Problem-Solution fit canvas 2.0

Purpose / Vision: To visualize electricity consumption patterns and empower smarter, data-driven energy decisions for a sustainable future.

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

- Real estate analysts
- Real estate firms and pricing strategists
- Property consultants and
- Business intelligence teams in

6. CUSTOMER — CC

- Limited technical/data visualization skills
- Budget constraints for tool adoption
- Reliance on manual Excel-based workflows
- Limited access to cleaned, centralized data
- Low IT infrastructure in smaller utility companies

5. AVAILABLE SOLUTIONS — AS

- Static government reports in PDF/Excel
- Manual data analysis using spreadsheets
- Internal dashboards with limited scope

Pros: Familiar tools, simple setup
Cons: No interactivity, slow, difficult to analyze, lacks filtering

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS

- Identify factors influencing housing sale prices
- Analyze renovation trends and house age patterns
- Understand market dynamics based on house features (e.g., bathrooms, floors)
- Forecast future price trends using historical patterns
- Make data-driven decisions for pricing and inventory strategy

9. PROBLEM ROOT CAUSE — RC

J & P

- Stakeholders lack tools to identify impactful featuresin
- Datasets are raw, unfiltered, and not visualized
- Decision-makers lack tools and training to interpret the data easily
- Growing complexity in managing supply-demand post-COVID and climate events

7. BEHAVIOUR — BE

- Use Excel to sort and manually analyze usage
- Request reports from IT/data team
- Refer to government portals for downloads
- Discuss patterns informally within departments
- Use experience-based intuition over data evidence

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS — TR

- Pressure to optimize pricing strategies in a competitive housing market
- Need to differentiate between renovated and non-renovated properties

10. YOUR SOLUTION — SL

A web-based dashboard using Tableau embedded into a Flask app. Pre-processed data stored in MySQL, integrated with real-time filtering.

Visualizations include: Time-wise, region-wise, lockdown comparison, and top/bottom usage states.

Interactive filters for users to select year, region, and time period.

Optional ML-powered demand forecasting.

Published on Tableau Public for easy access and sharing.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Download datasets from energy portals (POSOCO, Ministry of Power)

Read insights or trends from news portals or LinkedIn

Watch dashboard demos (YouTube, Tableau

Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER — EM

Before: Overwhelmed, frustrated, unsure, data-blind

After: Informed, empowered, confident, able to make smart decisions

8.2 OFFLINE

Attend government briefings

Internal review meetings and

printed reports Collaborate

on planning documents

manually