

PROJECT DESIGN

Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID53783
Project Name	Learn Hub
Maximum Marks	4 Marks

Problem Solution Fit:

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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Number of active users (students & teachers)• Course completion rates• Certificate downloads• Number of courses created and assigned

	<ul style="list-style-type: none"> Feedback scores from users
Channels	Website (LearnHub platform), college-level demo sessions, student WhatsApp/Telegram groups, teacher networks, LinkedIn educator outreach.
Revenue Model	<ul style="list-style-type: none"> 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.