Problem-Solution Fit

Purpose / Vision

PROBLEM

1 CUSTOMER SEGMENT(S)
- Students, professionals, and lifelong learners seeking flexible, cost-effective education opportunities

2 JOBS-TO-BE-DONE / PROBLEMS
- Limited access to in-person learning
- High cost of traditional education
- Difficulty in tracking learning progress

3 TRIGGERS
- Desire to learn new skills, lack of access to physical classes, dissatisfaction with high costs of traditional education

4 EMOTIONS: BEFORE / AFTER
- BEFORE: Frustrated, overwhelmed by costs.
- AFTER: Motivated, in control of learning journey

5 AVAILABLE SOLUTIONS
- Physical schools/universities
- Some e-learning platforms
- Self-study using online resources, but without structured support or certification

10 YOUR SOLUTION

Learn Hub — A comprehensive online platform offering affordable, flexible courses with interactive content, progress iracking, and certificates for course completion.

Solution

6 CUSTOMER CONSTRAINTS
- Busy schedules, budget limitations,
- need for recognized certification

7 BEHAVIOR
- Customers seek affordable, flexible, and
- recognized online courses to advance heir career.

8 CHANNELS OF BEHAVIOR
- ONLINE: Educational websites, search engines, social media
- OFFLINE: Word of mouth recommendations

9 PROBLEM ROOT CAUSE
- Lack of accessible, affordable, and structured learning options that provide recognition and certification.