

Ideation Phase

Define the Problem Statements

Date	18 June 2025
Team ID	LTVIP2025TMID51504
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	2 Marks

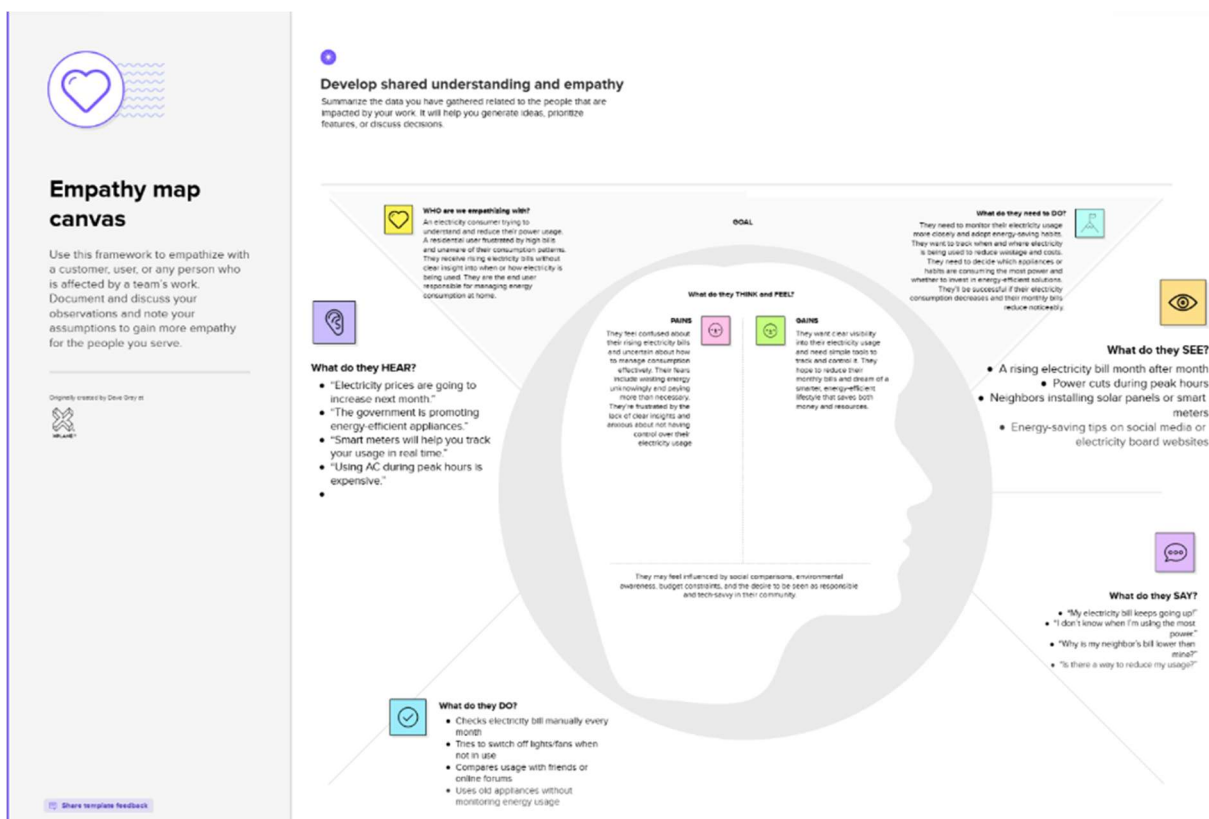
I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Customer Problem Statement Template:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
<div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;">I am</div> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #fff9c4; padding: 10px; margin-bottom: 10px;">a residential electricity consumer</div> <div style="background-color: #fff9c4; padding: 10px;">a cost-conscious user</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;">I'm trying to</div> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #bbdefb; padding: 10px; margin-bottom: 10px;">understand when and where I'm using the most electricity</div> <div style="background-color: #bbdefb; padding: 10px;">use reduce my monthly electricity bill</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;">But</div> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #bbdefb; padding: 10px; margin-bottom: 10px;">I don't have clear, detailed usage data</div> <div style="background-color: #bbdefb; padding: 10px;">I don't know which appliances or habits are causing high usage</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;">Because</div> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #c8e6c9; padding: 10px; margin-bottom: 10px;">my electricity bill just shows the total amount, not the breakdown</div> <div style="background-color: #c8e6c9; padding: 10px;">there's no easy way to track real-time consumption or patterns</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;">Which makes me feel</div> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #ffe0b2; padding: 10px; margin-bottom: 10px;">confused, frustrated, and helpless</div> <div style="background-color: #ffe0b2; padding: 10px;">anxious about rising costs and unsure how to take action</div> </div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a residential electricity consumer	understand when and where I'm using the most electricity	I don't have clear, detailed usage data	my electricity bill just shows the total amount, not the breakdown	confused, frustrated, and helpless
PS-2	a cost-conscious user	use reduce my monthly electricity bill	I don't know which appliances or habits are causing high usage	there's no easy way to track real-time consumption or patterns	anxious about rising costs and unsure how to take action

2.2 Empathy map:



Submitted Template Link:

<https://miro.com/welcomeonboard/cXINUeYra0ZJSmZJWEo2dnlrWfVpVjFFZi9SSjVtc012Sit4QXpyVW5FcnI1V0RIY1p4Q0dMSmNaMVBYZW40Q1Z3Qy83RFNaR21pOTVwQ0RiQi96OUVnTXRUL1IYTVNMWFk1TDImU3ZkenNpOXJWK1JaU0VoVWpzcNfPd1NVZ0N3VHhHVHd5UWtSM1BidUtUYmxycDRnPT0hdjE=?share link id=40289704962>

Conclusion:

The customer problem statements reveal the real-world challenges faced by electricity consumers — from a lack of visibility into usage patterns to the absence of user-friendly tools for monitoring and forecasting. By understanding these pain points, we ensure that our project directly addresses their needs, offering meaningful solutions that simplify energy tracking, reduce costs, and promote sustainable behavior. These insights will guide our data visualization and dashboard design to create a powerful and user-centric experience.