Project Title: University Admit Eligibility Predictor | **Project Design Phase-I - Solution Fit Template** | **Team ID:** PNT2022TMID04288

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- High Schoolers
- Under Graduates
- Lateral Entries
- Post Graduates
- An education consultancy provider tied with colleges to help students in admission.

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.

- Customers may choose not to use the predictor if they do not believe in its accuracy or dependability.
- Some users may decide not to utilise the predictor out of worry about data exploitation as users would be required to furnish the model with sensitive data.
- Financial Limitations - unable to afford hefty consulting services.
- Unaware about each university's eligibility criteria and in confusion about where to apply.

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

Available solutions

- Online eligibility prediction applications / websites / tools.
- Education consultancy connected with universities.
- Help from Friends/ alumni of the university or neighbours.

Cons

- Expensive services
- Unreliable prediction with varied output for same input.
- Unreadable graphic presentation

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.

- Customers' faith in our model must be maintained by providing them with the highest level of data security.
- The students deal with serious issues including broken websites, connectivity issues, online payment issues, system requirements, transaction costs, and a lack of customer service, etc.
- The criteria for university admission should regularly be updated.
- Provide the relevant information on the exams and required score.
- Lessen the suffering of students who do not fulfil the eligibility requirements for their selected universities.

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.

- If the obtained data is determined to be inaccurate or not enough parameters are taken into account to determine eligibility, the predictor's reliability may be impacted.
- The students deal with serious issues including broken websites, connectivity issues, online payment issues, system requirements, transaction costs, and a lack of customer service, etc.
- Even if a student qualifies for one institution, they could not qualify for the university in the location they choose.
- The administration of the online admissions procedures must put a priority on giving students and users regular follow-up, updates, and customer service.

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)

- From the customer's perspective, the predictor's accuracy is important since users would base their admission decisions on its predictions.
- No training is necessary to access the websites because the entire procedure is highly dynamic.
- In order to improve their chances of being accepted into a university, the students engage in competitive and entrance tests.

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.

- The user's actual scores and the necessary scores are compared.
- Incorrect data input might result in inaccurate findings.
- Active internet access is necessary.

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.

Before

- There are lots of questions in users mind about the complete process.

After

- Since they have complete confidence in the predictor, users would feel totally in charge of the admissions process.

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.

- Using the data gathered, create a prediction and make sure it's correct and reliable. Additionally, ensure the security and safety of the user data is acquired.
- To make understanding easier, offer meaningful visual graphs.
- The prediction model will be developed to be effective and efficient with the use of machine learning algorithms like KNN, linear regression, etc.
- Based on a variety of factors, including university ranking, the GRE, academic performance, etc., the model will accurately forecast if a student will be admitted to the institution of their choice.

8. CHANNELS of BEHAVIOUR — CH

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

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

Online

- Customers may search for reliable eligibility predictors online and give them ratings based on how much they like using them.

Offline

- Students would talk about these predictors in their peer groups, and if they found one that was reliable enough, they would let others know.

Identify strong TR & EM