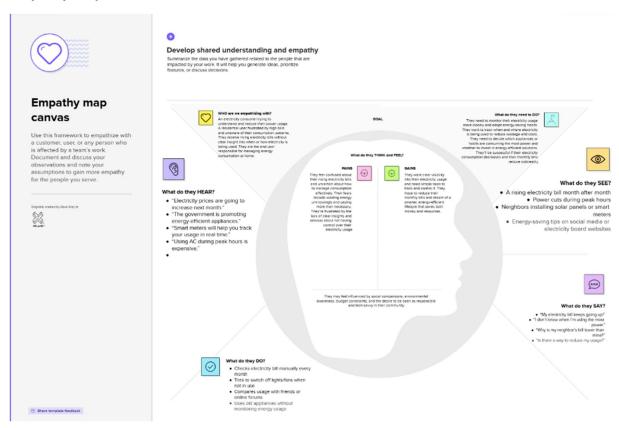
Ideation Phase Empathize & Discover

Date	18 June 2025
Team ID	LTVIP2025TMID51504
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map:





WHO are we empathizing with?

An electricity consumer trying to understand and reduce their power usage. A residential user frustrated by high bills and unaware of their consumption patterns. They receive rising electricity bills without clear insight into when or how electricity is being used. They are the end user responsible for managing energy consumption at home.



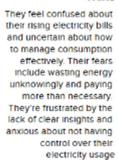
What do they Ti

(1)



What do they HEAR?

- · "Electricity prices are going to increase next month."
- "The government is promoting energy-efficient appliances."
- "Smart meters will help you track your usage in real time."
- "Using AC during peak hours is expensive."



They may feel influenced by soci awareness, budget constraints, and ti and tech-savvy in

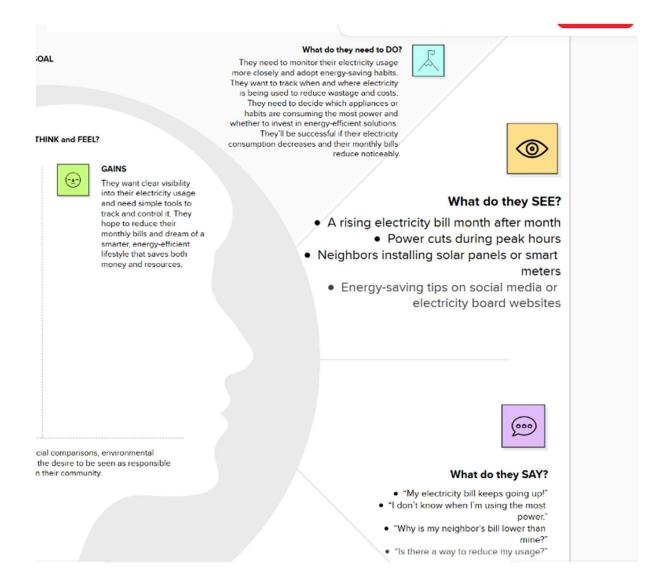


What do they DO?

- · Checks electricity bill manually every
- Tries to switch off lights/fans when not in use
- · Compares usage with friends or online forums
- · Uses old appliances without monitoring energy usage







Submitted Template Link:

https://app.mural.co/t/da9640/m/da9640/1750167396702/d2a8b4f9d404f8435dd52a921fd8485dc3f294cc?sender=u47cabad28f7fc43c7e754820

Conclusion:

By understanding the thoughts, emotions, and challenges of electricity consumers, we gain valuable insights into their behaviors and expectations. This empathy map highlights their need for control, clarity, and cost-efficiency in managing electricity consumption. These insights will guide the design of visualizations, dashboards, and storytelling in our project to create a user-centric solution that is both impactful and meaningful.