

Project Design Phase-I Problem – Solution Fit

Date	11 November 2022
Team ID	PNT2022TMID27598
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 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) Who is your customer? i.e. working parents of 0-5 y.o. Kids A Graduate Student Looking for Higher Studies	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. 1. Lack of Proper Guidance to Join a University 2. Unaware about the university Eligibility criteria 3. Unable to pay for Consultancy services	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 AVAILABLE SOLUTIONS 1. Online Score Prediction websites/apps 2. Consultancy Services CONS 1. Suggesting Colleges without knowing the Student Interest 2. Expensive	Explore AS, differentiate
	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. 1. Prediction System with More Accurate Results 2. Free of Cost 3. University Eligibility Factor Details 4. Instant Results 5. Privacy about obtained Marks and Details	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. Students rely on Instant access to Information that are 1. Trustworthy 2. Accurate 3. Free of Cost 4. Valid	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) 1. Post Questions in Open Forums 2. Guidance from Faculties / Friends/ Relatives 3. Pay to Consultancy services	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS</p> <p>TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ol style="list-style-type: none"> Free of Cost service being online Accuracy in results and Guidance about Universities 	<p>10. YOUR SOLUTION</p> <p>SL</p> <p>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.</p> <ol style="list-style-type: none"> Use Effective ML Algorithms and prediction models Provide user-friendly Visual Graphs Recommend Best of Best Universities Available 	<p>8.CHANNELS of BEHAVIOUR</p> <p>CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <ol style="list-style-type: none"> Ask Questions in Open Forums Watch Videos About Universities Sign-in to Untrustable websites <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ol style="list-style-type: none"> Pay for Consultancy Services Guidance from Parents/Relatives/Friends/Faculties
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>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.</p> <p>Insecure , Anxious>Aware , Informed</p> <p>In Control , Confident.</p>		