# 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:**

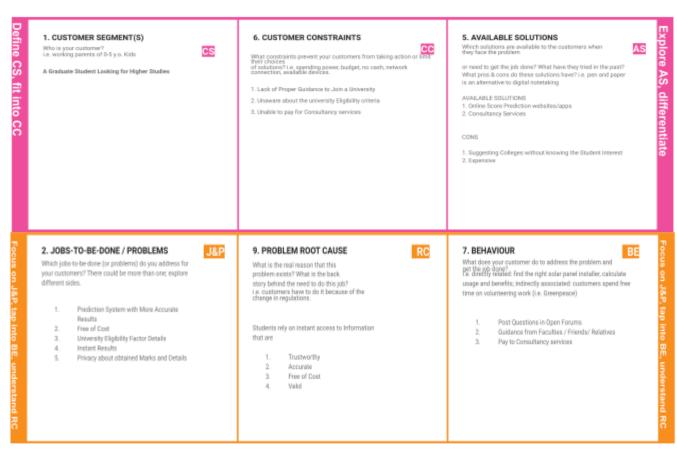
The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

## **Purpose:**

	Solve complex prob	lems 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:



### 3. TRIGGERS



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

- Free of Cost service being online
- Accuracy in results and Guidance about Universities

### 4. EMOTIONS: BEFORE / AFTER



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.

Insecure . Anxious>Aware . Informed

In Control , Confident.

### 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.

- 1. Use Effective ML Algorithms and prediction models
- 2 Provide user-friendly Visual Graphs
- 3. Recommend Best of Best Universities Available

# 8. CHANNELS of BEHAVIOUR



#### 8.1 ONLINE

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

- Ask Questions in Open Forums Watch Videos About Universities
- 3. Sign-in to Untrustable websites

#### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Pay for Consultancy Services
- Guidance from Parents/Relatives/Friends/Faculties