

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	15 February 2025
Team ID	PNT2025TMID02554
Project Name	global malnutrition trends analysis(1983 to 2019 )
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

Problem-Malnutrition has been a persistent global issue, affecting millions of people across different regions and demographics. Understanding long-term trends in malnutrition is crucial for policymakers, healthcare professionals, and organizations working to combat hunger and undernutrition. However, the lack of comprehensive data analysis over time makes it difficult to identify patterns and implement effective interventions.

Solution -Our project analyzes malnutrition trends from 1983 to 2019 using historical data, statistical modeling, and data visualization techniques. By identifying key patterns, regional disparities, and contributing factors, our research provides insights that can help governments and organizations make informed decisions to tackle malnutrition effectively.

**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 To analyze global malnutrition trends (1983-2019) using data-driven insights, enable effective policies and interventions to combat hunger and improve		
Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	<b>6. CUSTOMER CONSTRAINTS</b> <small>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</small>	<b>5. AVAILABLE SOLUTIONS</b> <small>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small>		
	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	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) Limited availability and use of effective food supply	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		
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	<b>9. PROBLEM ROOT CAUSE</b> <small>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.</small>	<b>7. BEHAVIOUR</b> <small>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)</small>		
	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	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	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		
Identify strong TR & EM	<b>3. TRIGGERS</b> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	<b>10. YOUR SOLUTION</b> <small>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.</small>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>		
	1) Increase in child mortality rates	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	1) Social media campaigns spreading awareness --- <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>		
	<b>4. EMOTIONS: BEFORE / AFTER</b> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure → confident, in control → use it in your communication strategy &amp; design.</small>		1) Community-based feeding programs 2) Local farmers' markets and food security programs		
	1) Before: Hopeless, weak, unhealthy, trapped in				

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## References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>