

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div><ul style="list-style-type: none">Urban PlannersEnergy AnalystsPolicy MakersEnvironment – conscious households</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div><ul style="list-style-type: none">Lack of data literacyLimited access to high quality, cleaned data</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div><ul style="list-style-type: none">Excel reports and manual data crunchingStatic charts in government reportsRaw data from utilities without user –</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div><ul style="list-style-type: none">Identify Patterns and anomalies in electric usageUnderstand peak Consumption times and regional usage</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div><ul style="list-style-type: none">Electricity consumption is rising but insights are buried in raw dataStakeholders struggle to act due to pure Visualization and clarity</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div><ul style="list-style-type: none">Analyze CSV/Excel files manuallyRefer to government publications or dashboardsDiscuss usage reports in policy forums</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div><ul style="list-style-type: none">Rising electricity billsGovernment push for sustainable energyInterest in smart grid technologyAvailability of visualization tools like Tableau</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div><ul style="list-style-type: none">Before: Confused, overwhelmed, unaware of patternsAfter: Informed, empowered, motivated to act sustainably</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div><ul style="list-style-type: none">An Interactive Tableau dashboard analyzing electricity consumption by region, time, and sectorClear visuals and filters for easy explorationsData-backed insights for energy – saving strategies</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div><ul style="list-style-type: none">Online: Tableau Public, energy forums, data portalsOffline: Stakeholder meetings, energy audits, policy planning sessions</div></div>	