Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

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

Students who have recently completed their schooling and aspire to get admitted into 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.

Customers might not trust the accuracy /reliability of the predictor and this could prevent them from using it.

Moreover, users would have to feed confidential information to the model, so a certain section of customers might refrain from using the predictor due to a fear of data misuse.

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 certain non -academic factors that play a role in the admission process of some universities, thereby further enhancing the reliability of the predictor.

Secondly, we will put the model through rigorous tests in order to boost the accuracy of the predictor.

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.

Data collection is probably the most important step in designing the predictor hence it must be ensured that it is done properly.

Customers should be assured of optimum data security in order to have them retain their trust in our predictor.

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 reliability of the predictor might be affected if the collected data is found to be inaccurate/ not enough factors are considered to judge the eligibility.

Secondly, customers might refrain from using our product if they find it to be prone to cyber attacks.

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 most important aspect of the predictor from a customer's POV is its accuracy, since they would go through with their admissions based on its results.

For a customer, data security is of utmost importance.

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.

Customers can be provided with a comparision between the eligibility chances as predicted by the model verses the actual admission rates.

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.

Users would feel that they are in complete control in the admission process since they can wholeheartedly trust the predictor.

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 with the help of the data collected, and ensure that it is accurate/ reliable. Also make sure that the data collected from the users is safe and secure.

8. CHANNELS of BEHAVIOUR — CH

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

Customers might search for reliable eligibility predictors that are avaiable online and rate them based on their liking.

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

Students would discuss amongst their peer group about such predictors and if they find one to be reliable enough, they would spread the word about it.