

1. CUSTOMER SEGMENT(S)

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

Students- The most favourable and beneficial segment of the users are the students. Students, in particular, who want to pursue higher degrees in foreign colleges, notably those in the United States.

Administrators - Aids the university's administration officials in sorting and eliminating applications

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6. CUSTOMER CONSTRAINTS

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.

- Fluctuating trends and parameters
- Ambiguity in the legitimacy of data

CC

5. 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? i.e. pen and paper is an alternative to digital notetaking

The project Engineering Admission Predictor System an application where students can register with their details for prediction and the administrator can allot the seats manually.

Pros:

- Avoids data redundancy
- Very user-friendly.
- Easy accessibility of data

Cons:

- Requires active internet connection
- inaccurate results

AS

2. JOBS-TO-BE-DONE / PROBLEMS

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

- Provide a free examination of how different academic characteristics affect university acceptance;
- Grant administrator access to all supplied records

Other aspects of the system that are desired:
•Each profile's privacy and security must me upheld
•Every account is password-protected.

J&P

9. PROBLEM ROOT CAUSE

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.

- No clear & certain cutoffs
- Distinct acceptance parameters adopted by diverse universities
- No legitimate or reliable source to vouch for the acceptance

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7. BEHAVIOUR

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)

Directly Related:

Students could use the prediction and pertinent analysis to better understand their chances and apply to those certain universities within their cutoff range

Indirectly Related:

Avoiding applying to universities that are way beyond or lower than the students profile thus saving up the application cost

BE

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The implementation of our model would be necessitated by the ongoing hype for earning a degree overseas and uncertainty surrounding it

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.

Doubtful, Fear > Confidence, Calmness

TR

EM

10. YOUR SOLUTION

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.

The goal of this project is to help profile shortlisted college students. Predicted results give them a good idea of their likelihood of getting into a particular college. This analysis is also useful for students preparing or planning to prepare for a better image must.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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

Prediction results and detailed analysis of the same

8.2 OFFLINE

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

- Download the report and suggestions
- Data could be made shareable

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