

Project Design Phase-I Problem – Solution Fit

Date	29 September 2022
Team ID	PNT2022TMID12485
Project Name	Project – University Admit Eligibility Predictor
Maximum Marks	2 Marks

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it 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 touchpoints 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 to improve it for your target group.**

Solution Fit:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? The prospect students who want to join university. These students have taken exams like GRE, TOEFL	6. CUSTOMER CONSTRAINTS CC 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. Finding the right and suitable college from plethora of colleges Students from lowest rungs may not have enough budget and facilities to travel to every possible university	5. AVAILABLE SOLUTIONS AS 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 are an alternative to digital notetaking Existing predictors don't serve the complete purpose – don't predict correctly, don't include all the necessary criterion, aren't dynamic, lacks scalability, aren't quite full proof to be popular and each all the deserving beneficiaries. They are not properly trained and needs to be trained with a lot of training datasets and use modern ideas like Logistic Regression	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE/ PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. The main problem that needs to be addressed in the existing scenario is that the students face difficulty to predict an admit to a suitable college based on their CGPA, test score etc. The students need to be presented a list of possible lists of college from which the students can choose from. There needs to be a system which can efficiently do the aforementioned.	9. PROBLEM ROOT CAUSE RC 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. <ul style="list-style-type: none"> No central repository of university admission information Sometimes, the current year's criteria may have superseded the previous year's criteria. But unaware of this, the student falsely anticipates of certain admission in a university. Also, she wouldn't have applied to other universities. Third party consultants may use unreliable information Erratic admission criteria 	7. BEHAVIOUR BE 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) Directly: The students go and visit the university that they are interested in to join. Check and find out if they could stand any chance to get into the university. Ask and get all the documents required. Indirectly: Use third party to find all the college that we stand a chance to join in. Visit only those university. Take the required documents	Focus on J&P, tap into BE, understand RC

