

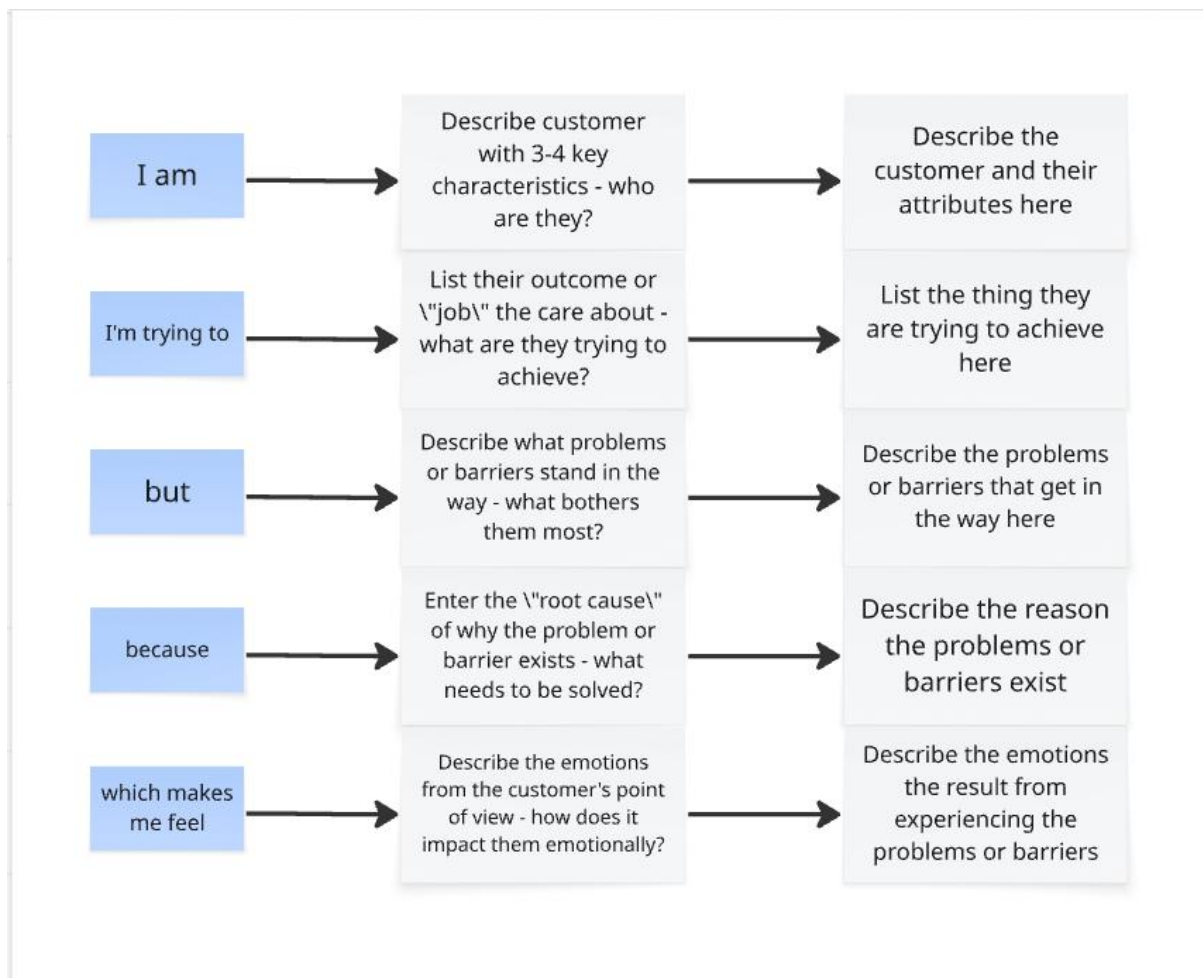
Ideation Phase

Define the Problem Statements

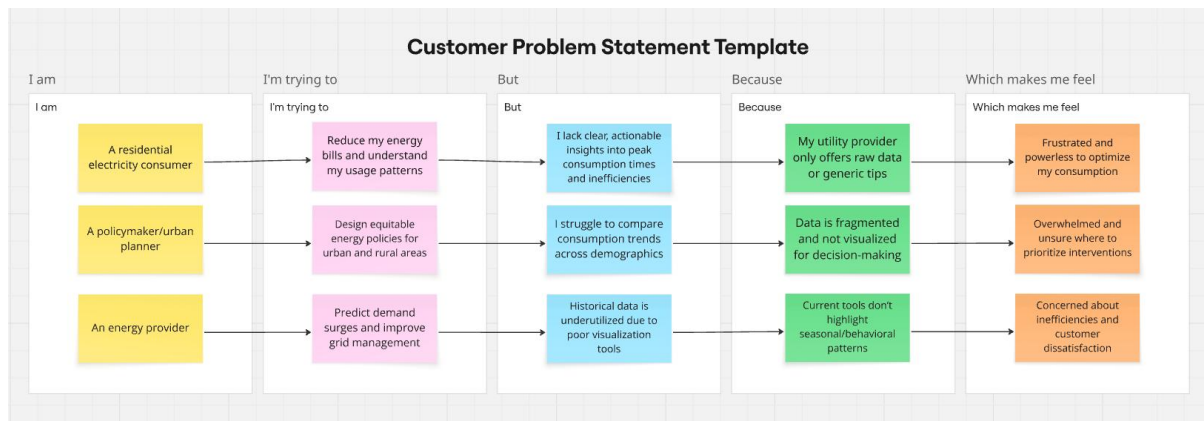
Date	24 June 2025
Team ID	LTVIP2025TMID50075
Project Name	Plugging into the Future : An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Creating a problem statement to understand customer's point of view. The Customer Problem Statement template helps to focus on what matters to create experiences people will love.



My Customer Problem Statement :



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A residential electricity consumer	Reduce my energy bills and understand my usage patterns	I lack clear, actionable insights peak consumption times & inefficiencies	My utility provider only offers raw data or generic tips	Frustrated and powerless too optimise my consumption
PS-2	A policymaker/urban planner	Design equitable energy policies for urban & rural areas	I struggle to compare consumption trends across demographics	Data is fragmented and not visualized for decision-making	Overwhelmed and unsure where to prioritize interventions
PS-3	An energy provider	Predict demand surges and improve grid management	Historical data is underutilised due to poor visualisation tools	Current tools don't highlight seasonal/behavioural patterns	Concerned about inefficiencies and customer dissatisfaction