

## Ideation Phase

### Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS34997
Project Name	plugging into the future: an exploration of electricity consumption patterns using tableau
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Utility companies, policymakers, and consumers	Enable efficient energy usage, improve grid management, and promote sustainable practices [cite:5, 6]	We lack clear, interactive insights into electricity consumption patterns across Indian regions and sectors.	Current data analysis methods don't effectively reveal time - of - day usage, peak demand, seasonal variations, or sector - wise consumption trends 2 .	Frustrated by inefficient resource allocation and the inability to form effective energy policies.
PS-2	Stakeholders in the energy sector	Optimize electricity supply and reduce costs by understanding consumption trends [cite:5, 6]	It's difficult to pinpoint which sectors and regions consume the most energy, and when	The raw electricity usage data is complex and not easily digestible for quick decision - making	Concerned about potential energy waste and missed opportunities for cost savings.