

## Ideation Phase

### Define the Problem Statements

Date	8 February 2026
Team ID	LTVIP2026TMIDS80901
Project Name	Plugging in to 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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am an electricity distribution manager	I'm trying to understand electricity consumption patterns across time and consumer categories	But I lack a clear visual analysis of peak usage, low usage, and consumption trends	Because raw electricity data is difficult to interpret and compare manually	makes me feel inefficient in planning load distribution and managing demand effectively



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-2	I am a <b>power system analyst</b>	I'm trying to <b>identify abnormal consumption patterns and usage variations</b>	But <b>there is no interactive dashboard to analyze consumption trends dynamically</b>	Because <b>traditional reports do not highlight patterns, fluctuations, or correlations clearly</b>	makes me feel <b>reactive instead of proactive in decision-making and energy planning</b>

