

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Urban planners Energy analysts Policy makers Environment-conscious households <p>i.e. working parents of 0-5 y.o. kids</p>	6. CUSTOMER CC <ul style="list-style-type: none"> Lack of data literacy Limited access to high-quality, cleaned data 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Excel reports and manual data crunching Static charts in government reports Raw data from utilities without user-friendly interfaces 	Explore AS, AS
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Identify patterns and anomalies in electricity usage. Understand peak consumption times and regional usage. Recommend data-driven policy or efficiency measures. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Electricity consumption is rising but insights are buried in raw data Stakeholders struggle to act due to poor visualization and clarity 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Analyze CSV/Excel files manually Refer to government publications or dashboards Discuss usage reports in policy forums 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Rising electricity bills Government push for sustainable energy Interest in smart grid technology Availability of visualization tools like Tableau 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> An interactive Tableau dashboard analyzing electricity consumption by region, time, and sector Clear visuals and filters for easy exploration Data-backed insights for energy-saving strategies 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> Online: Tableau Public, energy forums, data portals Offline: Stakeholder meetings, energy audits, policy planning sessions 	Extract online & offline CH of CH
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before: Confused, overwhelmed, unaware of patterns After: Informed, empowered, motivated to act sustainably 			