Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Students who have recently completed their schooling/College and aspire to get admitted into prominent universities.

6. CUSTOMER CONSTRAINTS

Customers might not trust the accuracy / reliability of the predictor and this could prevent them from using it.

Moreover, users would have to feed confidential information to the model, so a certain section of customers might refrain from using the predictor due to a fear of data misuse.

5. AVAILABLE SOLUTIONS

Apart from factors like grades and GPA, we will also consider IELTS/TOEFL,GRE that plays role in the admission process of some universities, thereby further enhancing the reliability of the predictor.

Secondly, we will put the model through rigorous tests in order to boost the accuracy of the predictor.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Data collection is probably the most important step in designing the predictor hence it must be ensured that it is done properly.

Customers should be assured of optimum data security in order to sustain their trust in our model.

9. PROBLEM ROOT CAUSE

The reliability of the predictor might be affected if the collected data is found to be inaccurate or not enough factors are considered to judge the eligibility.

Secondly, customers might refrain from using our product if they find to be prone to cyber attacks.

7. BEHAVIOUR

The most important aspect of the predictor from a customer's point of view is its accuracy, since they would go through with their admissions based on its results.

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

Identify strong TR & EM

3. TRIGGERS

User can be provided with comparison between the required scores versus their actual scores.

4. EMOTIONS: BEFORE / AFTER

Users would feel that they are in complete control in the admission process since they can wholeheartedly trust the predictor.

10. YOUR SOLUTION

Design a predictor with help of the data collected, and ensure that it is accurate / reliable.Also make sure that the data collected from the users is safe and secure.

8.CHANNELS of BEHAVIOUR

Customers might search for reliable eligility predictors that are available online and rate them based on their liking.

Studentd would discuss amongst their peer group about such predictors and if they find one to be reliable enough, they would spread the word about it

Identify strong TR & EM