

Project Design Phase Problem Solution Fit Template

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

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioural patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

Template:

Problem–Solution Fit Canvas		Purpose/Vision	
RtaCC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Utility Company Managers Energy Planners Government Policy Makers Power Distribution Companies Sustainability Analysts 	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Monitor electricity consumption trends Identify peak demand periods Compare regional electricity usage Forecast seasonal and yearly demand Optimize grid management and distribution Support sustainable energy planning 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Traditional Excel reports Manual monitoring system Static government energy reports Basic data summaries without visualization Limitations: <ul style="list-style-type: none"> No interactive filtering Poor regional comparison Difficult to forecast trends
	3. TRIGGERS TR <ul style="list-style-type: none"> Sudden power outages Seasonal peak demand (summer/winter) Industrial expansion in specific regions Government energy policy updates Rising electricity consumption reports 	3. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Limited real-time data access Budget limitations Lack of advanced analytics tools Infrastructure limitations Limitations: <ul style="list-style-type: none"> No interactive filtering Poor regional comparison Difficult to forecast trends 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Reviews monthly electricity reports Analyzes peak demand manually Makes reactive decisions after issues occur Depends on historical data rather than predictive
Pess on R9, uerformalest RC	4. TRIGGERS TR <ul style="list-style-type: none"> Sudden power outages Seasonal peak demand (summer/winter) Industrial expansion in specific regions Government energy policy updates Rising electricity consumption reports 	10. YOUR SOLUTION SL <p>Develop an interactive Tableau-based Electricity Consumption Analytics Dashboard that</p> <ul style="list-style-type: none"> Visualizes regional and sector-wise consumption Identifies peak usage periods Analyzes seasonal and yearly trends Supports forecasting Helps in policy and infrastructure decision making <p>Purpose /Vision: To provide a data-driven electricity analytics platform that improves grid efficiency reduces outages, and supports sustainable energy management.</p>	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> Online: <ul style="list-style-type: none"> Government energy portals Internal reporting dashboards Email reports Offline: <ul style="list-style-type: none"> Board meetings Energy review meetings Printed analytical reports
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Uncertain about demand forecasting Concerned about grid overload Confused by scattered data 		

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>