

Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID32680
Project Name	University Admit Eligibility Predictor
Maximum Marks	2 Marks

Problem – Solution Fit Template:

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

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small>	6. CUSTOMER <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>	5. AVAILABLE SOLUTIONS <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>	Explore AS, differentiate
	<p>The Students are called as Customer. Those who completed their schooling and searching for a well-known university to upgrade their qualifications by pursuing undergraduate.</p>	<p>Physical and Mental health, Budgeting, Time Management, Cost of an Education</p>	<p>The admission process is complicated and not so easy in terms of selecting an appropriate college according to the scores and field of interest. Accurate choice, varying with the entrance exam result and academic scores, is very important So it becomes troublesome for students to organize and list-out the proper colleges of their choice for courses according to their performance score.</p>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which job-to-be-done (or problem) do you address for your customer? There is a gap between the current state and the desired state.</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job?</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and what tools do they use? What does your customer do to address the problem and get?</small>	Focus on J&P, tap into BE, understand RC
	<p>As a High school student one of my biggest fears about the university application process is rejection. Coming from a very competitive college prep school, going to university has never even been a question. And on top of that, getting accepted to a prestigious university is expected.</p>	<p>Students don't have time to manually analyze the course details of all universities and about the courses in which they have the area of interest. The availability of seats for the scores that they have got also can't easily be predicted.</p>	<p>The Students should submit their details which are mandatory to provide to check their eligibility when the listed predictions are given as the selected criteria. The students can select their right university in the given choices.</p>	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their friends installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <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 satisfies customer needs.</small>	8. CHANNELS OF BEHAVIOUR <small>ONLINE: What kind of actions do customers take online? Extract online channels from #7 OFFLINE: What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	Extract online & offline CH of BE
	<p>Mostly, all will get triggered from their elder or neighbour ones who predicted correctly for themselves during their admission in universities.</p>	<p>This project gives the exact probability of getting admitted into the university that the student selects based on their scores and other criteria and also provides them with suggestions based on the same. This effectively decreases the time spent in finding a suitable university.</p>	<p>ONLINE Students can check their university admission details through online. OFFLINE Students can also go to the respective university in person and can proceed rest of the process directly.</p>	
	4. EMOTIONS: BEFORE / AFTER <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>Confused and unclear state to select the right university then clear about what university suits for them to pursue.</p>			

References:

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