

Project Design Phase-I

Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID27859
Project Name	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 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.

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS 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.	5. AVAILABLE SOLUTIONS 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	Explore AS, differentiate
	Students who have completed or yet to complete their school and aspirants of higher education willing to join in a compatible university.	<ul style="list-style-type: none">Trust issues regarding the information presented.Feeling insecure about their data security, as they would have feed confidential information to the application.	Can directly contact the university so that they feel more reliable and at ease but, the customer should contact each and every Universities they need information about, this is tidies and time consuming process.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	9. PROBLEM ROOT CAUSE 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.	7. BEHAVIOUR 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)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">It is designed for students to help them find the best-suited university.This application aims to provide students with the best insight about the universities based on the academic excellence.	<ul style="list-style-type: none">Students will be unable to collect information on all the universities in a single step process.Students may be unaware of the admission process.Students may mistakenly follow a wrong path when consulting with peers.	<p>Direct: Students will visit the college and collect the admission details, get help from seniors to meet the requirements needed to get into the university.</p> <p>Indirect: Reach out for career guidance and work to get into the university as suggested by the consulator.</p>	
Identify strong TR & EM	3. TRIGGERS Students get attracted to easy & user-friendly UI which provides them with various options & adds up when suggested by their seniors.	10. YOUR SOLUTION 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.	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE Students will surf the internet for solution or check the reviews and ranking of universities.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER Before: Anxious,confused and insecure . .After: confident,Clear minded and aware .	This application aims to reduce the unwanted time and expense of the students who are yet to join a university or for higher education by providing them honest suggestions based on predictions of their academic results.	8.2 OFFLINE Students will reach for career guidance or visit the college to collect details about the admission process.	