

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?

- The customers of this project are the undergraduate students who are willing to pursue their higher education in universities.

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.

- Time
- Budget
- Reliability

5. AVAILABLE SOLUTIONS**AS**

Which solutions are available to the customers when they face the problem

- Students reach out to the consultancy for the information about the university's
- Eligibility can be predicted using previous records.
- Information on university's gathered through social network and internet

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.

- Reduce the cost spent on consultancy agency regarding eligibility for universities
- Students will be able to assess their academic profile beforehand to apply for 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

- The possibility of unreliable information from consultancy regarding the student decision on their eligibility to the intended university.
- The difficulty that is associated with manually analysing the universities and short listing them

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)

- The customer mainly gives some informations such as GRE score, cgpa, IELTS score based on which the user ask to predict eligibility to the university that they intend to apply.

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.

- When the students are willing to pursue higher education.
- When the students are willing to cut the cost of consultancy agency
- When the students are willing to shortlist universities to which they are eligible. Extra cost will be incurred when applying to multiple universities without knowing our eligibility

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:

- Students are confused and nervous about the university that they intend to apply for.
- Uncertainty about whether their profile is eligible with respect to the university they intend to apply for.

After:

- Students will be confident about their eligibility to the shortlisted universities
- Students will be happy that they have cut the cost that will be spent on consulting

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.

- Predicting the eligibility of the student for getting a seat in the university will be predicted using a machine learning model with cgpa, exam scores, research etc as parameters.
- Here the model will be trained on previous records and will have improved accuracy which will eliminate the unreliability and inconsistency.
- This solution will help the students to get an idea about their eligibility much quickly and with less cost

8. CHANNELS of BEHAVIOR

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:

- students search online to find the minimum eligibility to apply for the intended university.
- Through online students are able to connect with the seniors at the university to get information.

Offline:

- students on offline reach out to consultancy to get a better understanding on the eligibility of their profile to intended university.