

Project Design Phase

Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID59712
Project Name	LearnHub: Your Center for Skill Enhancement
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:

- To provide a structured online platform for students to learn new skills effectively.
- To help instructors easily create and manage courses without technical complexity.
- To offer flexible and self-paced learning that fits every student's schedule.
- To track learner progress and certify achievements with completion certificates.
- To connect learners and educators digitally for skill development and growth.

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) CS Define CS, fit into CC Customer Segment: College Students, Working Professionals, Freelance Trainers, Educational Institutions Key Problems / Pains: Lack of job-ready skills- Confusion in choosing learning paths- High cost of branded platforms, No time for regular classes- Need flexible, career-boosting certifications- Lack of affordable quality content, No platform to sell courses- Lack of visibility & reach- Complex monetization options, Poor student engagement in online classes- No centralized course management- Need to track student progress easily		6. CUSTOMER CC Customer Type: Primary, Secondary, Influential Who They Are: College Students, Working Professionals, Freelance Trainers, Institutions Their Need: Affordable, career-focused learning, Flexible, certified upskilling, Easy course publishing & earning, Manageable learning & performance tracking		5. AVAILABLE SOLUTIONS AS Platform: Google Classroom, Moodle, Zoom/Meet What It Offers: Free course hosting, assignments, live links, Customizable LMS for institutions, Live classes Limitations: Poor tracking, limited analytics, no certificates, Complex setup, not user-friendly, Not an end-to-end learning solution Explore AS, differentiate
		9. PROBLEM ROOT CAUSE RC Surface Problem: Hard to earn fairly, Low visibility of their courses, No easy-to-use teaching platform Root Cause: Platforms take large commissions or control pricing, Platform algorithms favour top sellers, making discovery difficult, Most LMS tools are either too basic or too complex for individuals		7. BEHAVIOUR BE Learner Behavior (Students & Professionals) Search YouTube for free tutorials on trending topics, Watch short, scattered videos on mobile with no structure, Switch between multiple platforms (YouTube, Udemy, Coursera) to learn one skill, Abandon halfway due to confusion, boredom, or lack of structure, Download PDFs or pirated courses from Telegram/Google Drive groups, Rely on friends or influencers for course recommendations, Choose courses by discount, not quality or outcome Focus on JBP, tap into BE, understand RC
3. TRIGGERS TR 1. Learners realize their college degree or current skills alone aren't enough to secure a job or promotion. 2. Trainers feel underpaid and undervalued on platforms like YouTube or Udemy. 3. Institutions struggle to manage online teaching with disconnected or outdated tools Identify strong TR & EM		10. YOUR SOLUTION SL Learn Hub is an all-in-one online learning platform that offers affordable, structured, and career-focused learning paths for students and professionals—while empowering educators to easily create, monetize, and manage their courses.		8. CHANNELS of BEHAVIOUR CH Channel: Google Classroom, Zoom / Google Meet, WhatsApp / Telegram, Email / Email Behavior: Share notes, assignments, and links, Conduct live online classes, Send updates or materials to students, Manual tracking of submissions, attendance, and certificates Extract online & offline CH of BE
4. EMOTIONS: BEFORE / AFTER EM Before Learn Hub: Confused about where to start, Overwhelmed by course options, Fear of not being job-ready After Learn Hub: Clear learning path and skill focus, Structured, guided roadmap, Confident with certifications & projects				

Problem Statement:

- Learners face difficulty finding a structured and user-friendly platform for skill development.
- Existing platforms often lack personalized progress tracking and certification.
- Instructors struggle with complex tools for course creation and content management.
- There is a need for a secure, scalable, and interactive learning environment for all users.

Solution:

LearnHub, a full-stack online learning system, which offers:

- Provide a structured and intuitive platform for students to learn and track progress.
- Offer role-based dashboards for students, instructors, and admins with tailored features.
- Enable instructors to easily create, manage, and deliver multimedia-rich courses.
- Ensure secure authentication, cloud storage, and scalable performance for all users.