

Project Design Phase

Problem – Solution Fit Template

Date	4 March 2025
Team ID	PNT2025TMID02999
Project Name	Global Malnutrition Trends a Power BI Analysis (1983-2019)
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Template:

Problem-Solution fit canvas 2.0

Business Model Canvas for Global Malnutrition trends (1983-2019) using data-driven insights, enabling effective policies and interventions to combat hunger and improve

<div style="display: flex; justify-content: space-between;">1. CUSTOMER SEGMENT(S) CS</div> <p style="font-size: 0.8em;">Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <ol style="list-style-type: none"> 1) Children under 5 years old 2) Pregnant and lactating women 3) Low-income families in developing countries 4) Rural communities with limited access to food 	<div style="display: flex; justify-content: space-between;">6. CUSTOMER CONSTRAINTS CC</div> <p style="font-size: 0.8em;">What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices</p> <ol style="list-style-type: none"> 1) Poverty and lack of financial resources 2) Poor infrastructure (lack of roads, clean water, and storage facilities) 3) Cultural beliefs and food habits 4) Political instability and war affecting food supply 	<div style="display: flex; justify-content: space-between;">5. AVAILABLE SOLUTIONS AS</div> <p style="font-size: 0.8em;">Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <ol style="list-style-type: none"> 1) Food fortification (adding vitamins & minerals to staple foods) 2) Supplementary feeding programs (UNICEF, WFP initiatives) 3) School meal programs for children 4) Improved agricultural techniques to boost food production
<div style="display: flex; justify-content: space-between;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <p style="font-size: 0.8em;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</p> <ol style="list-style-type: none"> 1) Lack of access to nutritious food 2) High prevalence of stunting, wasting, and underweight children 3) Food insecurity due to poverty and climate change 4) Insufficient healthcare and nutrition education 	<div style="display: flex; justify-content: space-between;">9. PROBLEM ROOT CAUSE RC</div> <p style="font-size: 0.8em;">What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <ol style="list-style-type: none"> 1) Economic inequality and food distribution issues 2) Climate change affecting food production 3) Lack of education on proper nutrition 4) Poor governance and ineffective policies 	<div style="display: flex; justify-content: space-between;">7. BEHAVIOUR BE</div> <p style="font-size: 0.8em;">What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <ol style="list-style-type: none"> 1) Depend on government and NGO food aid programs 2) Rely on cheap, low-nutrition food due to affordability issues 3) Seek traditional or alternative food sources
<div style="display: flex; justify-content: space-between;">3. TRIGGERS TR</div> <p style="font-size: 0.8em;">What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ol style="list-style-type: none"> 1) Increase in child mortality rates 	<div style="display: flex; justify-content: space-between;">10. YOUR SOLUTION SL</div> <p style="font-size: 0.8em;">If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <ol style="list-style-type: none"> 1) Data driven policies using Power BI visualizations to track malnutrition trends 2) AI powered food distribution planning 3) Strengthening local food production through sustainable farming 	<div style="display: flex; justify-content: space-between;">8. CHANNELS of BEHAVIOUR CH</div> <div style="margin-top: 5px;"> 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 </div> <ol style="list-style-type: none"> 1) Social media campaigns spreading awareness 2) Online donations and crowdfunding for food aid <div style="margin-top: 5px;"> 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. </div> <ol style="list-style-type: none"> 1) Community-based feeding programs 2) Local farmers' markets and food security programs