

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.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution fit canvas 2.0			Purpose / Vision		
Define CS, fit into	1. CUSTOMER SEGMENT 1(S) CS <ul style="list-style-type: none"> Governments, policymakers, and NGOs working on nutrition and public health. Researchers and data analysts studying malnutrition trends. Healthcare providers, especially in developing countries. International organizations (e.g., WHO, UNICEF, World Bank). 		6. CUSTOMER CC <ul style="list-style-type: none"> Limited access to real-time and historical malnutrition data. Budget constraints for research and policy implementation. Lack of technical expertise in data analysis among policymakers. Dependence on unreliable or incomplete datasets. 		5. AVAILABLE SOLUTIONS AS <p>Existing Methods:</p> <ul style="list-style-type: none"> WHO and FAO databases. Individual research papers and reports. National health surveys. <p>Problems with Existing Methods:</p> <p>Data fragmentation across different organizations.</p>
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Understanding historical trends in global malnutrition from 1983 to 2019. Identifying key factors contributing to malnutrition (e.g., economic, social, political). Predicting future trends and evaluating past interventions. Making data-driven policy decisions to combat malnutrition. Creating visual reports and presentations for stakeholders. 				
Focus on J&P, tap into BE		9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Economic disparities leading to food insecurity. Climate change affecting food production. Political instability disrupting food supply chains. Lack of awareness and education about nutrition. Inconsistent global efforts in addressing malnutrition. 		7. BEHAVIOUR BE <ul style="list-style-type: none"> Policymakers use research data to implement food security programs. NGOs rely on reports for advocacy and funding applications. Researchers analyze data trends to publish studies and recommendations. Governments and health agencies allocate resources based on malnutrition statistics. 	Explore AS
	3. TRIGGERS TR <ul style="list-style-type: none"> Increased global focus on Sustainable Development Goals (SDGs), especially SDG 2 (Zero Hunger). Rising food insecurity due to economic instability, climate change, and conflicts. New health policies requiring updated malnutrition data. Donor funding and international aid programs requiring evidence-based decision-making. 		10. YOUR SOLUTION SL <ul style="list-style-type: none"> A comprehensive data analysis system for global malnutrition trends (1983-2019). Data visualization dashboards to present historical patterns and future predictions. Machine learning-based forecasting of malnutrition trends. Reports and insights for policymakers to improve intervention strategies. Integration with existing health databases for real-time updates. 		8. CHANNELS of BEHAVIOUR CH <p>8.1 Online Channels:</p> <ul style="list-style-type: none"> Government health portals and open data sources. Research publications in journals and Google Scholar. News articles and blogs covering malnutrition trends. Interactive dashboards and online data visualization tools.
Identify strong TR & EM					Explore online & offline CH of

4. EMOTIONS: BEFORE / AFTER

EM

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