Project Design Phase-I
Problem – Solution Fit

Date	06 October 2022
Team ID	PNT2022TMID19434
Project Name	Project – University Admit Eligibility Predictor
Maximum Marks	2 Marks

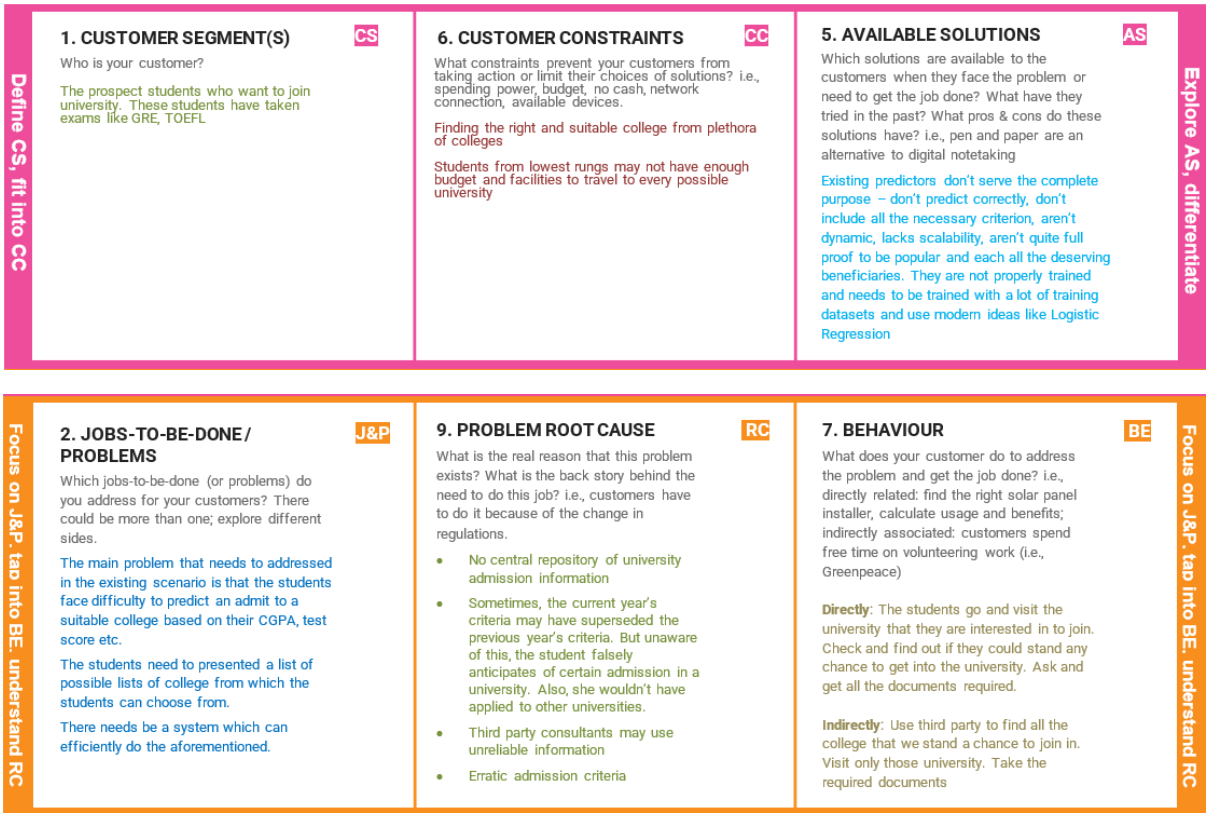
Problem – Solution Fit:

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:



Identifying strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e., seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

The peers of a student find it very easy to find a suitable college (less effort, less monetary investment and less time consumption)

The peers of gets a lot of colleges to choose from

The pacification and contentment of peers

The **word of mouth** would cause trigger within the circle

4. EMOTIONS: BEFORE/AFTER

EM

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

BEFORE	AFTER
Avaricious agent	Pocket friendly online system
Missing out on a possible college(s)	Display a possible list of colleges

10. YOUR SOLUTION

SL

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 behavior.

Use: ML models, IBM Cloud and IBM Watson

Input: Takes in the various student specific details – CGPA, Score of various tests, Resume, LOR etc. and match with various universities eligibility criterion.

Output: Prepare a list of possible university for every student based on her profile.

8. CHANNELS OF BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

The university information can be browsed online – eats up a lot of time; may lead to missing out a better university

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7

In person visit to each and every university and other agencies. This can tagin lead to wastage of a, lot of money and resources. Sometimes, the universities may be located in far flung corners of a city.

Identifying strong TR & EM

References:

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