Ideation Phase
Empathize & Discover

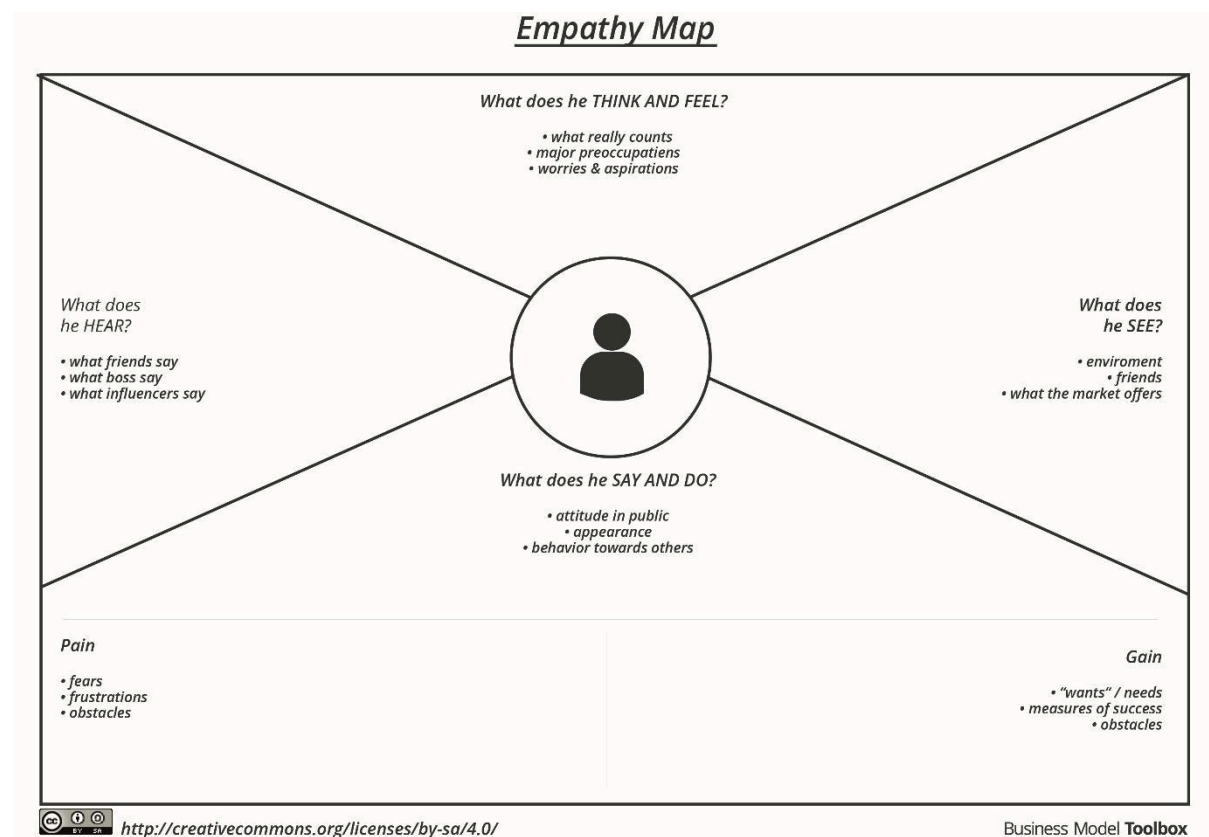| Date	31 January 2025
Team ID	LTVIP2025TMID47482
Project Name	Plugging into the future:- An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

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 helps 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.
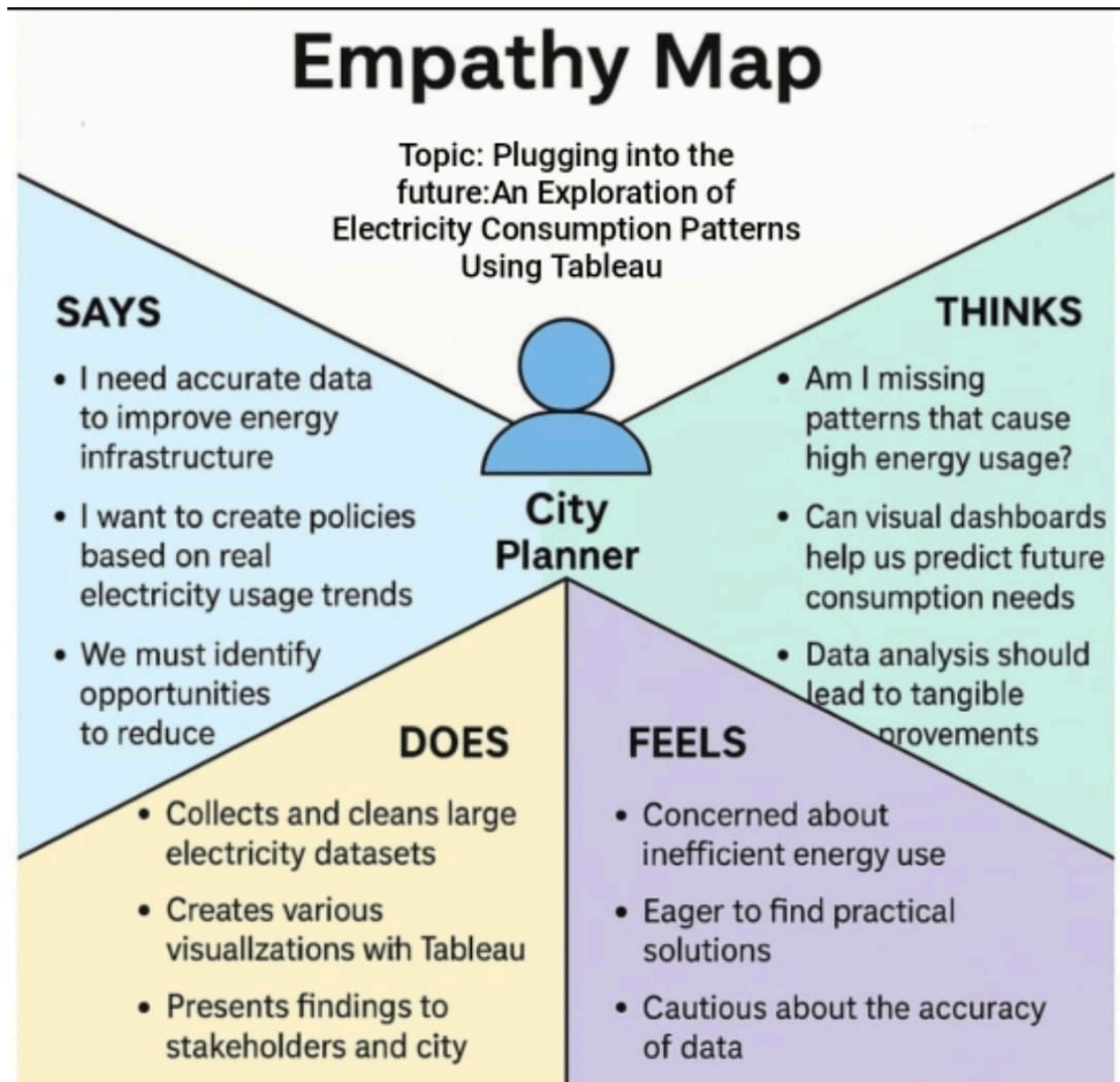
Example:

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

Example:

City Planner

Empathy Map

Topic: Plugging into the future:An Exploration of Electricity Consumption Patterns Using Tableau

SAYS

- I need accurate data to improve energy infrastructure
- I want to create policies based on real electricity usage trends
- We must identify opportunities to reduce

City Planner

THINKS

- Am I missing patterns that cause high energy usage?
- Can visual dashboards help us predict future consumption needs
- Data analysis should lead to tangible ᵖrovements

DOES

- Collects and cleans large electricity datasets
- Creates various visuallzations with Tableau
- Presents findings to stakeholders and city

FEELS

- Concerned about inefficient energy use
- Eager to find practical solutions
- Cautious about the accuracy of data

PAIN	GAIN
Struggles with fragmented and inconsistent data	Achieves greater Insight into consumption patterns
Lacks intuitive visual visualizations for analysis	Supports the development of effective energy policies