

1. CUSTOMER SEGMENT(S)

Who is your customer?

Student who want to selected the right University.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

Spending power, budget, no cash, network connection, available devices.

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?

> counselling process.

> advise which get from the seniors and literate person.

Pros:

Some of them choosing the alternatives.

Proper response.

Cons:

Lack of proper guidance.

Lack of awareness.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customer?

Opportunity for choosing the possibility of student willing University.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?

Student preferred University for graduation.

What is the back story behind the need to do this job?

The customer will do it because to get right University respected to their marks.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

To find the right University according to their marks, predict their willing university whether it is possible or not.

3. TRIGGERS

What triggers customers to act?

Seeing their neighbor installing and working , reading about a more efficient solution in the news.

4. EMOTIONS: BEFORE / AFTER

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

Before:

Insecure, customer wouldn't know the process, suffering to select the right University.

After:

Secure, User friendly , easy to use.

10. YOUR SOLUTION

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 behavior.

>Admission arrived in a quicker way to get into the college.

>Rightful identity mentor choosing the right institutions.

> Student predict the rightful environment for their graduation.

8. CHANNELS of BEHAVIOUR**8.1 ONLINE**

What kind of actions do customers take online?

Guide for the helpline, bug or report support.

8.2 OFFLINE

What kind of actions do customers take offline?

Doing the prediction and find the possibilities.