

# Problem-Solution fit canvas 2.0

## Purpose / Vision

1. CUSTOMER SEGMENT(S)		CS	6. CUSTOMER	CC	5. AVAILABLE SOLUTIONS	AS
Customer Segment	Key Problems / Pains					
College Students	- Lack of job-ready skills- Confusion in choosing learning paths- High cost of branded platforms			Affordable, career-focused learning		Poor tracking, limited analytics, no certificates
Working Professionals	- No time for regular classes- Need flexible, career-boosting certifications- Lack of affordable quality content			Flexible, certified upskilling		Complex setup, not user-friendly
Freelance Trainers	- No platform to sell courses- Lack of visibility & reach- Complex monetization options			Easy course publishing & earning		Not an end-to-end learning solution
Educational Institutions	- Poor student engagement in online classes- No centralized course management- Need to track student progress easily			Manageable learning & performance tracking		
2. JOBS-TO-BE-DONE / PROBLEMS		J&P	9. PROBLEM ROOT CAUSE		RC	BE
1. Learners (students & professionals) lack affordable, structured, and job-oriented learning paths that help them upskill effectively and get certified.			Surface Problem	Root Cause		
2. Freelance trainers struggle to find a platform where they can easily publish, monetize, and promote their courses to a targeted learner base.			Hard to earn fairly	Platforms take large commissions or control pricing		
3. Institutions need a simple, centralized platform to manage courses, track student progress, and boost online learning engagement.			Low visibility of their courses	Platform algorithms favour top sellers, making discovery difficult		
			No easy-to-use teaching platform	Most LMS tools are either too basic or too complex for individuals		
3. TRIGGERS		TR	10. YOUR SOLUTION		SL	CH
1. Learners realize their college degree or current skills alone aren't enough to secure a job or promotion.			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.			
2. Trainers feel underpaid and undervalued on platforms like YouTube or Udemy.						
3. Institutions struggle to manage online teaching with disconnected or outdated tools						
4. EMOTIONS: BEFORE / AFTER		EM				
Before Learn Hub			8.CHANNELS of BEHAVIOUR			
Confused about where to start			Channel	Behavior		
Overwhelmed by course options			Google Classroom	Share notes, assignments, and links		
Fear of not being job-ready			Zoom / Google Meet	Conduct live online classes		
			WhatsApp / Telegram	Send updates or materials to students		
			Excel / Email	Manual tracking of submissions, attendance, and certificates		
			Channel	Behavior		
			YouTube	Upload free educational content hoping to gain subscribers and revenue		
			Instagram / LinkedIn	Share course teasers or promote live workshops		
			Google Forms	Collect payments manually for private classes		
			Drive/WhatsApp	Send content/files to students directly (untrackable & unscalable)		
			Udemy / Teachable	Try to list paid courses, but struggle with visibility or high commissions		
Identify strong TR & EM			Focus on J&P, tap into BE, understand RC			Extract online & offline CH of BE
Define CS, fit into CC			Explore AS, differentiate			

