

## Project Design Phase Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID00621
Project Name	Global Malnutrition Trends A Power BI Analysis 1983 to 2019
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and this would resolve the mass malnutrition problem in the define way.

### Template:

<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? (e.g. existing people of 18-24 y.o. male)	<b>6. CUSTOMER CONSTRAINTS</b> What constraints prevent your customers from taking action to test their choices of solution? (e.g. spending power, budget, no cash, network connection, available devices)	<b>5. AVAILABLE SOLUTIONS</b> Which solutions are available to the customers when they face the problem? Is there a need to get the job done? What have they tried in the past? What price & cost do these solutions have? (e.g. pen and paper is an alternative to digital recording)
<b>3. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different roles	<b>9. PROBLEM ROOT CAUSE</b> What is the real reason for this problem exists? What is the basic story behind the need to do this job? (e.g. customers have to do it because of the change in regulations)	<b>7. BEHAVIOUR</b> What does your customer do to address the problem and get the job done? (e.g. already related, find the right tool, power, measure, calculate, compare and finally, infinitely associated customers spend time on volunteering work, e.g. fundraising)
<b>3. TRIGGERS</b> What triggers customers to act? (e.g. seeing their neighbours' feeding and parents, reading about a more efficient solution in the news)	<b>10. YOUR SOLUTION</b> If you're working on an existing business, write down your current solution (e.g. all in the cloud, and check how much it's really working). If you are working on a new business proposition, how does it work and why will it be the revenue and come up with a solution that the wider customer base needs, address a problem and maintain customer behaviour	<b>8. CHANNELS OF BEHAVIOUR</b> 8.1 ONLINE What kind of website do customers take action? Select online channels from 8.1 8.2 OFFLINE What kind of offline do customers take action? Select offline channels from 8.2 and one from the customer development
<b>4. EMOTIONS: BEFORE / AFTER</b> How do customers feel when they face a problem or a job and afterwards? (e.g. feel stressed + confused, to control / ease it to your communication strategy & design)		