Define CS, fit into CC

Focus on J&P, tap into BE,

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, tap into BE,

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

Students who have completed their schooling/college and pursue to join well prominent universities

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.

Reduce the students' concern and fear of getting admission
in their dream university.
Reduce cost incurred to travel or communicate with respective universities.

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

Apart from factors like grades and GPA,we will also consider JEE,TOEFEL,GRE that plays major role in the admission process of some universities,thereby enhancing the reliability of the predictor.

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.

The main task is that the students are to be provided with a list of universities
where admission is feasible so that the student can choose from the list.
The customers should be assured that their datas will be secured inorder to sustain trust for our model.

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.

The admission criteria of the colleges may not be consistent with the information provided by agents.
A student may mistakenly anticipate of certain admission by checking the previous year's eligibility criteria.
The students may not be aware of the eligibility criteria of the universities in and around the world.

7. BEHAVIOUR BE

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)

Indirect: Pay for an agency that helps the students to find the required criteria in the desired universities and visit only those selective universities and get the job done.
Direct: The students will tryto visit all the universities that they wishes to get admission and contact the students studying at the desired university.Get notified about the criteria to get admission and also take necessary measures to meet the criteria.

3. TRIGGERS TR

Customers should be assured of optimum data security in order to sustain their trust in our model.

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

The students are trigerred by the word of mouth.
They often get anxious whether they have desired scores to get select in their dream college/ university.

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: Insecure and unaware of the process, suffering to select the best-suited university. Rapacious agent and missing out of possible universities
After: Secure, user-friendly and aware of process. Reduced cost and does not miss out feasible universities.

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.

Design a predictor that lists the possible colleges to apply for admission.Also making sure that the customer's data is safe and secure.

The system uses a pre-trained machine model to predict the feasibility of admission in desired university based on the provided student data.

8. CHANNELS of BEHAVIOUR CH

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

The students may browse the Internet to research about their desired universities and get to know required information.

This is a time consuming task and may miss out some universities of interest.

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

Visit the desired universities in person and gather admission details.
This requires extra effort and expenses.