

|                                       |  |   |   |                                       |
|---------------------------------------|--|---|---|---------------------------------------|
| Define CS, fit into                   | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>Utility company decision-makers</li><li>Government policymakers (energy departments)</li><li>Energy analysts and researchers</li><li>Public sector monitoring authorities</li></ul></div>  | <div>6. CUSTOMER<div>CC</div><ul style="list-style-type: none"><li>Limited technical/data visualization skills</li><li>Budget constraints for tool adoption</li><li>Reliance on manual Excel-based workflows</li><li>Limited access to cleaned, centralized data</li><li>Low IT infrastructure in smaller utility companies</li></ul></div>   | <div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none"><li>Static government reports in PDF/Excel</li><li>Manual data analysis using spreadsheets</li><li>Internal dashboards with limited scope</li></ul><div>Pros: Familiar tools, simple setup</div><div>Cons: No interactivity, slow, difficult to analyze, lacks filtering</div></div>  | Explore AS,                           |
|                                       |  |   |   |                                       |
| Focus on J&P, tap into BE, understand | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><ul style="list-style-type: none"><li>Understand state-wise and sector-wise electricity usage patterns</li><li>Forecast demand for better grid management</li><li>Identify peak hours and plan energy-saving programs</li><li>Analyze seasonal usage trends and post-lockdown impacts</li><li>Make data-driven decisions from raw usage data</li></ul></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none"><li>No centralized platform for data-driven electricity consumption insights</li><li>Datasets are raw, unfiltered, and not visualized</li><li>Decision-makers lack tools and training to interpret the data easily</li><li>Growing complexity in managing supply-demand post-COVID and climate events</li></ul></div>  | <div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none"><li>Use Excel to sort and manually analyze usage</li><li>Request reports from IT/data team</li><li>Refer to government portals for downloads</li><li>Discuss patterns informally within departments</li><li>Use experience-based intuition over data evidence</li></ul></div>   | Focus on J&P, tap into BE, understand |
|                                       |  |   |   |                                       |
| Identify strong TR & EM               | <div>3. TRIGGERS<div>TR</div><ol style="list-style-type: none"><li>External pressure from government mandates, public reports, or new datasets requiring improved energy planning and transparency.</li><li>Operational challenges like blackouts, peak season budgeting, or rising interest in sustainability prompt action from utility stakeholders.</li></ol></div>  | <div>10. YOUR SOLUTION<div>SL</div><p>A web-based dashboard using Tableau embedded into a Flask app. Pre-processed data stored in MySQL, integrated with real-time filtering. Visualizations include: Time-wise, region-wise, lockdown comparison, and top/bottom usage states. Interactive filters for users to select year, region, and time period. Optional ML-powered demand forecasting. Published on Tableau Public for easy access and sharing.</p></div> | <div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>Download datasets from energy portals (POSOCO, Ministry of Power)</p><p>Read insights or trends from news portals or LinkedIn</p><p>Watch dashboard demos (YouTube, Tableau Public)</p><div>8.2 OFFLINE</div><p>Attend government briefings</p><p>Internal review meetings and printed reports</p><p>Collaborate on planning documents manually</p></div> | Extract online & offline CH of BE     |
|                                       | <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>Before: Overwhelmed, frustrated, unsure, data-blind</p><p>After: Informed, empowered, confident, able to make smart decisions</p></div>  |   |   |                                       |