Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

- ☐ Urban planners
- ☐ Energy analysts
- ☐ Policy makers
- ☐ Environment-conscious households

i.e. working parents of 0-5 y.o. kids

6. CUSTOMER — CC

- ☐ Lack of data literacy
- ☐ Limited access to high-quality, cleaned data

5. AVAILABLE SOLUTIONS — AS

- ☐ Excel reports and manual data crunching
- ☐ Static charts in government reports
- ☐ Raw data from utilities without user-friendly interfaces

Explore AS,

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- ☐ Identify patterns and anomalies in electricity usage.
- ☐ Understand peak consumption times and regional usage.
- ☐ Recommend data-driven policy or efficiency measures.

Focus on J&P, tap into BE,

9. PROBLEM ROOT CAUSE — RC

- ☐ Electricity consumption is rising but insights are buried in raw data
- ☐ Stakeholders struggle to act due to poor visualization and clarity
.

7. BEHAVIOUR — BE

- ☐ Analyze CSV/Excel files manually
- ☐ Refer to government publications or dashboards
- ☐ Discuss usage reports in policy forums

Focus on J&P, tap into BE,

3. TRIGGERS — TR

- ☐ Rising electricity bills
- ☐ Government push for sustainable energy
- ☐ Interest in smart grid technology
- ☐ Availability of visualization tools like Tableau

Identify strong TR & EM

10. YOUR SOLUTION — SL

- An interactive Tableau dashboard analyzing electricity consumption by region, time, and sector
- Clear visuals and filters for easy exploration
- Data-backed insights for energy-saving strategies

8. CHANNELS of BEHAVIOUR — CH

- ☐ **Online: Tableau Public, energy forums, data portals**

- ☐ **Offline**: Stakeholder meetings, energy audits, policy planning sessions
.

Extract online & offline CH of

4. EMOTIONS: BEFORE / AFTER — EM

- ☐ Before: Confused, overwhelmed, unaware of patterns
- ☐ After: Informed, empowered, motivated to act sustainably

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