

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

Focus on J&P, tap into BE,

Identify strong TR & EM

<p>1. CUSTOMER SEGMENT(S)</p> <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>	<p>CS</p>	<p>6. CUSTOMER</p> <ul style="list-style-type: none">□ Lack of data literacy□ Limited access to high-quality, cleaned data	<p>CC</p>	<p>5. AVAILABLE SOLUTIONS</p> <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	<p>AS</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS</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.	<p>J&P</p>	<p>9. PROBLEM ROOT CAUSE</p> <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	<p>RC</p>	<p>7. BEHAVIOUR</p> <ul style="list-style-type: none">□ Analyze CSV/Excel files manually□ Refer to government publications or dashboards□ Discuss usage reports in policy forums	<p>BE</p>
<p>3. TRIGGERS</p> <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	<p>TR</p>	<p>10. YOUR SOLUTION</p> <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	<p>SL</p>	<p>8. CHANNELS of BEHAVIOUR</p> <ul style="list-style-type: none">□ Online: Tableau Public, energy forums, data portals□ Offline: Stakeholder meetings, energy audits, policy planning sessions	<p>CH</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <ul style="list-style-type: none">□ Before: Confused, overwhelmed, unaware of patterns□ After: Informed, empowered, motivated to act sustainably	<p>EM</p>				<p>Extract online & offline CH of</p>



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Explore AS,

Focus on J&P, tap into BE,

Extract online & offline CH of