

## Project Design Phase

### Problem – Solution Fit Template

Date	25 March 2025
Team ID	PNT2025TMID06994
Project Name	Global Food Production Trends and Analysis (1961-2023) Using Power BI
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 why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent problems.
- ☐ Understand the existing situation in order to improve it for your target group.

#### Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; background-color: #f0f0f0; padding: 2px;">Define CS, fit into</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">CS</div> </div> <p>Government policymakers Food industry stakeholders (farmers, manufacturers, retailers) Nutritionists and health organizations</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div>6. CUSTOMER</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">CC</div> </div> <p>Lack of access to real-time data Limited data literacy</p>	<div style="display: flex; justify-content: space-between;"> <div>5. AVAILABLE SOLUTIONS</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">AS</div> </div> <p>Manual data collection and reports Food and agriculture reports from organizations like FAO and WHO Industry research from private firms <b>Pros of current solutions:</b> Some are reliable, provide in-depth analysis <b>Cons:</b></p>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; background-color: #f0f0f0; padding: 2px;">Focus on J&amp;P, tap into BE, understand</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">J&amp;P</div> </div> <p>Understanding global food consumption trends Analysing food production vs. demand Monitoring food price fluctuations and food security issues</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div>9. PROBLEM ROOT CAUSE</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">RC</div> </div> <p>Global food production and demand patterns change over time Data is fragmented across multiple sources</p>	<div style="display: flex; justify-content: space-between;"> <div>7. BEHAVIOUR</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">BE</div> </div> <p>Manually track food price and production data Use traditional spreadsheets or outdated software</p>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; background-color: #f0f0f0; padding: 2px;">Identify strong TR &amp; EM</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>3. TRIGGERS</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">TR</div> </div> <p>Rising food prices and inflation Government policies on food sustainability Consumer demand for healthier and more sustainable food options</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div>10. YOUR SOLUTION</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">SL</div> </div> <p><b>Real-time visualizations</b> of food trends from 1961-2023 <b>Comparative analysis</b> of regions, food categories, and consumption patterns <b>Predictive insights</b> using AI to forecast future food trends <b>Interactive and user-friendly</b> interface for better decision-making</p>	<div style="display: flex; justify-content: space-between;"> <div>8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #f08080; padding: 2px; font-weight: bold;">CH</div> </div> <p>8.1 ONLINE Power BI dashboards, FAO/WHO websites, food market analytics tools.</p> <p>8.2 OFFLINE Government and industry conferences, printed reports, expert consultations</p>