

Define CS, fit into CC	1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER CONSTRAINTS	Explore AS, differentiate
	<ul style="list-style-type: none"> Urban Planners Energy Analysts Policy Makers Environment – conscious households 		<ul style="list-style-type: none"> Lack of data literacy Limited access to high quality, cleaned data 	
				5. AVAILABLE SOLUTIONS
			<ul style="list-style-type: none"> Excel reports and manual data crunching Static charts in government reports Raw data from utilities without user – 	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Identify Patterns and anomalies in electric usage Understand peak Consumption times and regional usage 		<ul style="list-style-type: none"> Electricity consumption is rising but insights are buried in raw data Stakeholders struggle to act due to pure Visualization and clarity 	
Identify strong TR & EM	3. TRIGGERS	TR	10. YOUR SOLUTION	Identify strong TR & EM
	<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 		<ul style="list-style-type: none"> An Interactive Tableau dashboard analyzing electricity consumption by region, time, and sector Clear visuals and filters for easy explorations Data-backed insights for energy – saving strategies 	
	4. EMOTIONS: BEFORE / AFTER	EM	8. CHANNELS of BEHAVIOUR	
	<ul style="list-style-type: none"> Before: Confused, overwhelmed, unaware of patterns After: Informed, empowered, motivated to act sustainably 		<ul style="list-style-type: none"> Online: Tableau Public, energy forums, data portals Offline: Stakeholder meetings, energy audits, policy planning sessions 	