Problem-Solution fit canvas 2.0

Purpose / Vision : University Admit Eligibility Predictor for the 12th Graduating Students.

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 primary level of customers, targeted in this domain is the students. To be more specific students in 12th grade are the target customers.

The next level of customers will be the colleges, which will give the list of colleges on the website. With this, the prediction for primary customers will be made.

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.

- The major constraint for the "primary customer" is that to find a suitable college, they need to make an analysis of each of the colleges that are available.
- In simple words, the number of colleges in every state is very high and it is difficult for the students to visit each one of them and decide on which college to select, it takes a lot of investment and it is not quite possible to assign the budget for this activity.

5. AVAILABLE SOLUTIONS | AS

Which solutions are available to the customers when they face a 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

Websites for college admission predictor is available, but the problem is that they are not involving most of the Indian states, and institutions. Even if some are available, they are not that effective in predicting the colleges for the students.

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.

The main problem is to find the required college for the cut-off that the student has got for the 12th-grade marks.

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 cut-off set by the colleges is not known to the students explicitly. As a reason, the students are confused about which college to apply to, based on the marks that they have obtained.
- The students assume that the marks obtained by him/her, are enough for a particular college. This is done by the students based on the analysis of the previous years of admissions and typical advice from the parents or seniors of the college. Due to this, the students are not checking the other colleges that are available, and in the end, they are disappointed in not getting that particular college.
- The students fall into this cause because of the fact that some of the applications for the colleges are based on the cut-off obtained by them in the list for counselling. But when the shortlist of the college list comes, it results in the college is not available for the student. This makes the student in the position that, the student is unable to apply to the remaining colleges

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)

- The primary reason of address is the problem by going to each college and checking the scores obtained by them to that the scores that are been set by the college for each of the courses provided by them.
- The secondary customers will not be involved in this issue, since they just provide the course and the admission of the students based on the marks obtained by them.

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.

The college got by other students is making the students try the same colleges that are available on the list. This allows them to make an effort t look for the colleges of the same one they are trying to enter into.

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.

- The students are very much worried about losing a better college before getting to know this website.
- After the issue has been solved with the website, the students are confident in selecting the right college and choosing the career they would want to pursue in the future. It removes their stress of them.

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.

- The project focuses on getting the scores from the students and comparing them with the score from college and preparing an analysis which results in the overall prediction of the college for the student.
- The project will provide a way to analyze the marks obtained by the students and will compare them with the marks allotted by the college and will provide the overall prediction of the college list that is suitable for the students.
- The Colleges will be updating their cut-off for each of the courses and with that, the prediction can be done to know the colleges available to the students.

8. CHANNELS of BEHAVIOUR | CH

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

The actions taken by the customer in the ways of online is that search for the colleges but visiting each of them takes a lot of time for the students. There are many chances of missing the better colleges.

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

The offline search is similar to that of the online one that is visiting each and every college and getting to know their expectations of them. This will lead to a lot of stress among the students and their parents as it takes a lot of time and effort.

Extract online & offline CH of BE

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