

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Student Community Universities Parents 	6. CUSTOMER CONSTRAINTS CC <p>Students:</p> <ul style="list-style-type: none"> Cut-off mark criteria unknown University Requirements unknown <p>Parents:</p> <ul style="list-style-type: none"> Cost of living, tuition fee budget Details about the locality <p>University:</p> <ul style="list-style-type: none"> Why students do & do not prefer What are the factors that hold back students from applying What are required to enable students apply to universities 	5. AVAILABLE SOLUTIONS AS <p>Websites:</p> <ul style="list-style-type: none"> Unclassified data No proper tier/ ranking is given Inaccurate/ Misleading information on websites Limited number of searches <p>Counselling Services</p> <ul style="list-style-type: none"> Expensive Might not get into preferred universities 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Data acquisition Accuracy Maintenance Security and Privacy handling Verification of acquired details Query handling 	9. PROBLEM ROOT CAUSE RC <p>The students or parents require a way to analyse and list the universities available for their cut-off mark so that the student or parent will be directly benefitted by preparing themselves in par with the university's requirement.</p>	7. BEHAVIOUR BE <ul style="list-style-type: none"> Look out for websites with accurate and elaborate details Compare various details and cross verify Give several data as input and improve their search results Ask queries and look out for immediate response Privacy and Security of the website is ensured 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Acceptance rate Feedback and reviews Preferred suggestions 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> A website is created where the users can login and give their details as input. Based on the data collected, universities above the ranking, universities on their range and below the range are displayed. Apart from that, data such as scholarships, accommodations, and cost of living are also displayed. University and User Login. Universities can upload what are their requirement from students. Mock tests scores are uploaded and based on which the predicted university list is given. A checkbox to add a university to preference and a drop box to select the why they prefer. 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> Review and Feedback Choice of preference <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Peer discussions Real-time user experience 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <p>Before</p> <ul style="list-style-type: none"> Anxious & Nervous Fear of failure <p>After</p> <ul style="list-style-type: none"> Confident Clear about career prospect 			