Ideation Phase
Define the Problem Statements

Date	19 February 2026
Team ID	LTVIP2026TMIDS80013
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.

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

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A utility company manager	Manage electricity supply efficiently across regions	I cannot accurately predict peak demand periods	Consumption trends and regional disparities are not clearly analyzed	Concerned about grid overload and inefficient energy distribution
PS-2	A government energy policy maker	Design sustainable energy policies	I lack clear insights into seasonal and regional electricity usage patterns	The data is not properly visualized and interpreted	Uncertain about making effective infrastructure decisions
PS-3	An energy planner	Optimize electricity production and distribution	I cannot easily identify high-demand states and time-based trends	Consumption data is scattered and not presented interactively	Inefficient in long-term energy planning