Project: EduTutor AI - Problem-Solution Fit Canvas

Purpose / Vision: To make personalized, high-quality education accessible and affordable for every student, anytime, anywhere.

Category	Description
1. CUSTOMER SEGMENT(S)	**Who is your customer?**- High School Students (Ages 14-18) struggling with STEM subjects (Math, Physics, Chemistry).- Parents of these students who are concerned about their children's academic performance and future.- University students in introductory-level courses.
2. JOBS-TO-BE-DONE / PROBLEMS	**What problems do you solve for your customers?**- Need to understand complex concepts that weren't clear in class.- Require immediate help with specific homework questions, often late at night.- Want to prepare effectively for upcoming exams and tests.- Desire to improve grades and build academic confidence.- Need a flexible learning tool that fits their own pace and schedule.
3. TRIGGERS	**What triggers customers to act?**- Receiving a poor grade on a test or report card.- An upcoming major exam (midterms, finals, standardized tests).- Feeling consistently lost or behind in a particular class.- Parental pressure or encouragement to seek help.- A friend succeeding by using a similar tool or tutor.
4. EMOTIONS: BEFORE / AFTER	**How do customers feel?**- **Before:** Stressed, anxious, frustrated, confused, insecure, feeling "dumb."- **After:** Confident, relieved, in-control, prepared, knowledgeable, proud.
5. AVAILABLE SOLUTIONS	**What are the current alternatives?**- **Private Human Tutors:** Effective but very expensive and have rigid schedules.- **Free Online Videos (YouTube, Khan Academy):** Good for general concepts but not interactive or personalized for specific questions.- **Tutoring Centers:** Costly, group-based, and may not align with the

	student's specific school curriculum.- **Asking Friends/Family:** Free, but availability is unreliable and expertise is not guaranteed.
6. CUSTOMER CONSTRAINTS	**What prevents customers from getting the job done?**- **Budget:** Private tutors can cost anywhere from $30-$100+ per hour, which is unaffordable for many families.- **Scheduling:** Students have busy lives with school and extracurriculars, making it hard to find time for a fixed tutoring session.- **Accessibility:** Lack of qualified tutors in their immediate geographic area.- **Embarrassment:** Students often feel shy or embarrassed to ask "simple" questions in front of a teacher or peer.
7. BEHAVIOUR	**What does your customer currently do to address the problem?**- Search Google for answers or explanations.- Watch YouTube videos explaining the concept.- Use homework help websites or apps that give the final answer but not the process.- Ask questions in online forums like Reddit.- Form study groups with classmates.
8. CHANNELS OF BEHAVIOUR	**Where do these behaviours happen?**- **Online:** Google Search, YouTube, TikTok (for "study hacks"), Reddit (r/homeworkhelp), Discord study groups.- **Offline:** School classrooms, library, study sessions at a friend's house.
9. PROBLEM ROOT CAUSE	**What is the real reason this problem exists?**- Traditional classroom education follows a "one-size-fits-all" model that can't cater to each student's unique learning pace and style.- Teachers are often overworked and cannot provide sustained one-on-one attention to every student.- High-quality, personalized help has historically been a luxury good, creating educational inequality.
10. YOUR SOLUTION	**How does EduTutor AI solve the problem within customer constraints?**- **An AI-powered Tutor:** Available 24/7 via a mobile and web app.- **Conversational & Interactive:** Students can ask questions in their own words

	and get instant, step-by-step explanations in a non-judgmental environment.- **Personalized Learning:** The AI adapts to the student's learning style and identifies knowledge gaps to create custom practice problems and quizzes.- **Affordable:** Offered as a low-cost monthly subscription, making it a fraction of the cost of a human tutor.- **Multi-modal:** Students can type questions, speak them, or upload a photo of their homework problem.