

Project Design Phase-I Problem – Solution Fit

Date	31 October 2022
Team ID	53528-1661414117
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? The prospect students who want to join university. These students have taken exams like GRE, TOEFL.	6. CUSTOMER CONSTRAINTS CC 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. Finding the right and suitable college from plethora of colleges Students from lowest rungs may not have enough budget and facilities to travel to every possible university	5. AVAILABLE SOLUTIONS AS 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 are an alternative to digital notetaking Existing predictors don't serve the complete purpose – don't predict correctly, don't include all the necessary criterion, aren't dynamic, lacks scalability, aren't quite full proof to be popular and each all the deserving beneficiaries. They are not properly trained and needs to be trained with a lot of training datasets and use modern ideas like Logistic Regression	Explore AS, differentiate
	2. JOBS-TO-BE-DONE/ PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. The main problem that needs to be addressed in the existing scenario is that the students face difficulty to predict an admit to a suitable college based on their CGPA, test score etc. The students need to be presented a list of possible lists of college from which the students can choose from. There needs to be a system which can efficiently do the aforementioned.	9. PROBLEM ROOT CAUSE RC 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. <ul style="list-style-type: none"> No central repository of university admission information Sometimes, the current year's criteria may have superseded the previous year's criteria. But unaware of this, the student falsely anticipates of certain admission in a university. Also, she wouldn't have applied to other universities. Third party consultants may use unreliable information Erratic admission criteria 	7. BEHAVIOUR BE 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) Directly: The students go and visit the university that they are interested in to join. Check and find out if they could stand any chance to get into the university. Ask and get all the documents required. Indirectly: Use third party to find all the college that we stand a chance to join in. Visit only those university. Take the required documents	
	Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC	

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>