Problem-Solution fit canvas 2.0

Purpose / Vision: University Admit Eligibility Predictor

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

The customers are aspiring students and working professionals who are looking for higher education and want to predict their chances of admission into a particular college or university of their choice.

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.

Network Connection is required.

Safety and privacy concerns about uploading their profile information.

5. AVAILABLE SOLUTIONS — AS
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

Consultancies and various sites with previous year admission statistics were the options available to the customers. But neither of them is affordable for everyone. This predictor system uses a machine-learning algorithm for efficient prediction. Thus saving money and time.

Explore AS, differentiate

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

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.

Predict the chances of admission into a particular college or university of their choice.

Provide valuable suggestions based on their profile.

Reduce the dependency on consultancy firms.

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.

Higher education is a sensitive decision a person takes in his/her life. There is a need for guidance or support to help them with their choices.

As an increased number of students are interested in doing their master's or higher education, in helping them with their admission procedure a predictor system is very much needed instead of going to a consultancy firm which is time-consuming and not affordable for everyone.

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)

Students or professionals usually have a lot of choices at hand based on their field of interest. Currently, they rely on consultancies firms and various websites to align their choices and rank them. This is time-consuming and also only some can afford the help of consultancies.

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

Identify strong TR & EM

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

Word of mouth about how convenient and easy it is to use. Watching other students and professionals use without being dependent on various sites and consultancies.

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: Frustrated, confused, nervous.
AFTER: Confident, relieved, at-ease.

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.

An easily accessible web application based on a machine learning algorithm can be used by customers to efficiently predict their chance of admission. This can be used from anywhere as long as the customer has an internet connection. This in turn reduces the dependency on consultancy firms. This predictor system also gives valuable suggestions based on the customer's profile. It is an efficient and satisfactory solution to the problem

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
They search the web for answers related to admission queries and they are usually scattered and not reliable.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
They go to consultancy firms to get their admission related queries answered.

Extract online & offline CH of BE

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