

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 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:

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.

