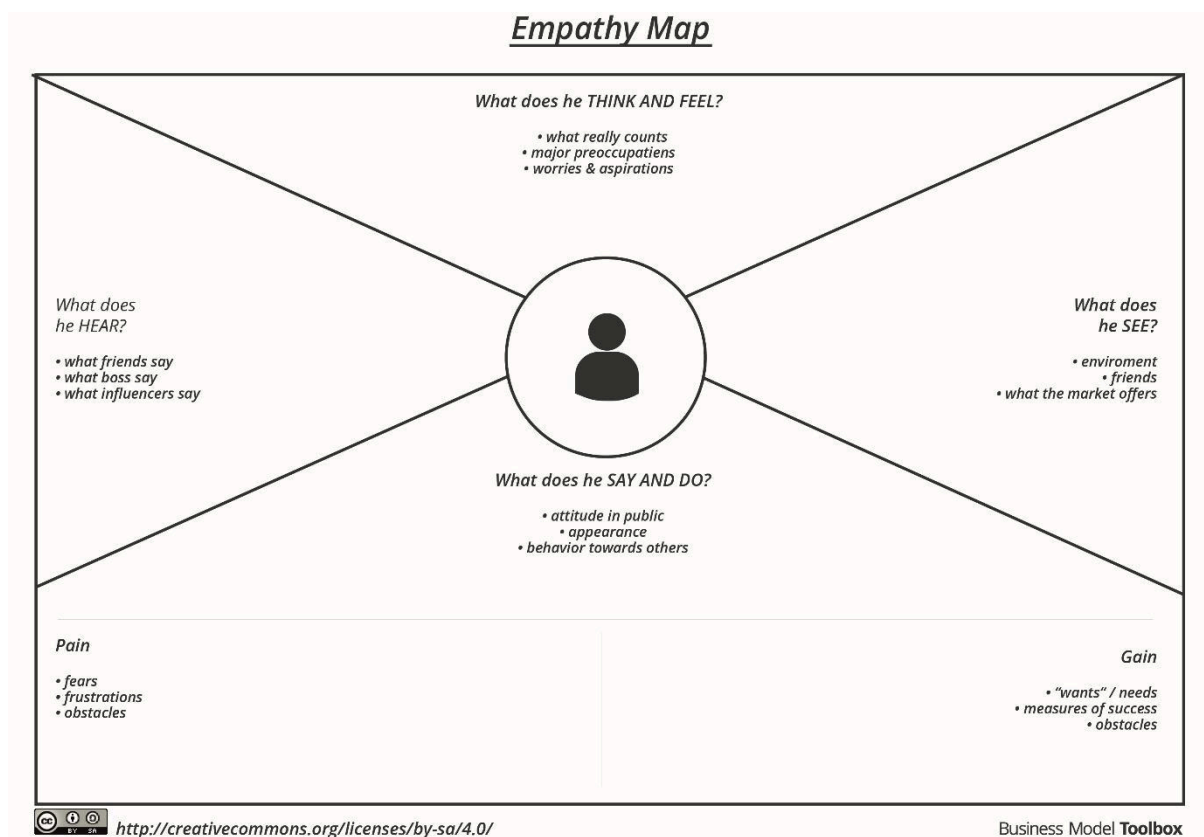
Empathy Map Canvas:

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.

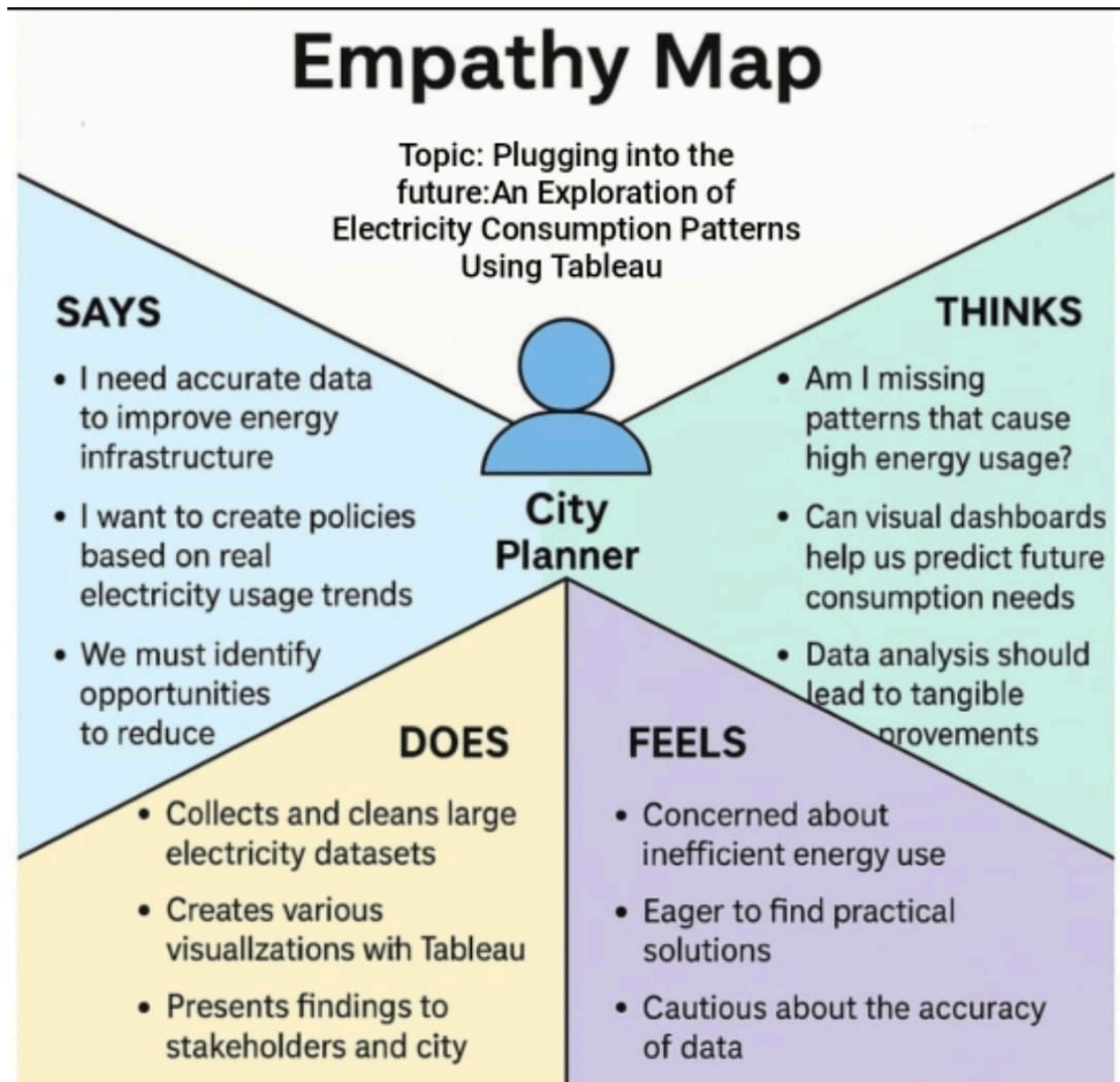
Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example:

City Planner



PAIN

Struggles with fragmented
and inconsistent data

Lacks intuitive visual
visualizations for analysis

GAIN

Achieves greater Insight
into consumption patterns

Supports the development
of effective energy policies