

1. CUSTOMER SEGMENT(S)

Who is your customer?.

CS

- The possible students who have completed their schooling, searching for university to study UG
- A wide range of students having low to financial resources.

5. CUSTOMER CONSTRAINTS

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

CC

- Searching the right and best-suitable college from the wide range of options of colleges that are available for admissions.
- Reduce the students' concern and fear of getting admission in their dream university.
- Output the feasibility of getting admission at a desired university.

8. 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?

AS

- The currently available solutions do not serve the complete purpose. They lack essential criteria that needs to be considered while predicting the feasibility of getting admission in the desired university.
- Incomplete training information.
- Absence of powerful ideas like polynomial and logistic regression and other machine learning algorithms.

2. JOBS-TO-BE-DONE / PROBLEMS

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

J&P

- The major task is to design a university admission prediction system and to provide a probabilistic insight into the university rating, cutoffs, intake count and the students' university preferences.
- It is indeed a cumbersome task for students to find their best-suited university and course for their further post graduation.
- The students are to be provided with a list of universities where admission is feasible so that the student can choose from the list.

6. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

RC

- There may not be a single place where the students can find all the admission related information of the universities.
- The students may not be aware of the eligibility criteria of various universities in and around the world.
- The admission criteria of the colleges may not be consistent with the information provided by agents.
- The agents may use untrustworthy information.
- A student may mistakenly anticipate of certain admission by checking the previous year's eligibility criteria.

9. BEHAVIOUR

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

BE

- **Direct:** The students will try to visit all the universities that he/ she wishes to get admission and contact the students studying at the desired university. Get notified about the criteria to get admission and also take necessary measures to meet the criteria.
- **Indirect:** Pay for an agency that helps the students to find the required criteria in the desired universities and visit only those selective universities and get the job done.

<div data-bbox="141 59 277 84" data-label="Section-Header"> <h3>3. TRIGGERS</h3> </div> <div data-bbox="141 89 385 111" data-label="Text"> <p>What triggers customers to act?.</p> </div> <div data-bbox="712 54 757 86" data-label="Text"> <p>TR</p> </div> <div data-bbox="163 143 633 333" data-label="List-Group"> <ul style="list-style-type: none"> • Students often get tensed and anxious about their admission chances of their desired universities. • The students' peers may get a lot of colleges to choose from, with lesser time and effort and lesser expenses. </div>	<div data-bbox="815 59 1014 84" data-label="Section-Header"> <h3>7. YOUR SOLUTION</h3> </div> <div data-bbox="815 89 1126 111" data-label="Text"> <p>If you are working on an existing business,</p> </div> <div data-bbox="1379 54 1424 86" data-label="Text"> <p>SL</p> </div> <div data-bbox="840 132 1404 474" data-label="List-Group"> <ul style="list-style-type: none"> • The focus is to reduce the time, effort and money spent on finding the universities where admission is feasible for pursuing higher education. • The input to the system are student's academic details which includes HSC cut-off and other university eligibility features. • The system uses a pre-trained machine model (ML, IBM Cloud and Watson Studio) to predict the feasibility of admission in desired university based on the provided student data. • The output of the system is the list of possible universities for the student to apply for admission. </div>	<div data-bbox="1482 59 1785 84" data-label="Section-Header"> <h3>10.CHANNELS of BEHAVIOUR</h3> </div> <div data-bbox="1482 89 1594 110" data-label="Section-Header"> <h4>10.1 ONLINE</h4> </div> <div data-bbox="1482 111 1836 132" data-label="Text"> <p>What kind of actions do customers take online?</p> </div> <div data-bbox="2056 54 2101 86" data-label="Text"> <p>CH</p> </div> <div data-bbox="1507 154 2128 271" data-label="List-Group"> <ul style="list-style-type: none"> • The students may browse the Internet to research about their desired universities and get to know required information. This is a time-consuming task and may miss out some universities of interest </div>
<div data-bbox="141 627 456 652" data-label="Section-Header"> <h3>4. EMOTIONS: BEFORE / AFTER</h3> </div> <div data-bbox="141 657 680 679" data-label="Text"> <p>How do customers feel when they face a problem or a job and afterwards?</p> </div> <div data-bbox="712 622 757 654" data-label="Text"> <p>EM</p> </div> <div data-bbox="163 700 743 904" data-label="List-Group"> <ul style="list-style-type: none"> • Before: Insecure and unaware of the process, suffering to select the best-suited university. Rapacious agent and missing out of possible universities. • After: Secure, user-friendly and aware of process reduced cost and does not miss out on feasible universities. </div>		<div data-bbox="1482 293 1599 314" data-label="Section-Header"> <h4>10.2 OFFLINE</h4> </div> <div data-bbox="1482 314 1836 335" data-label="Text"> <p>What kind of actions do customers take offline?</p> </div> <div data-bbox="1507 362 2022 424" data-label="List-Group"> <ul style="list-style-type: none"> • Visit the desired universities in person and gather admission details. </div>