**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID52072 |
| Project Name | LearnHub |
| Maximum Marks | 2 Marks |

**🟩 Problem – Solution Fit Template**

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| **Parameter** | **Description** |
| Customer Segment | Students in Tier-II/Tier-III cities, self-learners, college students, and freelance educators who want to deliver and access structured online learning material affordably. |
| Undeserved Need / Problem | Students often lack structured, guided learning content in affordable formats. Teachers lack simple platforms to host and manage content. Certification and performance tracking are often absent in free/low-cost platforms. |
| Existing Alternatives | YouTube, Udemy, Coursera, Google Classroom, WhatsApp teaching groups – these either lack personalized dashboards, are not free, or are complex for both educators and learners to manage. |
| Our Solution | LearnHub – a MERN-stack web platform with role-based access: teachers can create, assign, and manage courses, while students can track their progress and get certificates on completion. Easy UI and integrated dashboards for all roles. |
| Value Proposition | For students: Affordable, structured, and trackable learning with certification. |
| For teachers: A platform to create and manage their own course content and assign it to students. |  |
| For admins: Centralized control and analytics. |  |
| Success Metrics | ✓ Number of active users (students & teachers) |
| ✓ Course completion rates |  |
| ✓ Certificate downloads |  |
| ✓ Number of courses created and assigned |  |
| ✓ Feedback scores from users |  |
| Channels | Website (LearnHub platform), college-level demo sessions, student WhatsApp/Telegram groups, teacher networks, LinkedIn educator outreach. |
| Revenue Model | Freemium model with optional paid features for institutions and premium course uploads. |
| Certification, white-label hosting, and teacher monetization through shared revenue. |  |
| Unique Advantage | Easy-to-use platform for both students and teachers, role-based control, certification feature, and scalable for institutions. Works well for semi-urban regions with basic internet connectivity. |