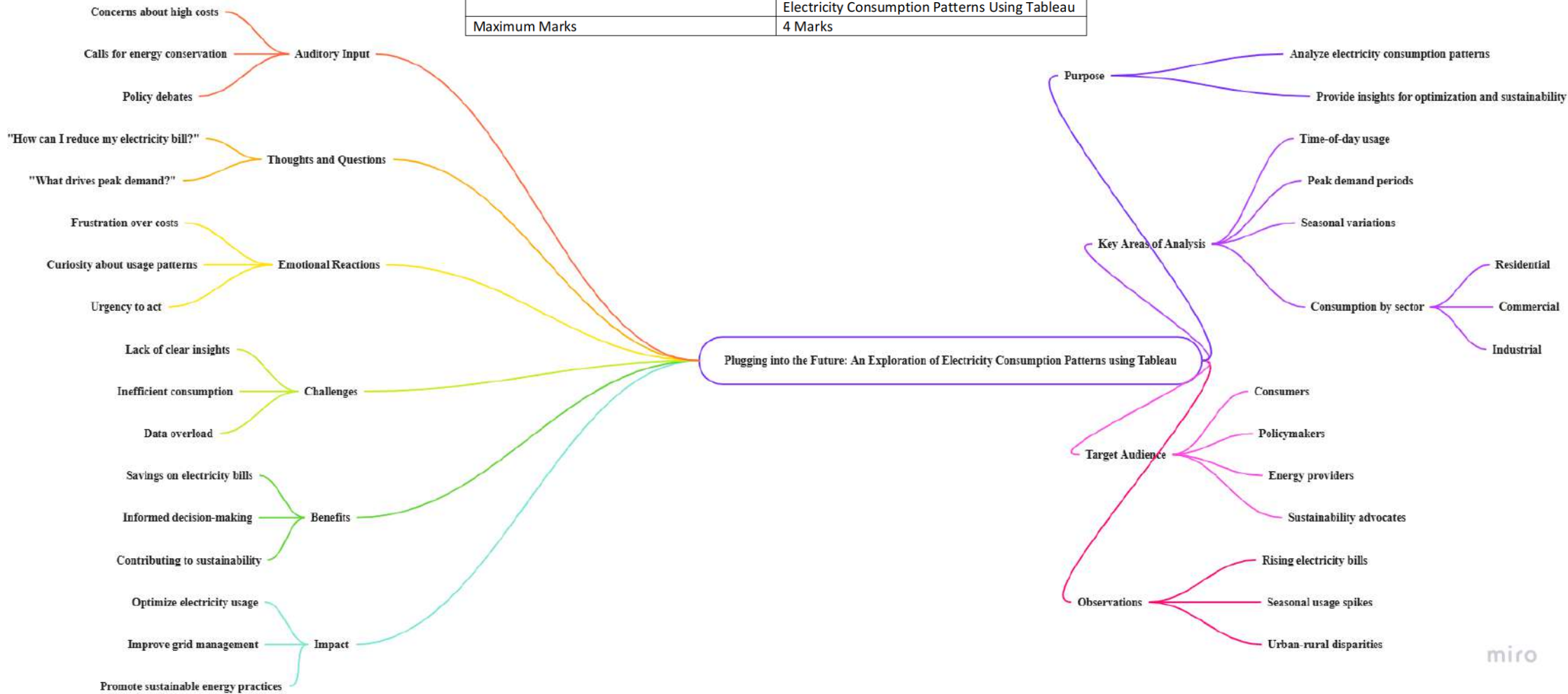


Ideation Phase  
Brainstorm & Idea Prioritization Template

Date	22 June 2025
Team ID	LTVIP2025TMID50075
Project Name	Plugging into the Future : An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks



# Empathy Map for Energy Stakeholders

## Introduction

This document outlines an empathy map designed to understand the perspectives and experiences of key stakeholders in the energy sector. These stakeholders include consumers, policymakers, energy providers, and sustainability advocates. The empathy map helps identify what these groups see, hear, think, and feel regarding energy consumption and sustainability, as well as their pain points and potential gains.

## Stakeholders

### Who Are We Helping?

- **Consumers:** Individuals and households concerned with managing their energy consumption and costs.
- **Policymakers:** Government officials and regulators focused on creating effective energy policies.
- **Energy Providers:** Companies and organizations responsible for generating and distributing electricity.
- **Sustainability Advocates:** Groups and individuals promoting sustainable energy practices and policies.

## Perspectives

### What Do They See?

- **Rising Electricity Bills:** Increasing costs of electricity affecting household and business budgets.
- **Seasonal Usage Spikes:** Fluctuations in energy usage during different seasons, leading to higher bills.
- **Urban-Rural Disparities:** Differences in energy access and costs between urban and rural areas.

### What Do They Hear?

- **Concerns About High Costs:** Ongoing discussions about the financial burden of energy bills.
- **Calls for Energy Conservation:** Advocacy for reducing energy consumption to lower costs and environmental impact.
- **Policy Debates:** Discussions around energy policies and their implications for different stakeholders.

## What Do They Think?

- **Consumers:** "How can I reduce my electricity bill?"
- **Policymakers and Energy Providers:** "What drives peak demand?"

## What Do They Feel?

- **Frustration Over Costs:** Annoyance and dissatisfaction with high energy bills.
- **Curiosity About Usage Patterns:** Interest in understanding how energy is consumed and how it can be optimized.
- **Urgency to Act:** A pressing need to address energy consumption and sustainability issues.

## Challenges and Opportunities

### Pain Points

- **Lack of Clear Insights:** Difficulty in understanding energy consumption patterns and their impact on costs.
- **Inefficient Consumption:** Wastage of energy due to lack of awareness or inefficient appliances.
- **Data Overload:** Overwhelming amount of information without actionable insights.

### Gains

- **Savings:** Potential to reduce energy bills through informed decisions and efficient usage.
- **Informed Decisions:** Ability to make better choices regarding energy consumption and investments.
- **Contributing to Sustainability:** Playing a role in promoting sustainable energy practices and reducing environmental impact.

## Conclusion

Understanding the perspectives and experiences of these stakeholders is crucial for developing effective strategies to address their needs and challenges. By focusing on their pain points and potential gains, stakeholders can work towards more sustainable and cost-effective energy solutions.