# Project Design Phase Problem – Solution Fit Template

Date	01March2025
Team ID	LTVIP2025TMID27587
Project Name	Global Malnutrition Trends: A Power BI
	Analysis (1983-2019)
Maximum Marks	4 Marks

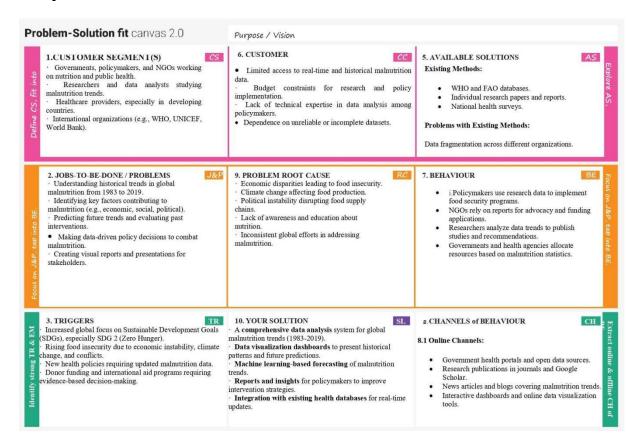
# **Problem – Solution Fit Template:**

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 annoyances, or urgent or costly problems.
- $\Box$  Understand the existing situation in order to improve it for your target group.

## **Template:**



### 4. EMOTIONS: BEFORE / AFTER

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### Before:

- Uncertainty due to incomplete or outdated data.
  Frustration with inconsistent or hard-to-access global malnutrition data.
  Concern about the effectiveness of past policies.

#### After:

- Confidence in making data-driven policy decisions.
   Awareness of historical trends and their impact.
   Improved planning for future malnutrition reduction programs.

#### 8.2 Offline Channels:

- Conferences, summits, and policy discussions.
   Printed reports and books on malnutrition trends.
   Workshops and training sessions for government officials