

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	20 June 2025
Team ID	LTVIP2025TMID51504
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	2 Marks

**Problem–Solution Fit Phase:**

**Project Title: Plugging into the Future – An Exploration of Electricity Consumption Patterns Using Tableau**

This phase focuses on understanding the **core problem faced by electricity consumers** and shaping a solution that fits their real needs. Using empathy-based tools like brainstorming, empathy maps, and structured problem framing, we identified what users are struggling with — such as **lack of visibility into usage, unexpected high bills, and no forecasting options**.

Through this process, we:

- Explored how users think, feel, and behave in response to their electricity consumption
- Identified common pain points and emotional triggers
- Mapped realistic goals and user motivations
- Evaluated existing alternatives and their limitations
- Defined the most relevant solution components using tools like **Tableau, Python, and Flask**

This phase ensured our project wasn't just a technical task — but a **user-centric solution** with a clear value proposition. The insights gathered here shaped our dashboard features, filters, and storytelling approach, making our solution not just functional, but meaningful.

## Problem – Solution Fit Template:

**Problem-Solution fit canvas 2.0** ★ **AMALTAMA**

<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p><b>Define CS, fit into CC</b></p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>What constraints prevent your customers from taking action, or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p><b>Explore AS, differentiate</b></p>
<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p><b>Define CS, fit into CL</b></p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</p>	<p><b>8.1 ONLINE CHANNELS</b> <span>CH</span></p> <p>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</p> <p><b>Explore AS, differentiate</b></p>

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