

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID20763
Project Name	Plugging-into-the-Future-An-Exploration-of-Electricity-Consumption-Patterns-Using-Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

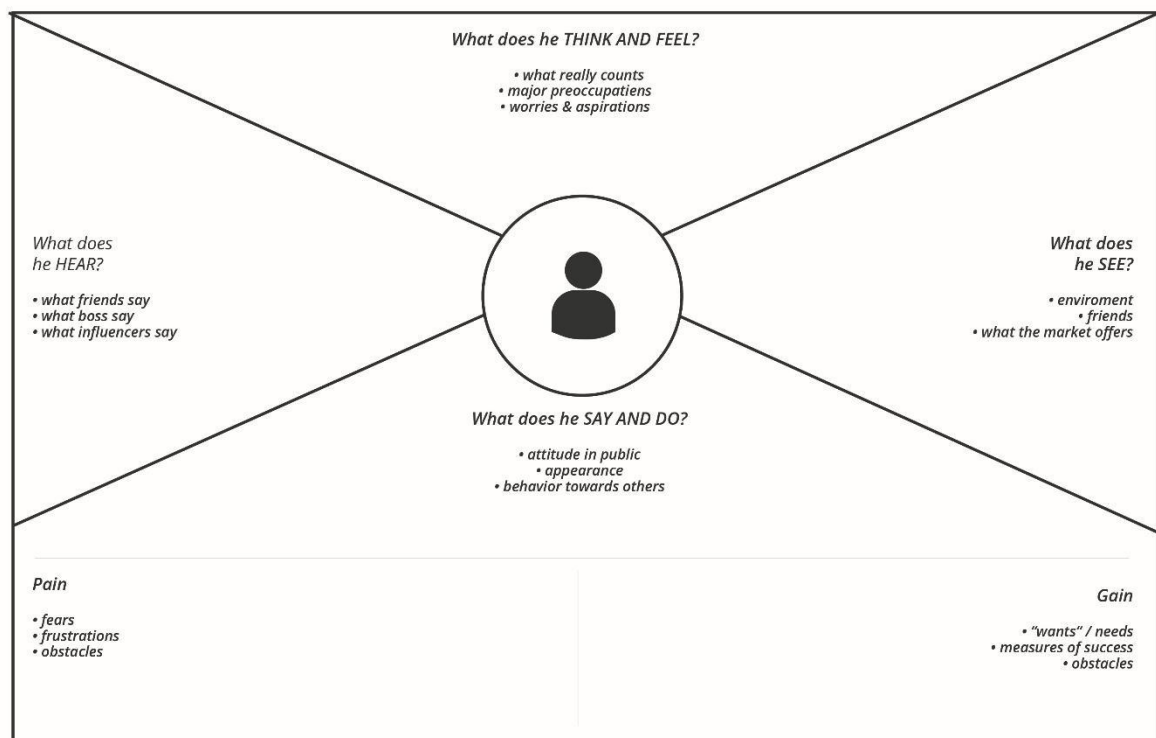
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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:

Empathy Map

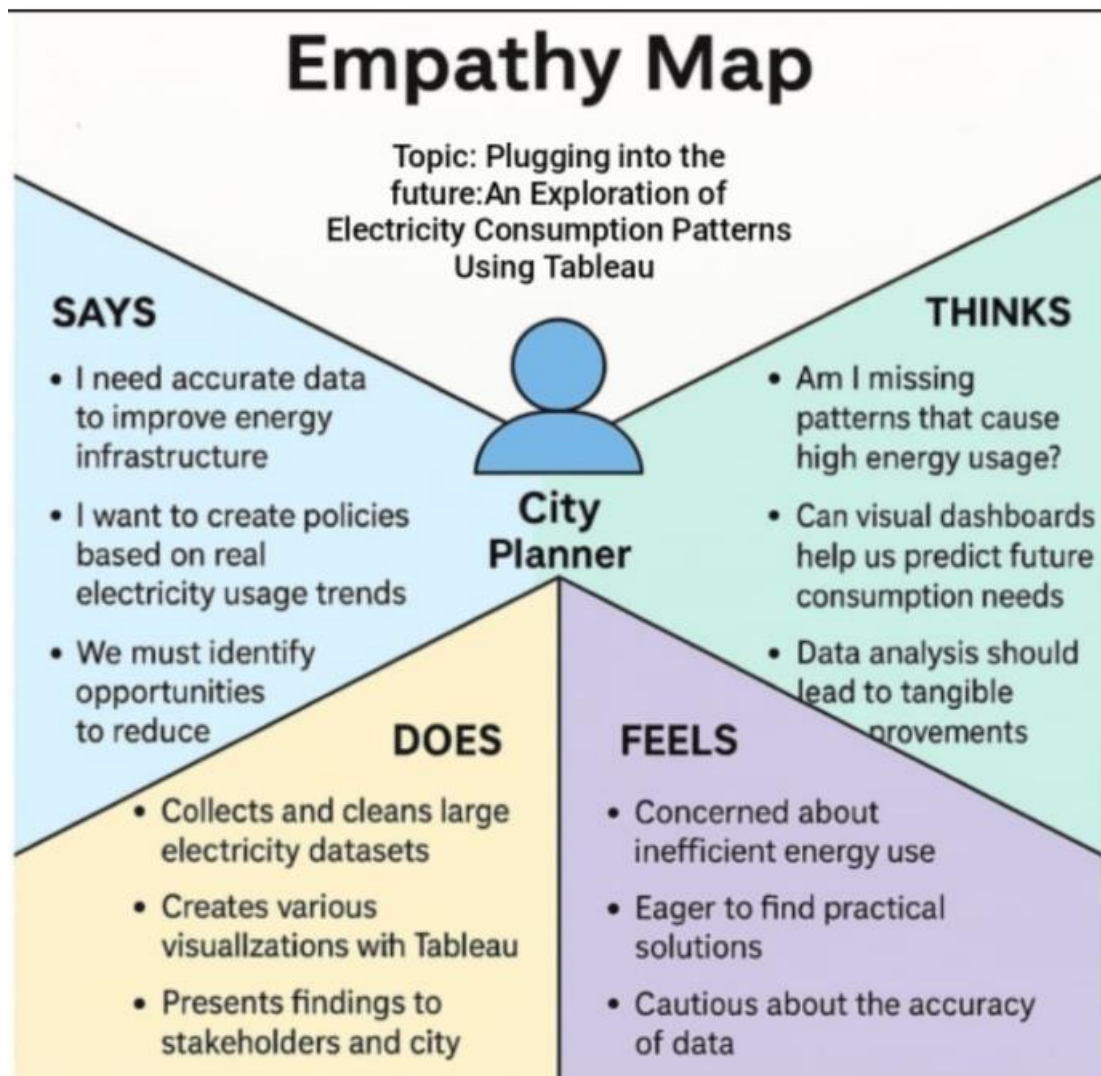


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Business Model **Toolbox**

Example:

city planner



PAIN	GAIN
Struggles with fragmented and inconsistent data	Achieves greater Insight into consumption patterns
Lacks intuitive visual visualizations for analysis	Supports the development of effective energy policies