Define CS, fit into

1. CUSTOMER SEGMENT(S)

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

Students Who Have Completed 12th Grade In HSC.

6. CUSTOMER CONSTRAINTS

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.

Customer constraints includes
1. Poor network connectivity.
2. System with very low processing speed.
3. Improper data feeding.

5. AVAILABLE SOLUTIONS

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

1.Some websites are available in the internet in order to predict the universities but they are not even 50 percent accurate.

2.Can able to predict the college and the stream by the own manual calculation.

Explore AS,

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.

Problems Addressed:
1. Prediction system > Accurate, free of cost easy to understand
2. Update university admit eligibility factors
3. Providing instant results
4. providing User-friendly web services with good visualizations
5. Providing necessary details about the exams and score required

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.

Students of modern era and after COVID-19 rely on and want instant access to information/services that are:
1. Valid, relevant, and secure - available online
2. services are accessible free of cost and are prompt in delivering correct information
3. internet with its vastness is not free of fake, unreliable information and as such also has websites/app that unsafe/filled with ads and are irrelevant to students needs

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)

1. Students consult friends/relatives/teachers
2. Looks for consultancy within budget range
3. Tries to predict chance of admission based on past results by browsing blogs/Quora/YouTube etc. websites
4. Post about his queries in forums, online talks etc.

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

Identify strong TR & EM

3. TRIGGERS | TR

What triggers customers to act?

Watching other students trying to getting one's favourite university.

4. EMOTIONS | EM

How do customers feel when they face a problem or a job and afterwards?

Confused, anxious over whether one getting admission in university.

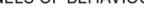**10. YOUR SOLUTION** | SL

If you are working on an existing business, write down your current solution, fill in the canvas and check how much it fits reality.
If you are working on a new business proposition keep it blank until you fill in the canvas and find a solution.

We would create an app that helps students to get the list of colleges by comparing the student's cut off and predicting admission probability.

8. CHANNELS OF BEHAVIOUR | CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from it?

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from it and use them for customer development?

Identify strong TR & EM