

Ideation Phase

Empathize & Discover

Date	31 January 2026
Team ID	LTVIP2026TMIDS24158
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

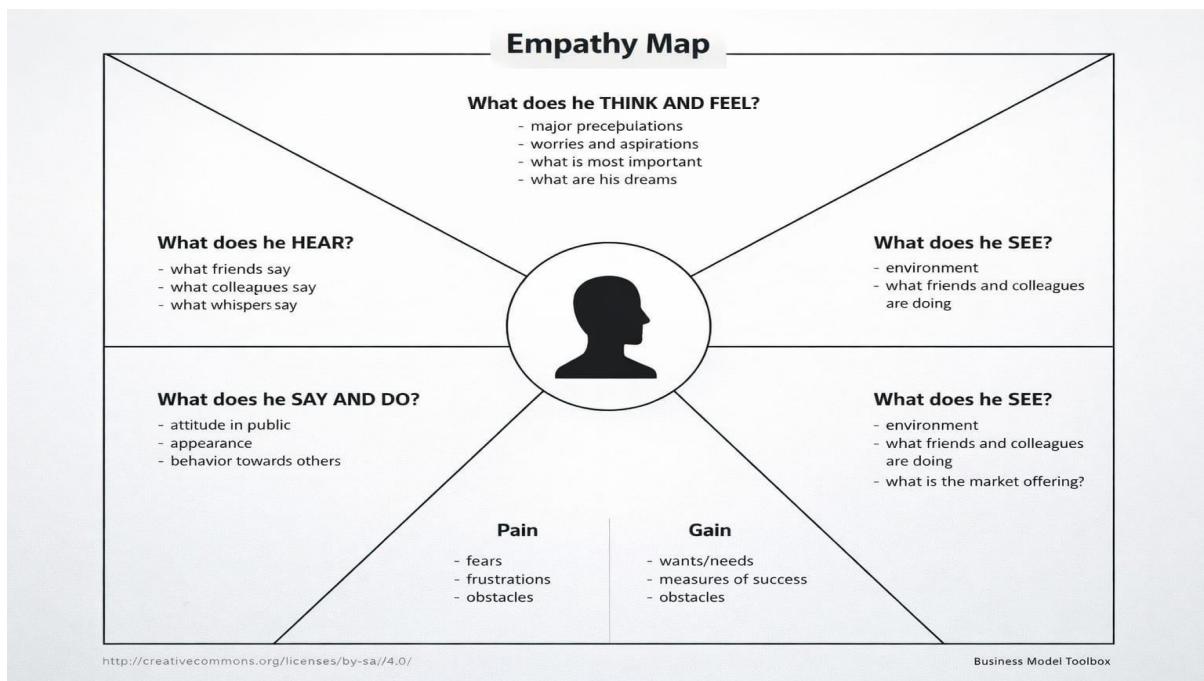
An Empathy Map is a clear and visual framework used to organize insights about a user's thoughts, feelings, behaviors, and attitudes. It presents user information in a simple and structured way, making it easy for teams to understand at a glance.

This tool supports teams in gaining a deeper understanding of their target users.

Instead of making assumptions, it encourages looking at the situation from the user's point of view.

To design meaningful and effective solutions, it is important to identify both the real problem and the individual facing it. Creating an empathy map helps team members step into the user's shoes, reflect on their goals, recognize their challenges, and better understand their overall experience.

Example:



Example: Electricity Consumption Analysis

