Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

> pupils who have finished the 12th grade through the State Board and CBSE

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

> spending more money than necessary, time, and effort, and having inadequate knowledge

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

> Seat distribution, entrance exam eligibility requirements such as NEET, JEE, etc.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> seeking admission to a desired university.

9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

> due to intense competition and failure to meet the requirements.

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

> Spend extra money and time at the last minute to get into the desired university.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> Spend extra money and time at the last minute to get into the desired university.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

> Confused and worried about receiving university admission.

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

> By comparing students' grades and the college's cutoff, we would develop an application that aids students in obtaining a list of institutions and forecasts their likelihood of admittance. It is quick, effective, and dependable. the lps you realise on how to further enhance your profile to obtain admission to your desired university

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

> They will look up the selected university's requirements for admission online.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> When on a college campus, Inquire about the university from students, academic representatives, and locals.

Identify strong TR & EM