Empathy Map Canvas

Target Users

1. Utility Company Managers

2. Government Energy Departments

3. Energy Policy Analysts

4. Researchers

What Do They THINK?

- "Are we prepared for peak demand?"

- "How did lockdown impact electricity usage?"

- "Which region needs more infrastructure?"

- "Are we overproducing or underproducing?"

What Do They SEE?

- Raw CSV data

- Complex reports

- Unclear trend patterns

- Seasonal fluctuations

What Do They HEAR?

- Government policies

- Renewable energy discussions

- Public concerns about power cuts

- Budget allocation pressures

What Do They SAY?

- "We need better data insights."

- "Demand forecasting is difficult."

- "Peak loads cause grid failures."

- "Energy planning must improve."

Pain Points

- Unstructured data
- No visual dashboards
- Hard to identify patterns
- Difficulty in forecasting
- Lack of real-time monitoring

Gains

- Clear interactive dashboards
- Time-series trend analysis
- Region comparison insights
- Lockdown impact visibility
- Data-driven decisions

WHAT YOU DO NOW

1. Create these 3 documents in Word
2. Copy the content properly
3. Add your name and project details
4. Export as PDF
5. Upload into:

VERY IMPORTANT

Make sure:

- Proper headings
- Professional formatting
- Page numbers
- Internship logo if required