

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>Individual Users: Students, Teachers</p><p>Business Users: Career Consultancy Service</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><p>1) Poor network connection</p><p>2) Outdated admission information</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><p>1) Manual research into the selection criterion for multiple universities which is time inefficient</p><p>2) Approximate guess by user which may not be accurate</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>Probability of getting admission into university of their choice is addressed</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><p>1) Less accuracy in already existing solutions</p><p>2) Too much information (including outdated) to find solution of relevancy</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><p>Customer gathers their data and inputs it to our University Admit Eligibility Predictor and check for chance of admission</p></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><p>1) Concern about future</p><p>2) Peer pressure</p><p>3) Critical time period</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>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.</p><p>A user -friendly application which uses latest ML models to predict the chance of admission with high accuracy and good time complexity</p></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p><p>Upload data into the predictor</p><p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>Gathers data on their academic profile</p></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>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.</p><p>Before: Anxious, Stressed, Concerned</p><p>After: Relief, Confidence, Satisfaction</p></div>			

