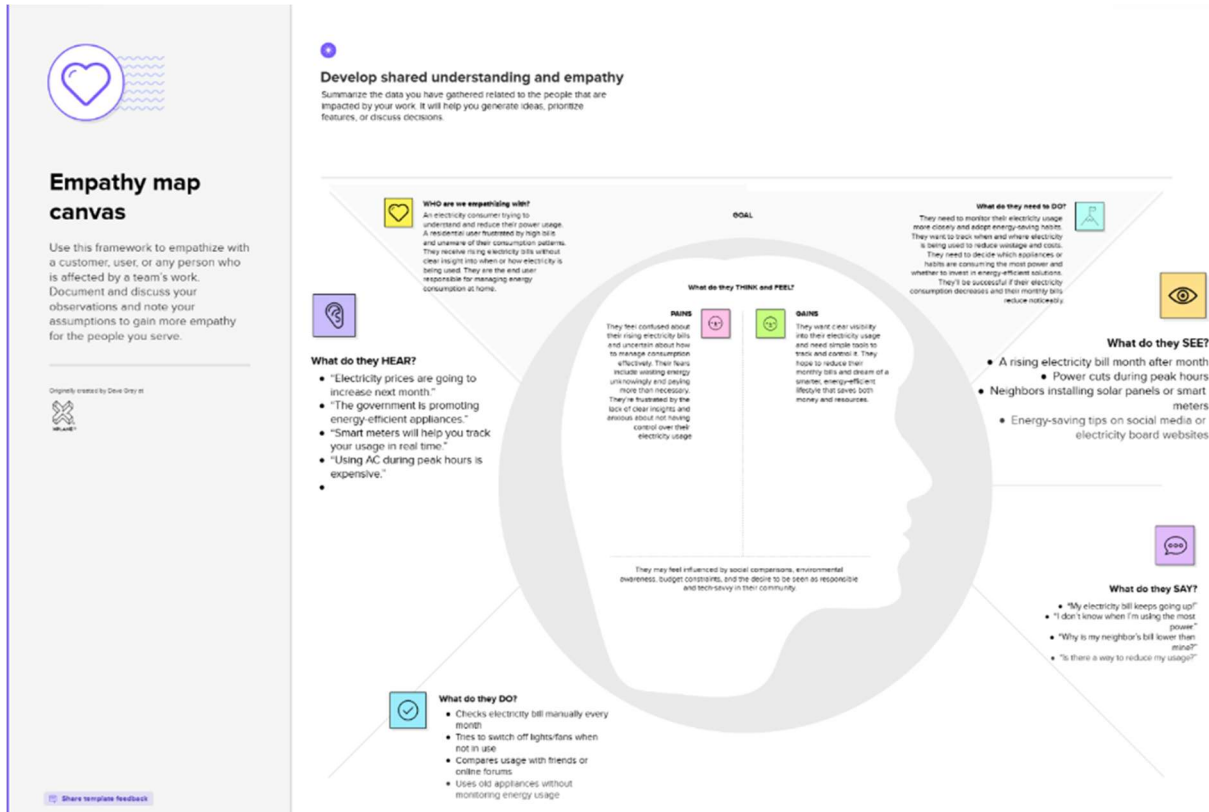


Ideation Phase

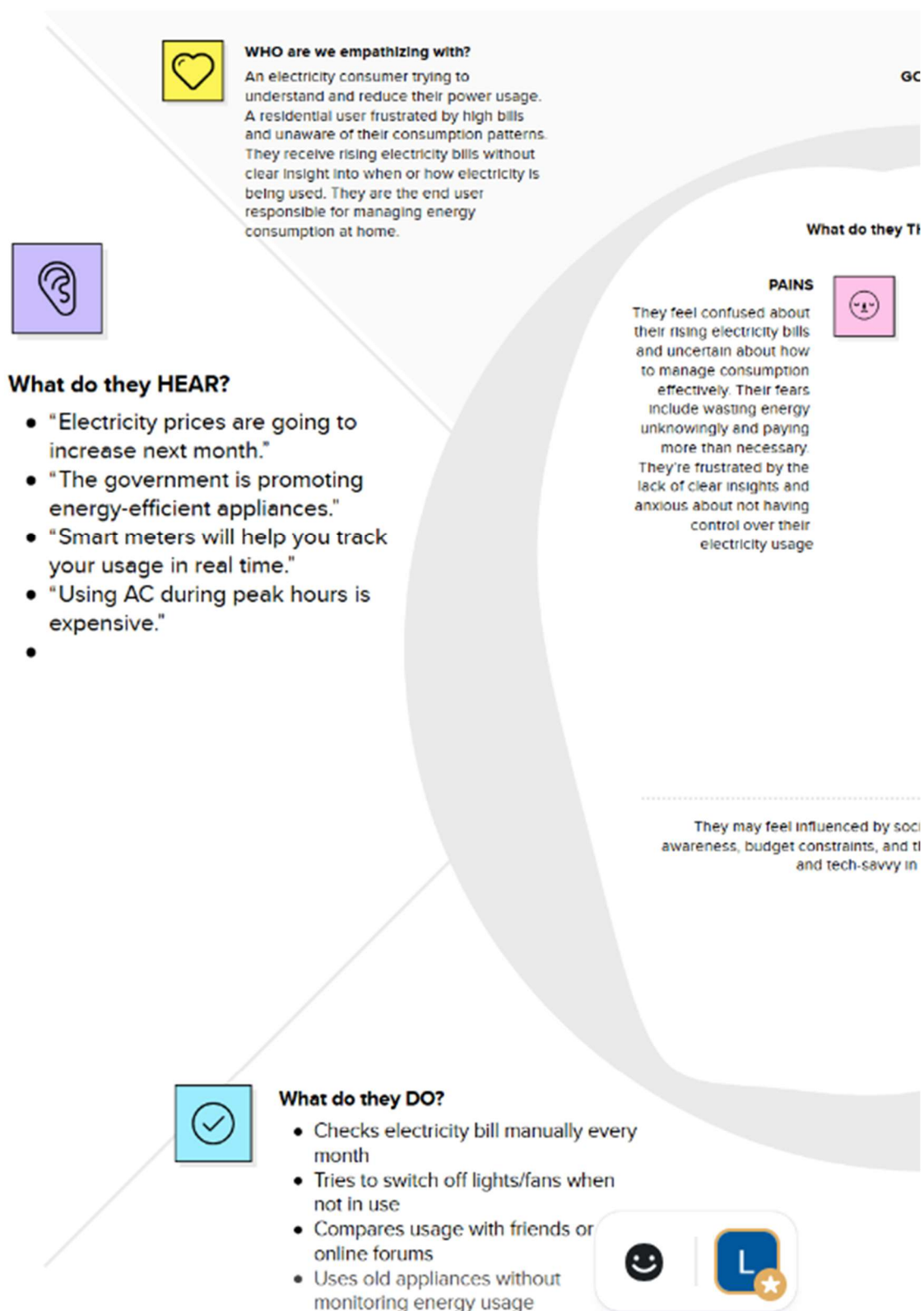
Empathize & Discover

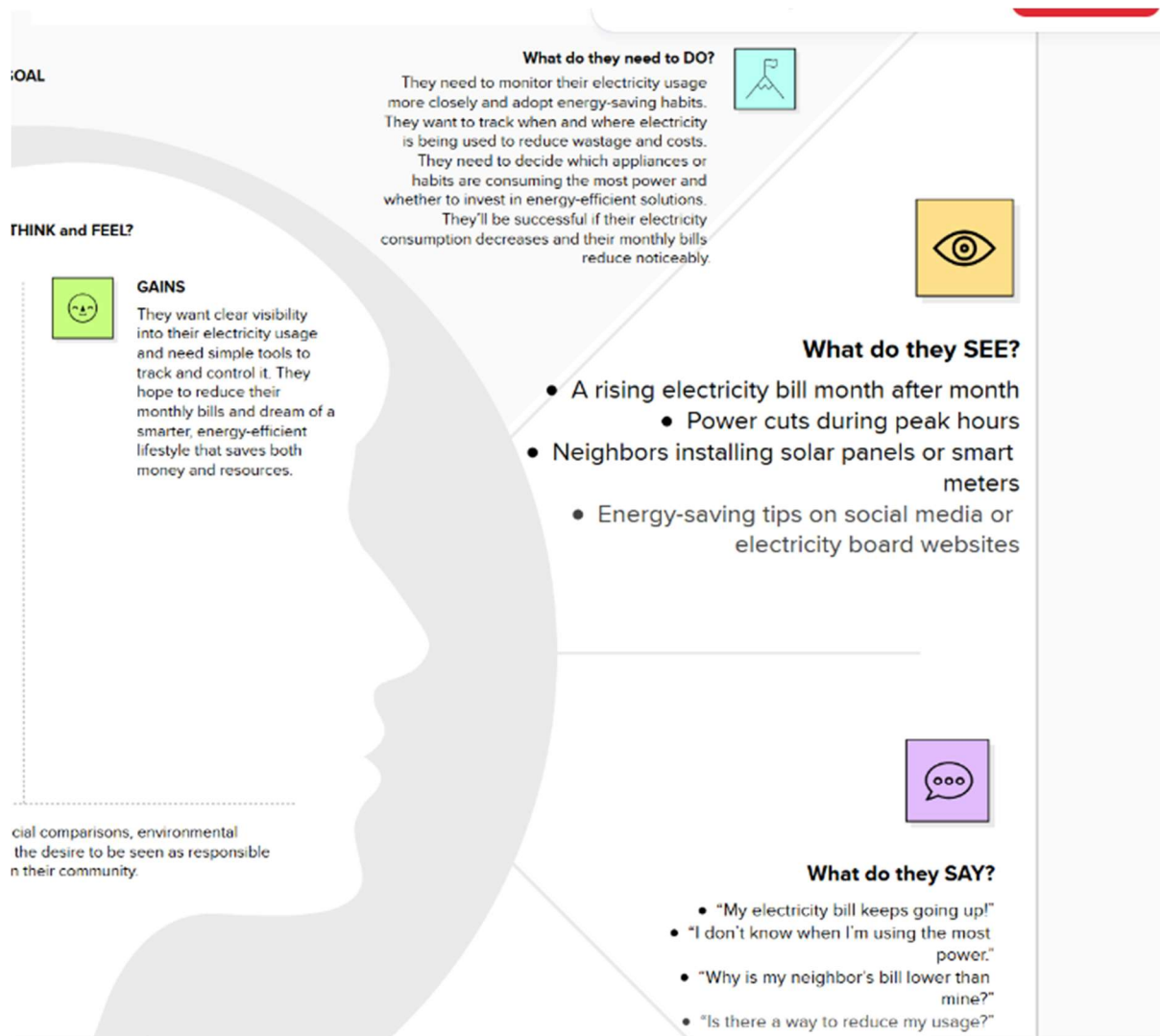
Date	18 June 2025
Team ID	LTVIP2025TMID51504
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map:



Further Map:





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.