**Solar Scape**

Customer identification:

1. Individual Homeowners:

* Needs: Reducing energy bills, increasing energy independence, environmental awareness
* Information Preferences: Simple and clear visualization of PV potential, estimated cost savings, return on investment

2. Businesses:

* Industry: Hotels, restaurants, factories, agricultural farms
* Energy Consumption: Current energy usage, budget for renewable energy investments
* Information Preferences: Detailed analysis of PV output potential, estimated cost savings, return on investment

3. Policymakers:

* Level: City, regional, or national government
* Focus: Promoting renewable energy adoption, achieving sustainability goals
* Information Preferences: Large-scale solar potential maps, impact assessments on energy production and carbon emissions

4. Environmental sciences

5. Researchers etc