

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) School administrators, teachers, students, and parents in educational institutions.	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Budget constraints Lack of technical staff Resistance to change Limited internet access in rural areas 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> Paper-based forms Excel sheets for marks Phone calls for updates Basic school management software (limited features) 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> Manual student registration and admission processes Lack of centralized academic tracking Poor communication between institution and parents No real-time dashboards for decision-makers 	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"> Educational institutions lack integrated digital platforms tailored to their workflows. Existing tools are either too generic or too complex to adopt without technical expertise. 	7. BEHAVIOUR <ul style="list-style-type: none"> Use manual registers and spreadsheets Call parents for updates Conduct physical meetings for progress review Try free or low-cost tools with limited success 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <ul style="list-style-type: none"> Admission season rush Government audits or inspections Complaints from parents about delays Need for digital transformation in education 4. EMOTIONS: BEFORE / AFTER <ul style="list-style-type: none"> Before: Frustrated, overwhelmed, anxious, confused After: Confident, informed, relieved, empowered 	10. YOUR SOLUTION <p>A modular, no-code digital platform built on ServiceNow to streamline educational workflows. It includes:</p> <ul style="list-style-type: none"> Student Registration Module <p>Role-based form with auto-generated admission numbers and parent contact capture.</p> <ul style="list-style-type: none"> Admission Workflow Automation <p>Digital approval flow with real-time status updates and notifications.</p> <ul style="list-style-type: none"> Academic Progress Tracker <p>Subject-wise marks entry with automatic total and percentage calculation.</p> <ul style="list-style-type: none"> Admin Dashboard & Analytics <p>Real-time visual insights for decision-makers using ServiceNow widgets and filters.</p>	8. CHANNELS of BEHAVIOUR <p>8.1 ONLINE</p> <p>Email, WhatsApp, school websites, Google Forms</p> <p>8.2 OFFLINE</p> <p>Paper forms, phone calls, notice boards, in-person meetings</p>	Extract online & offline CH of BE