

Ideation Phase

Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID47899
Project Name	Plugging Into the Future – An Exploration of Electricity Consumption Patterns using Tableau.”
Maximum Marks	2 Marks

Customer Problem Statement Template:

Stage	Customer Goal	Actions	Touchpoints	Emotions	Pain Points	Opportunities
1. Awareness	Learn about energy monitoring tools	See ads, talk to friends, read blog posts	Social media, Ads, YouTube, Word of mouth	Curious, skeptical	Low awareness, distrust of new tech	Education campaigns, relatable success stories
2. Research	Compare tools and solutions	Read reviews, check features, ask questions	Product websites, Forums, YouTube, Reviews	Confused, uncertain	Too much info, hard to compare	Clear comparison charts, explainer videos
3. Purchase	Choose and buy the right tool/service	Add to cart, talk to sales rep, subscribe	Online store, Mobile app, In-store	Excited, cautious	Pricing confusion, setup worries	Transparent pricing, live demo, installation support
4. Usage	Monitor and reduce	Use app, check usage	Smart meter, Mobile app,	Motivated, frustrated	Poor UX, no real-	Intuitive dashboards,

Stage	Customer Goal	Actions	Touchpoints	Emotions	Pain Points	Opportunities
	electricity consumption	reports, change usage habits	Tableau dashboards		time feedback	gamification, tips and alerts
5. Reflection	See if behavior changes lead to savings	Check bill, compare past usage	Reports, Emails, Dashboard	Proud, uncertain	Hard to measure impact, no expert feedback	Before/after charts, progress tracking via Tableau
6. Advocacy	Recommend to others or give feedback	Write reviews, refer friends, join discussions	Social media, Surveys, Support team	Empowered, indifferent	No referral rewards, no recognition	Referral program, community leaderboard, badges

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1				Because the app is	Which makes me feel

	I am working professional trying to reduce my electricity bill and carbon footprint.	I'm trying to track and understand my household's energy usage patterns.	But I find the data confusing and hard to act on.	too technical and doesn't offer clear guidance or visuals.	frustrated and unsure if my efforts are making a difference.
PS-2	I am a homeowner interested in saving energy and using smart technology.	I'm trying to choose the right energy monitoring system for my needs.	But there are too many products with complex features.	Because I don't have the technical knowledge to compare them effectively.	Which makes me feel overwhelmed and hesitant to make a decision.

Empathy Map

