**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 22 June 2025 |
| Team ID | LTVIP2025TMID31922 |
| Project Name | EduTutor AI: Personalized Learning with Generative AI and LMS |
| 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 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:**

| **Section** | **Explanation** | **How to Fill for Your Project (EduTutor AI)** |
| --- | --- | --- |
| **1. Customer Segments (CS)** | Who are your users? What are their characteristics? | e.g., High school and college students, teachers, lifelong learners using LMS platforms. |
| **2. Jobs-To-Be-Done / Problems (J&P)** | What are customers trying to achieve? What problems block them? | e.g., Struggling to find personalized learning paths, lack of quality content, repetitive learning modules. |
| **3. Triggers (TR)** | What prompts users to act now? | e.g., Poor test results, peer recommendations, time pressure to finish syllabus. |
| **4. Emotions: Before/After (EM)** | How do they feel before vs after solving the problem? | Before: confused, overwhelmed. After: confident, in control, ready for exams. |
| **5. Available Solutions (AS)** | What are users currently using (competitors, workarounds)? | e.g., YouTube, printed books, traditional LMS without AI. |
| **6. Customer Constraints (CC)** | What barriers prevent them from using a solution? | e.g., Budget, poor tech skills, weak internet, device limitations. |
| **7. Behaviour (BE)** | What actions do they take now to solve the problem? | e.g., Manually search for resources, take notes, join coaching classes. |
| **8. Channels of Behaviour (CH)** | Where do users act online or offline? | Online: LMS platforms, search engines, YouTube. Offline: coaching centers, schools. |
| **9. Problem Root Cause (RC)** | Why does this problem exist? What's the underlying issue? | e.g., One-size-fits-all education, lack of data-driven personalization. |
| **10. Your Solution (SL)** | How does your solution help? Clearly define how it solves the core problem. | e.g., EduTutor AI provides personalized content, progress tracking, quizzes, and adaptive learning using generative AI. |