

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Government policymakers Food industry stakeholders (farmers, manufacturers, retailers) Nutritionists and health organizations</div></div>	<div>6. CUSTOMER<div>CC</div><div>Lack of access to real-time data Limited data literacy</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Manual data collection and reports Food and agriculture reports from organizations like FAO and WHO Industry research from private firms Pros of current solutions: Some are reliable, provide in-depth analysis Cons:</div></div>	Explore AS,
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Understanding global food consumption trends Analysing food production vs. demand Monitoring food price fluctuations and food security issues</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Global food production and demand patterns change over time Data is fragmented across multiple sources</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>Manually track food price and production data Use traditional spreadsheets or outdated software</div></div>	
	<div>3. TRIGGERS<div>TR</div><div>Rising food prices and inflation Government policies on food sustainability Consumer demand for healthier and more sustainable food options</div></div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><div>Before:</div><div>Uninformed, overwhelmed by complex data, reactive decision-making</div><div>After:</div><div>Empowered with insights, data-driven decision-making, proactive in addressing food trends</div></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>Real-time visualizations of food trends from 1961-2023 Comparative analysis of regions, food categories, and consumption patterns Predictive insights using AI to forecast future food trends Interactive and user-friendly interface for better decision-making</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE Power BI dashboards, FAO/WHO websites, food market analytics tools.</div><div>8.2 OFFLINE Government and industry conferences, printed reports, expert consultations</div></div>	