Problem-Solution fit canvas 2.0

Purpose / Vision

AS CS CC 1. CUSTOMER 5. AVAILABLE SOLUTIONS 6. CUSTOMER SEGMENT(S) □ Lack of data literacy ☐ Limited access to high-quality, cleaned data Energy analysts ☐ Raw data from utilities without user-friendly interfaces Policy makers □ Environment-conscious households i.e. working parents of 0-5 y.o. kids J&P 7. BEHAVIOUR 2. JOBS-TO-BE-DONE / PROBLEMS 9. PROBLEM ROOT CAUSE □ Analyze CSV/Excel files manually ☐ Electricity consumption is rising but insights are buried in raw data ☐ Identify patterns and anomalies in electricity usage. ☐ Refer to government publications or dashboards ☐ Understand peak consumption times and regional usage. ☐ Stakeholders struggle to act due to poor visualization and clarity ☐ Recommend data-driven policy or efficiency measures. ☐ Discuss usage reports in policy forums TR SL CH 10. YOUR SOLUTION 8. CHANNELS of BEHAVIOUR 3. TRIGGERS ☐ Rising electricity bills ☐ Online: Tableau Public, energy forums, data portals An interactive Tableau dashboard analyzing electricity consumption by ☐ Government push for sustainable energy region, time, and sector ☐ Interest in smart grid technology Clear visuals and filters for easy exploration ☐ Availability of visualization tools like Tableau Data-backed insights for energy-saving strategies 4. EMOTIONS: BEFORE / AFTER EM U Offline: Stakeholder meetings, energy audits, policy planning sessions ☐ Before: Confused, overwhelmed, unaware of patterns ☐ After: Informed, empowered, motivated to act sustainably



