Project Title: University Admit Eligibility Predictor   **Project Design Phase-I - Solution Fit Template**   **Team ID:** PNT2022TMID00293

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

1. A Graduated Student looking for Higher Studies(UG,PG)

2. 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.

1. Financial Limitation - Unable to acquire costly consultancy services

2. 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:
1. Online prediction websites
2. Education Consultancy

Cons:
1. Expensive services
2. Unreliable prediction with varied output for same input

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.

1. Want to get admission in preferred University.

2. Update university admit eligibility factors.

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.

1. Due to high Competition and not meeting the required criteria.

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

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 neighbor installing solar panels, reading about a more efficient solution in the news

1. Watching Other Students trying to get into one's favorite University.

4. EMOTIONS: BEFORE / AFTER

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

1. Lost,insecure,anxious over whether one is getting Admission in the University.

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 behavior.

1. Provide user-friendly visual graphs for ease of understanding.
2. Provision of prediction report in simple and legible format.
3. Provide all valuable info to users regarding prediction systems to build trust.

8. CHANNELS of BEHAVIOR   CH

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

1. Watch Youtube videos and opinions posted online.
2. Sign-in on websites with prediction services.

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

1. Visiting college campus,Enquiry students.
2. Take feedback and advice from peers who are studying abroad.

Identify strong TR & EM