Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Policymakers & Government Agencies, NGOs & Humanitarian Organizations, Healthcare Professionals & Nutritionists, Researchers & Data Analysts

6. CUSTOMER CONSTRAINTS `CC`
Limited access to real-time, unified data across different organizations, Technical expertise required to analyze complex datasets, Budget limitations for advanced data analysis tools, Data inconsistency between regions and sources.

5. AVAILABLE SOLUTIONS `AS`
Existing Solutions
Excel spreadsheets, manual reports, Traditional statistical analysis, Individual NGO databases

Pros
Familiar tools, Accurate, research-based, Specific regional insights

Cons
Time-consuming, lacks real-time insights, Not interactive, requires expertise, Data fragmentation, not globally scalable

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`
Identify historical trends and patterns in malnutrition from 1983-2019, Improve data-driven decision-making for resource allocation and policy implementation, Provide real-time, centralized malnutrition data for intervention planning, Support research and predictive modeling to anticipate future malnutrition crises.

9. PROBLEM ROOT CAUSE `RC`
Lack of a centralized data hub integrating global malnutrition statistics, Inefficient tracking of historical and real-time trends, Poor visualization of data, making insights difficult to interpret, Limited predictive analytics for proactive interventions.

7. BEHAVIOUR `BE`
Current Behavior
Rely on static reports for policymaking, Use spreadsheets for tracking malnutrition, Refer to WHO/FAO reports for insights

Challenges
Delayed decision-making, outdated data, Data silos, lack of integration, No interactive visualizations

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`
Rising malnutrition rates in specific regions, New government policies or international aid programs, Emerging research on food security and nutrition, Need for better monitoring tools in global health initiatives.

4. EMOTIONS: BEFORE / AFTER `EM`
Overwhelmed by fragmented, outdated, or inaccessible data, Frustration over slow decision-making processes, Concern about ineffective interventions./ Confidence in making data-driven policy decisions, Quick insights with interactive visualizations, Clear cause-effect analysis for better strategies.

10. YOUR SOLUTION `SL`
Centralized Dashboard: Unifies data from WHO, UNICEF, FAO, and national agencies, Real-time Monitoring: Tracks malnutrition changes across regions dynamically, Interactive Visualizations: Makes complex data easy to understand and analyze, Predictive Analytics: Identifies high-risk areas for proactive policy-making, Custom Reports & Alerts: Enables automated insights for decision-makers.

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
Power BI Dashboards & Reports, Government & NGO Data Portals, Research Databases & Journals

8.2 OFFLINE
Policy Meetings & Conferences, Field Data Collection by NGOs, Surveys & Health Assessments

Extract online & offline CH of BE

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