

PROJECT DESIGN PHASE-I

PROBLEM – SOLUTION FIT

Date	19 September 2022
Team ID	PNT2022TMID02758
Project Name	University Admit Eligibility Predictor
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that we have found a problem with our customer and that the solution we 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.**

<div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Define CS, fit into CC</div> <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">1. CUSTOMER SEGMENT(S) CS</div> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <ol style="list-style-type: none"> UG graduate students Parents of UG graduate students Currently UG pursuing students 	<div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">6. CUSTOMER CONSTRAINTS CC</div> <p><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></p> <p>Students don't try exploring because of the lack of network and guidance</p>	<div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">5. AVAILABLE SOLUTIONS AS</div> <p><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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <ol style="list-style-type: none"> Travel to the university to get information Paid career coach Paid educators <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Explore AS, differentiate</div>
<div style="background-color: #fff2cc; padding: 2px; font-weight: bold; text-align: center;">Focus on J&P, tap into BE, understand RC</div> <div style="background-color: #fff2cc; padding: 2px; font-weight: bold; text-align: center;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <p>Predict the chance of admission of a UG student in a university through GPA, SAT, GRE/TOEFL scores</p>	<div style="background-color: #fff2cc; padding: 2px; font-weight: bold; text-align: center;">9. PROBLEM ROOT CAUSE RC</div> <p><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></p> <p>Students have to pursue higher education for</p> <ol style="list-style-type: none"> A better job with great salary Research 	<div style="background-color: #fff2cc; padding: 2px; font-weight: bold; text-align: center;">7. BEHAVIOUR BE</div> <p><small>What does your customer do to address the problem and get the job done? T2: 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></p> <ol style="list-style-type: none"> Speak to people regarding admission process at abroad Search websites, blogs regarding the university Reach out to alumni of the desired university <div style="background-color: #fff2cc; padding: 2px; font-weight: bold; text-align: center;">Focus on J&P, tap into BE, understand RC</div>
<div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">Identify strong TR & EM</div> <div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">3. TRIGGERS TR</div> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>The seniors, cousins of students are the main motivation for students to fly abroad for higher education. Job opportunities with fancy salary are yet another trigger.</p> <div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">4. EMOTIONS: BEFORE / AFTER EM</div> <p><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 & design.</small></p> <p>Before using the tool, students will be anxious. After the tool usage, students will be either excited of moving to new arena or motivated to score high</p>	<div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">10. YOUR SOLUTION SL</div> <p><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></p> <p>Our solution will help UG graduates in short-listing universities for their masters with their CGPA, GRE, TOEFL scores. The predicted output will give them a fair idea about their admission chances in a particular university. This analysis will also help students who are currently preparing or will be preparing to get a better idea. It will students to know more about university in terms of research opportunities, admission process, courses offered and prominent alumni of the university.</p>	<div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">8. CHANNELS of BEHAVIOUR CH</div> <div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">8.1 ONLINE</div> <p><small>What kind of actions do customers take online? Extract online channels from #7</small></p> <div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">8.2 OFFLINE</div> <p><small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>Online</p> <ol style="list-style-type: none"> Talk with friends, relatives, alumni Read blogs <p>Offline</p> <ol style="list-style-type: none"> Reach out a career coach Search for books relating to university <div style="background-color: #d9ead3; padding: 2px; font-weight: bold; text-align: center;">Identify strong TR & EM</div>

References:

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