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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Students who have recently completed their schooling and ready to get admitted into top universities. | 6. CUSTOMER CONSTRAINTS 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. There might be a lack of trust in the predictor's accuracy or reliability, causing customers to refrain from using it. Furthermore, users would need to enter confidential information into the model. | 5. AVAILABLE SOLUTIONS 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 Scores of JEE mains, advanced can also be used for predicting admissions along with cut offs. Secondly, we will put the model through rigorous tests in order to boost the accuracy of the predictor | Explore AS, differentiate | |
| | 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. Need to predict the university where they can be admitted. The information they provide should be kept confidential. Right and accurate information about universities should be shared with them. | 9. PROBLEM ROOT CAUSE 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. If inaccurate data is collected or not enough factors are taken into account to judge eligibility, the predictor's reliability may be compromised. There are more competition and admission criteria change every year. | 7. BEHAVIOUR 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) Customer spends more money to get admission in universities. Customer also spend time in searching in the details about universities. Indirect: Pay an agency to help students find required criteria in the desired universities and visit only those selective universities and get the job done | | Focus on J&P, tap into BE, understand RC |
| | 3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Seeing students who use this predictor and get admissions on desired university. The accuracy of past predictions | 10. YOUR SOLUTION 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. To create a solution to predict university admission accurately and efficiently in order to help students in selecting college using student's cutoff ,category ,marks etc. | 8. CHANNELS of BEHAVIOUR 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 available 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. Customer visit the universities to gather information and gather information from students studying there. | | |
| 4. EMOTIONS: BEFORE / AFTER 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: Anxious, confused ,Worried After: more confident ,satisfied, complete | | | | | |