Ideation Phase Defining the Problem Statements

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| **Project Name** | **6112-Public Health Awareness** |
| **Campaign Analysis using Data** |
| **Analytics** |

Public Health Awareness Campaign Analysis

# Problem Definition and Design Thinking

**Introduction**

The task at hand is to develop a public health awareness system using data analytics. Public health awareness campaigns play a crucial role in promoting healthy behaviors within communities. Data analytics is a valuable tool for evaluating public health awareness campaigns. The ultimate goal is to prevent illness and improve public health.

This document will outline the problem statement, the steps involved in solving it, and the design thinking approach that will guide our project.

# Problem Statement

Objective: Develop a data analytics-driven public health awareness system.

Data: We have a dataset containing various features of data sources (awareness campaign data, surveys, government health data). This data will be used for comprehensive health analysis.

# Key Challenges:

1. Data Quality: Ensuring the dataset used for analysis is accurate.
2. Privacy and security: Public health data involves sensitive information so we have to handle it properly.
3. Data Integration: Combining data from various sources can be technically challenging.
4. Time sensitivity: Public health issues often require timely responses.
5. Resource constraints: Health organizations may have limited budgets so we have to choose the correct resources for awareness campaigns.

**Design Thinking Approach**

Empathize:

Understand the target audience's needs, concerns, behaviors, and preferences related to the health issue.

Collect data through surveys, interviews, and social listening to gain insights into their mindset.

Define:

Clearly define the public health issue and campaign objectives.

Identify specific goals, such as increasing vaccination rates or promoting healthier lifestyle choices.

Ideate:

Brainstorm creative campaign ideas that resonate with the audience.

Consider data sources, such as demographic data, health records, and social media trends, to inform campaign concepts.

Prototype:

Develop prototypes of the campaign materials or messages.

Utilize data analytics to test and refine prototypes. For instance, A/B testing can determine which messages are most effective.

Test:

Pilot the campaign in a small, representative group.

Collect data on engagement, reach, and behavior change using analytics tools. Feedback:

Analyze the data to understand what worked and what didn't.

Gather feedback from the target audience through surveys and focus groups

Evaluate:

Measure the campaign's impact using key performance indicators (KPIs) and data analytics.

Assess changes in health behaviors, awareness levels, and engagement metrics.

# CONCLUSION

In this document, we've outlined our approach to solving the public health awareness campaign problem. We've defined the problem, identified key challenges, and laid out a design thinking approach that involves empathizing with users, defining objectives, ideating potential solutions, prototyping, testing, implementing, and iterating.

Our ultimate goal is to develop an accurate and user-friendly solution.