

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID20763
Project Name	Plugging-into-the-Future-An-Exploration-of-Electricity-Consumption-Patterns-Using-Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau		
CUSTOMER SEGMENTS) Urban households Utility companies Smart city planners Policy makers Environmental analysts Energy consultants	6. CUSTOMER LIMITATIONS (E.G, BUDGET: DEVICES) <ul style="list-style-type: none"> Limited tech-savviness Budget constraints for pare tools Lack of acces to IoT-enabled meters Preference for visual easy-to-use-dashboards 	5. AVAILABLE SOLUTIONS (PLUSES & MINUSES) <ul style="list-style-type: none"> Monthly utility reports (Too late, not detailed) Smart meters (High cost of Install) Energy audits (Intrequent, costly) Mobile energy monitoring app (Lack visual insights, unified compare)
PROBLEMS / PAINS & FREQUENCY) Inability to monitor real-time electricity consumption Lack of awareness of high-usage appliances Difficulty in comparing consumption across regions or time periods High clectricity bills with no actionable insights Manual or delayed reporting in energy data analysis	9. ROOT / CAUSE OF PROBLEM <ul style="list-style-type: none"> Lack of actionable, rel-time insights Poor visibility of usage trends Complex raw data that users don't understand 	7. BEHAVIOR (ITS INTENSITY) <ul style="list-style-type: none"> Sporadic tracing of electricity Low engagement unless bill is unusually high Reactive rather than proactive energy management
EMOTIONS (BEFORE:/ AFTER) Before: Frustration, confusion, concern about rising costs After: Empowerment confidence in energy-saving decisions	10. YOUR SOLUTION Interactive Tableau Dashboard <ul style="list-style-type: none"> Offers real-time, visual tracking of electricif consumption Identifies peak usage times and high-energy appliances 	8. CHANNELS OF BEHAVIOR Online: Tableau dashboards Utility portals Energy apps Smart home devices Offline: Customer supp centers Printed bills and reports Community workshops or energy-saving seminars