Ideation Phase
Empathize & Discover

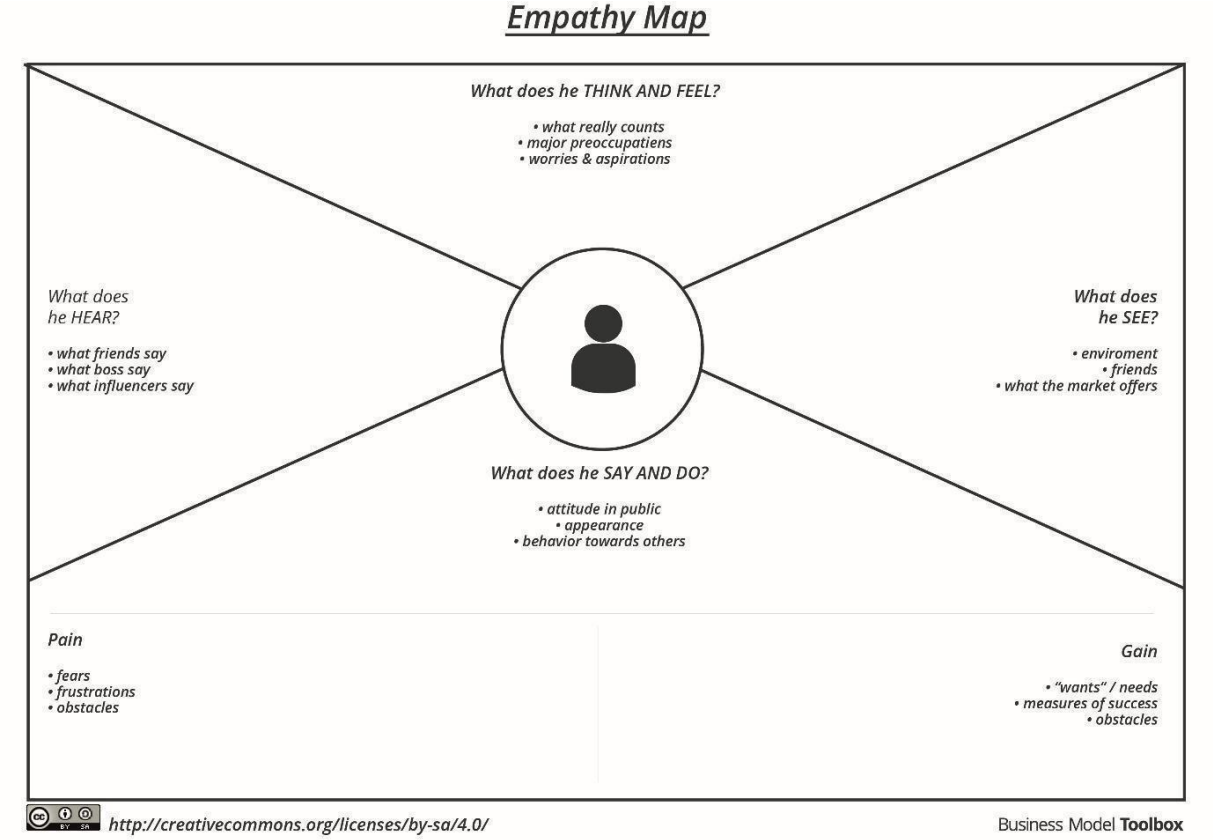
Date	19 February 2026
Team ID	LTVIP2026TMIDS80013
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

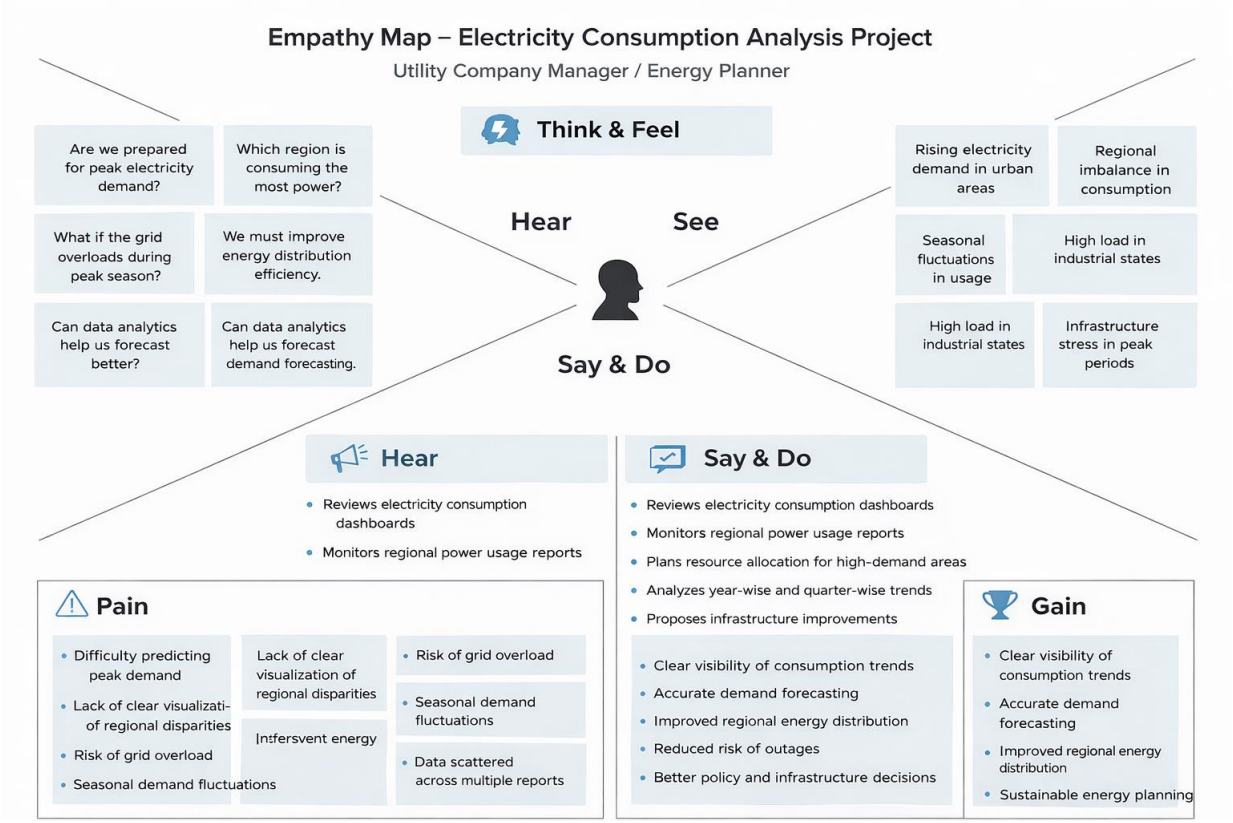
It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Electricity Consumption Application



Empathy Map – Electricity Consumption Analysis Project

Says (What the user says out loud)

- “Are we prepared for peak electricity demand?”
- “Which region is consuming the most power?”
- “We must improve energy distribution efficiency.”
- “We need better demand forecasting tools.”
- “Industrial regions require stable electricity supply.”
- “We must reduce power outages.”

Thinks (What the user is thinking)

- “What if the grid overloads during peak season?”
- “Are we allocating resources efficiently?”
- “Can data analytics improve forecasting accuracy?”
- “How will seasonal changes impact demand?”
- “Is our infrastructure strong enough for future growth?”
- “Are renewable sources sufficient to meet demand?”

Does (Actions taken)

- Reviews electricity consumption dashboards
- Monitors regional and yearly usage reports
- Analyzes quarter-wise and seasonal trends
- Plans resource allocation for high-demand regions
- Discusses energy strategies with policymakers
- Proposes infrastructure upgrades

Feels (Emotions & attitudes)

- Concerned about grid stability
- Pressured during peak demand periods
- Responsible for uninterrupted power supply
- Cautious about sudden demand spikes
- Motivated to improve efficiency
- Hopeful about data-driven solutions

Goals (What they want to achieve)

- Ensure reliable and uninterrupted electricity supply
- Accurately forecast peak consumption periods
- Reduce regional disparities in electricity distribution
- Optimize energy production and usage
- Improve grid management efficiency
- Support sustainable energy planning

Pains (Frustrations & challenges)

- Difficulty predicting sudden peak demand
- Lack of clear visualization of regional disparities
- Risk of grid overload during high-demand seasons
- Seasonal demand fluctuations
- Data scattered across multiple reports
- Limited real-time monitoring tools