Project Title: University Admit Eligibility Predictor Project Design Phase-I - Solution Fit Template

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1. **CUSTOMER SEGMENT(S)**

**Define CS, fit into CC**

**6. CUSTOMER CONSTRAINTS**

**5. AVAILABLE SOLUTIONS AS**

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

**E**

**CC**

**Who is your customer? CS**

**i.e. working parents of 0-5 y.o. kids**

* + **A graduated student looking for higher studies**
  + **A student preparing or will be preparing for exams**
  + **An education consultancy provider tied with colleges to help students in admissions.**

**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.**

* **Financial Limitations Unable to acquire costly consultancy services**
* **Obstacles in procuring required documents for various university application**
* **Unaware about each university's eligibility criteria's**

and in confusion about where to apply

**Focus on J&P, tap into BE, understand RC**

**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:

* + **Online prediction websites/apps**
  + **Education Consultancy**
  + **Help from university alumni/Friends Cons:**
  + **Unreliable prediction with varied output for same input**
  + **Expensive Services**

1. **JOBS-TO-BE-DONE / PROBLEMS**

**Focus on J&P, tap into BE, understand RC**

**J&P**

**9. PROBLEM ROOT CAUSE**

**RC**

1. **BEHAVIOUR**

**BE**

**Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.**

Problems Addressed:

* 1. **Prediction system > Accurate, free of cost easy to understand**
  2. **Update university admit eligibility factors 3. Providing instant results**

1. **providing User-friendly web services**

with good visualizations

1. **Providing necessary details about the exams and score required.**

**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.**

Students of modern era and after COVID- 19 rely on and want instant access to information/services that are:

1. **Valid, relevant, and secure - available online**
2. **services are accessible free of cost and are prompt in delivering correct information**
3. **internet with its vastness is not free of fake,unreliable information and as such also has websites/app that unsafe/filled with ads and are irrelevant to students needs**

**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)**

# Students consult

**friends/relatives/teachers**

# Looks for consultancy within budget range

1. **Tries to predict chance of admission based on past results by browsing blogs/Quora/YouTube etc. websites**
2. **Post about his queries in forums, online talks etc.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **3. TRIGGERS** | **TR** | **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 behaviour.   1. **Use Effective ML algorithms and prediction model for efficient predictions using user-friendly free of cost web service** 2. **Provide user-friendly visual graphs for ease of understanding** 3. **Recommend probable colleges with high chance of admission** 4. **Provision of prediction report in simple and legible format 5. Provide all valuable info to users regrading prediction system to build trust** | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   **What kind of actions do customers take online? Extract online channels from #7**   1. **Ask around in forums/ Blogs** 2. **Watch YouTube videos and opinions posted in online sites** 3. **Sign-in in 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. **Take feedback and advice from peers who are studying in abroad** 2. **Take in person counselling** |  |
|  | What triggers customers to act? i.e. seeing their |  |
|  | neighbour installing solar panels, reading about a more |  |
|  | efﬁcient solution in the news. |  |
|  | **1.finding anything and everything** |  |
|  | **is available online these days** |  |
| **Identify strong TR & EM** | **2.peers making use of expensive predictions services to reduce** |  |
|  | **application** |  |
|  | **4. EMOTIONS: BEFORE / AFTER**  **E**  **M** | |
|  | **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. | |
|  | **lost, insecure, frustrated, anxious > aware, informed, driven to take informed steps, in control** | |