

Ideation Phase

Define the Problem Statements

Date	24-06-2025
Team ID	LTVIP2025TMID20838
Project Name	Plugging into the Future : An Exploration of Electricity Consumption Patterns
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Responsible for monitoring and managing electricity usage across multiple appliances.	Understand realtime power consumption and spot unusual spikes in usage so I can optimize energy efficiency and reduce monthly bills.	I don't have intuitive insights or alerts, and I waste time comparing data across different formats or platforms.	The data is scattered and lacks context—historical trends, thresholds, or anomaly explanations.	Frustrated and financially uncertain when bills are high, and powerless when I can't clearly see what's driving energy waste.
PS-2	A small business owner who manages a shop with various electrical devices and machinery.	Monitor daily electricity consumption across different areas so I can control energy expenses and prevent overloading.	I struggle to identify which appliances contribute most to my power usage because my current bills and readings don't provide device-level insights.	The data is aggregated and not real-time, I can't proactively identify inefficient devices or unusual spikes before they result in high bills or breakdowns.	Stressed about unpredictable energy costs and frustrated that I lack visibility into my shop's energy profile.