Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025MID58662
Project Name	Learnhub:Your center for skill enhancement
Maximum Marks	2 Marks

Problem – Solution Fit Template:

1. Problem

In today's fast-paced, competitive world, learners and professionals often struggle to find affordable, flexible, and high-quality online education platforms that allow them to upskill or reskill efficiently. Existing learning platforms are often expensive, not localized, difficult to navigate, or lack real-time engagement and certification mechanisms.

Many learners, especially from semi-urban or rural areas, face barriers such as device limitations, internet access issues, and language complexity. There's also a gap in platforms offering centralized course management for both educators and learners with role-based access and personalized dashboards.

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2. Target Group / Customers

- College and university students

- Working professionals looking to upskill

- Entry-level job seekers and freshers

- Career switchers and freelancers

- Private educators and training providers

- Institutions aiming to offer blended or online learning

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3. Existing Alternatives

- Global platforms like Udemy, Coursera, edX

- Free resources such as YouTube tutorials

- Local coaching centers and training institutes

- Learning Management Systems (LMS) used in universities

- Mobile learning apps (e.g., Byju's, Unacademy)

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4. Problems With Existing Alternatives

- High cost of premium content and certification

- One-size-fits-all content lacks personalization

- No real-time student-teacher interaction

- Complex UI/UX for non-tech users

- Lack of role-based dashboards and progress tracking

- Low retention due to absence of engagement tools

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5. Solution

LearnHub is a MERN-stack-based, full-featured online learning platform that offers role-based dashboards (Student, Teacher, Admin), self-paced learning, and certificate generation. It provides a centralized system for course creation, enrollment, and completion tracking.

Key functionalities include:

- Affordable and flexible course access

- Course filtering by category, name, etc.

- Secure user authentication using JWT

- Real-time course section updates by instructors

- Progress saving and resume feature

- Interactive discussion features and admin monitoring

- Integration of both free and paid courses with basic payment system

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Purpose

1. Democratize access to skill-enhancing education through affordable learning

2. Support learners with a flexible, self-paced, and user-friendly platform

3. Empower educators to create and manage their courses efficiently

4. Provide certification and course progress tracking for motivation

5. Serve as a digital center for upskilling, accessible across devices

6. Enable educational institutions and independent teachers to reach wider audiences

Template:

Problem-Solution Fit canvas

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

College students

Working professionals

Upskilling learners

Entry-level developers

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

Limited budget for courses

Use of low-end devices (phones, basic laptops)

Limited time due to jobs/studies

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

Pros:Wide variety

Recognized platforms

Cons:Less personalization

Expensive certifications

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

Lack of affordable and quality courses

Inability to learn at their own pace

No centralized learning + certification platform

Limited access to instructors and doubt-clearing sessions

9. PROBLEM ROOT / CAUSE `RC`

Centralized platforms either charge high or lack flexibility

Lack of direct teacher-student engagement

One-size-fits-all content doesn't serve diverse learning needs

Poor onboarding/user experience discourages continued learning

7. BEHAVIOR + ITS INTENSITY `BE`

Search for quick, accessible courses

Sign up for free trials

Compare platforms via reviews

Share progress on social media

Complete courses irregularly (low retention without motivation)

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

Urgent need to upskill for a job

Peer recommendation or influencer promotion

Lockdowns or remote learning push

4. EMOTIONS BEFORE / AFTER `EM`

Before:Frustrated by irrelevant courses

Overwhelmed with options

After:Confident in skill growth

Motivated by progress tracking

10. YOUR SOLUTION `SL`

Affordable, flexible, and self-paced courses

Teacher-led content with real-time updates

Role-based dashboards (Student, Teacher, Admin)

Certification after course completion

8. CHANNELS of BEHAVIOR `CH`

ONLINE

Social media (Instagram, LinkedIn)

Search engines (Google)

OFFLINE

Peer discussions

Career counseling sessions

College workshops

Extract online & offline CH of BE

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