Problem-Solution fit canvas 2.0

Purpose / Vision To save student's time and revenue that are wasted due to intermediates.

1. CUSTOMER SEGMENT(S) — CS
Define CS, fit into CC

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Students wishing to study in abroad.

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.

- Lack of real time data
- Issues in network connectivity.
- Accuracy of the prediction

5. AVAILABLE SOLUTIONS — AS
Explore AS, differentiate

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

- Going in-person(direct)to the university.
- Contact with the alumni of the university.
- Going with the help of the foreign university intermediates.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Focus on J&P, tap into BE, understand RC

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Analyze various factors that cause reduce the chances of admitability.
- Accurate prediction of admission in foreign colleges.
- Intimate chances of admission to the students

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.

- Changes the score of the exams year to year.
- Preference by the top students.
- University rankings.
- Foreign country's financial situation.
- Allowances and facilities to the abroad students.

7. BEHAVIOUR — BE
Focus on J&P, tap into BE, understand RC

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)

- Choose the university that is reliable
- Manually estimate university admit score.
- Have alternate options for that university.
- Have alternate schedules

3. TRIGGERS — TR
Identify strong TR & EM

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

Seeing intermediates that give accurate chances of admission in the college.

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   **After:** Satisfied

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.

Accurately predict admission in the foreign university using ML algorithms like SVM Classifier, Random Forest, Logistic Regression based on the input given by the user

8. CHANNELS of BEHAVIOUR — CH
Extract online & offline CH of BE

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

- Choose the right university that is reliable

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

- Check for the score of the university for the admission.