

## Ideation Phase

### Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID49443
Project Name	Plugging into the future:- An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

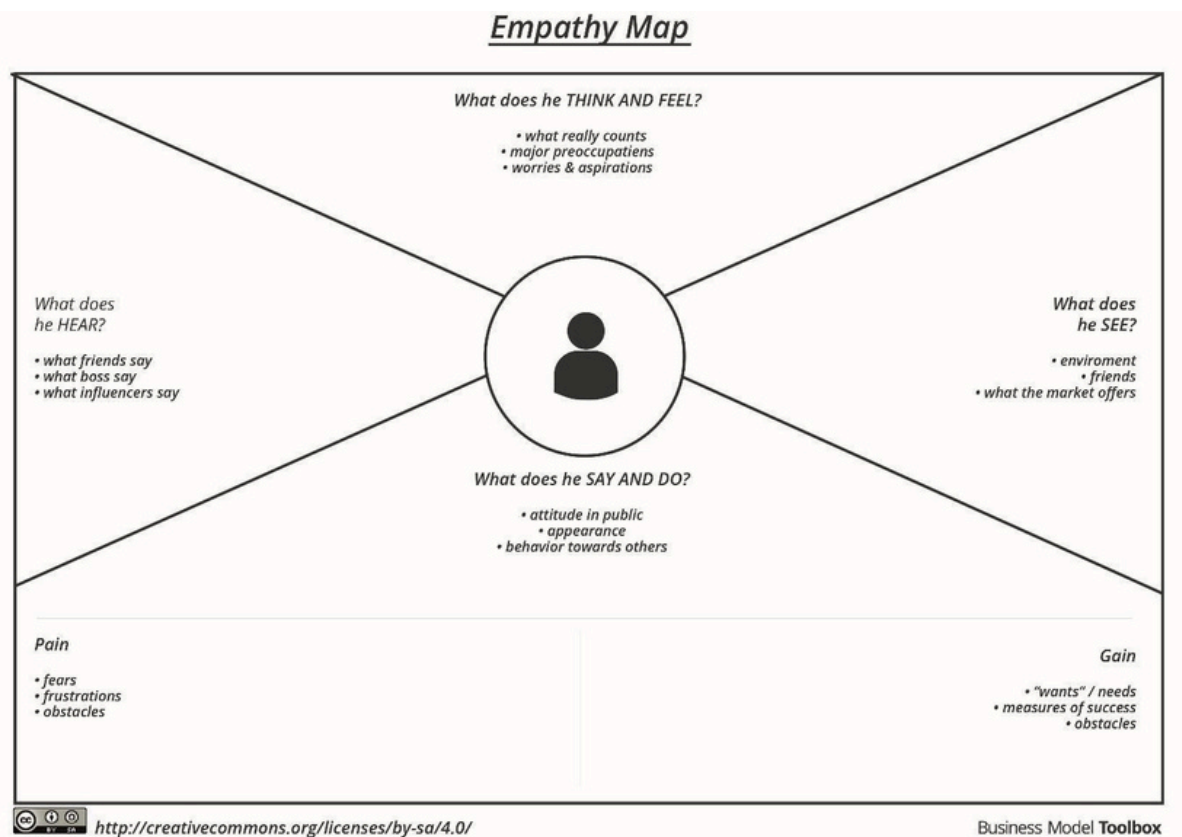
#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

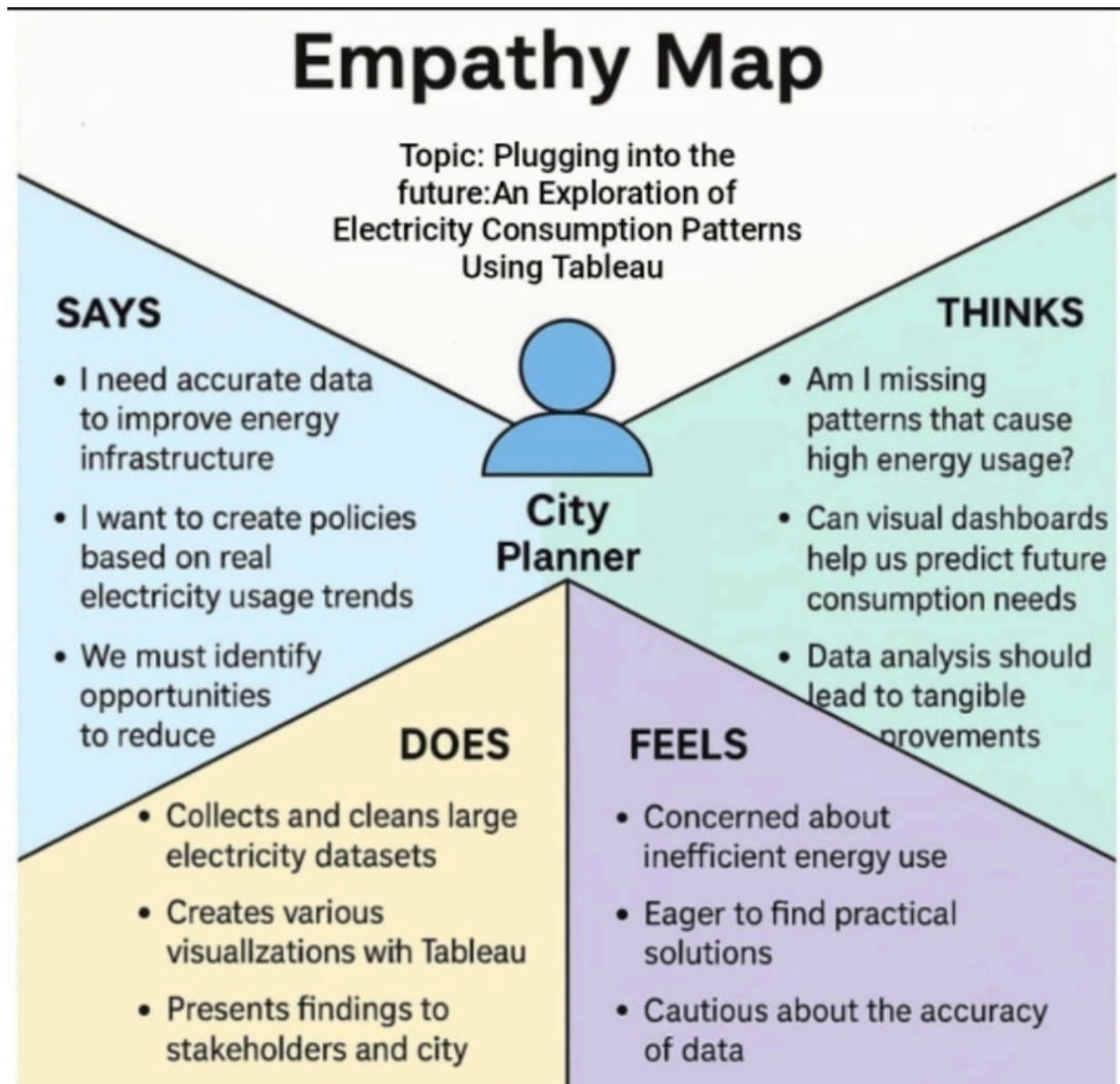
#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example:

## City Planner



## **PAIN**

Struggles with fragmented  
and inconsistent data

Lacks intuitive visual  
visualizations for analysis

## **GAIN**

Achieves greater Insight  
into consumption patterns

Supports the development  
of effective energy policies