

Ideation Phase

Empathize & Discover

Date	08 February 2026
Team ID	LTVIP2026TMIDS80901
Project Name	Plugging in to the future : An exploration of electricity consumption patterns
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 help 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:

Name: Krishna

Profile: Residential electricity consumer (middle-class household)

Context: Uses electricity daily for home appliances and wants to understand his electricity consumption pattern to control monthly bills.



Says

What have we heard them say?
What can we imagine them saying?

I don't know why my electricity bill changes every month

I want to know which time period consumes more electricity

I need an easy way to understand my electricity usage.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Thinks electricity usage increases during certain hours of the day.

Believes high bills are due to lack of awareness of consumption patterns.

Thinks visual data can help understand electricity usage better.



Krishna

Residential electricity consumer (middle-class household)



Does

What behavior have we observed?
What can we imagine them doing?

Pays electricity bills regularly without analyzing detailed usage.

Uses electrical appliances like fans, lights, AC, and washing machine daily.

Occasionally checks monthly consumption but cannot identify trends.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels confused when electricity bills suddenly increase.

Feels relieved when data is presented in simple visual dashboards.

Feels frustrated because raw data does not clearly show usage patterns