

Ideation Phase

Empathize & Discover

Date	23 February 2026
Team ID	LTVIP2026TMIDS35942
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map:

The Empathy Map was developed to better understand the needs, expectations, and challenges faced by energy analysts and planners when working with electricity consumption data. It helped uncover key pain points, such as difficulties in interpreting raw datasets, identifying consumption trends, and the absence of effective visualization tools for clear analysis. These insights played a crucial role in guiding the design and development of an interactive Tableau dashboard, aimed at delivering intuitive, visually engaging, and actionable insights for improved decision-making and energy planning.

