

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer?</div><div>CS</div></div> <div>Student who are like to study higher studies.</div>	<div>6. CUSTOMER CONSTRAINTS<div>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.</div><div>CC</div></div> <div>it must need android phone, laptop or computer with good network connectivity.</div>	<div>5. AVAILABLE SOLUTIONS<div>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 note taking.</div><div>AS</div></div> <div>It will give better alternate solution. I.e it will suggest alternate universities where they can have a seat based on their profile.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</div><div>J&P</div></div> <div>We will suggest the best universities for the student based on their profile and their priority and we will make opportunities for getting admission.</div>	<div>9. PROBLEM ROOT CAUSE<div>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.</div><div>RC</div></div> <div>Students are often worried about their chances of admission to University.</div>	<div>7. BEHAVIOUR<div>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)</div><div>BE</div></div> <div>it will help the customer to save their time and money they spend for the admission.</div>	
Focus on J&P, tap into BE, understand RC				
Identify strong TR & EM	<div>3. TRIGGERS<div>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>TR</div></div> <div>When seeing their friends, relatives, or the neighborhood who is studying in a well known college.</div>	<div>10. YOUR SOLUTION<div>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 behavior.</div><div>SL</div></div> <div>We will be developing a University Admit Eligibility Predictor (UAEP) system which will help the students to predict the chances of their application being selected for a particular university for which they wish to apply based on their profile. Also, the system will provide a recommendation of universities to the student to which the student has a high possibility of getting admission.</div>	<div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online? Extract online channels from #7</div><div>They are trying to find the best university on google online and they apply for the admission.</div></div><div>8.2 OFFLINE<div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>They visit the college campus and see the infrastructure and gather details from the students who are studying in the college.</div></div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>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.</div><div>EM</div></div> <div>Students are often worried about their chances of admission to University.</div>			