

Problem–Solution fit canvas 2.0

Purpose / Vision: To enable better understanding of electricity patterns using interactive data visualization and support informed energy decisions.

1

① CUSTOMER SEGMENTS

CS

- City planners and infrastructure authorities
- Energy researchers and analysts
- Government policy makers
- Households interested in sustainable energy use

2

② JOBS-TO-BE-DONE / PROBLEMS

JaP

- Detect usage trends and unusual consumption patterns
- Identify peak demand periods across regions
- Support data-driven recommendations for energy efficiency.
- Simplify complex electricity datasets for decision-making.

3

③ AVAILABLE SOLUTIONS

AS

- Manual Excel reports
- Static charts in official publications
- Raw datasets without proper visualization
- Limited interactive dashboards

3

① TRIGGERS

TR

- Increasing electricity costs
- Government focus on renewable and smart energy systems
- Growing need for smart grid monitoring
- Easy availability of tools like Tableau for visualization

4

⑤ AVAILABLE SOLUTIONS

AS

- Manual Excel reports
- Static charts in official publications
- Raw datasets without proper visualization
- Limited interactive dashboards

5

⑤ BEHAVIOUR

BE

- Download and manually analyze CSV/Excel files
- Refer to government portals and reports
- Discuss consumption data in review meetings
- Use basic dashboards when available

4

② EMOTIONS: BEFORE / AFTER

EM

- Confused by large raw datasets
- Difficulty understanding consumption trends
- Unclear about energy-saving opportunities

③ EMOTIONS: BEFORE / AFTER

- Clear understanding of usage insights
- Confidence in making informed decisions

7

⑦ FUTURE

CH

- Download and manually analyze CSV/Excel files
- Refer to government portals and reports
- Discuss consumption data in review meetings
- Use basic dashboards when available

⑧ CHANNELS OF BEHAVIOUR

- Online: Tableau Public · Energy data portals

10

⑩ YOUR SOLUTION

SL

- Develop an interactive Tableau dashboard showing electricity usage by region, sector, and time
- Include dynamic filters for easy exploration
- Provide clear visual insights for better energy planning

- Enable stakeholders to take data-backed actions