Project Design Phase-I Problem – Solution Fit Template

Date	12 -11- 2022
Team ID	PNT2022TMID52352
Project Name	Project - 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 youhave 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 ofbehavior.
- 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 bysolving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

PROBLEM – SOLUTION FIT

1. CUSTOMER SEGMENT(S) `CS`

Define CS, fit into

- Students who have completed their under graduation.
- Students who have completed their high school.
- The students who have undertaken exams like GRE and TOEFL exams.

6. CUSTOMER CONSTRAINTS `CC`

- Searching the right and best-suitable college from the wide range of options of colleges that are available for admissions.
- Reduce cost incurred to travel or communicate with respective universities
- Getting admission at the preferred location.

5. AVAILABLE SOLUTIONS `AS`

- They lack essential criteria that needs to be considered while predicting the feasibility of getting admission in the desired university.
- Lacks dynamic nature and scalability.
- Incomplete information.
- Absence of powerful ideas like polynomial and logistic regression and other algorithms.

Explore AS,

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2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Focus on J&P, tap into BE, understand

- The major task is to design a university admission prediction system and to provide a probabilistic insight into the university rating, cutoffs, intake count and the students' university preferences.
- The students are to be provided with a list of universities which match their eligibility.
- The system must do the aforementioned tasks effectively as well as efficiently.

9. PROBLEM ROOT CAUSE `RC`

- There may not be a place where the students can find all the admission related information of the universities.
- The students may not be aware of the eligibility criteria of various universities in and around the world.
- The agents may use untrustworthy information.

7. BEHAVIOUR `BE`

- Direct: The students will try to visit all the universities that he/ she wishes to get admission. Get notified about the criteria to get admission and also take necessary measures to meet the criteria.
- Indirect: Pay for an agency that helps the students to find the required criteria in the desired universities and visit only those selective universities and get the job done.

Focus on J&P, tap into BE, understand

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3. TRIGGERS `TR`

Identify strong TR & EM

- Students often get tensed and anxious about their admission chances of their desired universities.
- The students' peers may get lot of colleges to choose from, with lesser time and effort and lesser expenses.

4. EMOTIONS: BEFORE / AFTER `EM`

- Before: Unaware of the process, suffering to select the best-suited university.
- After: Secure, user-friendly and aware of process. Reduced cost and does not miss out feasible universities

10. YOUR SOLUTION `SL`

- The focus is to reduce the time, effort and money spent on finding the universities where admission is feasible for pursuing higher education.
- The system uses a pre-trained machine model (ML, IBM Cloud and Watson Studio) to predict the feasibility of admission in desired university based on the provided student data.
- The output of the system is the list of possible universities for the student to apply for admission

8. CHANNELS of BEHAVIOUR `CH`

ONLINE
- The students may browse the Internet to research about their desired universities and get to know required information.
- This is a time-consuming task and may miss out some universities of interest

OFFLINE
- Visit the desired universities in person and gather admission details.

Extract online & offline CH of BE