Problem-Solution fit canvas 2.0

Purpose / Vision   To choose a right college based on scores

Define CS, fit into

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?

Students

6. CUSTOMER   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.

Network connection, Cost, Time, Poor Knowledge, Lack of Resources.

Explore AS,

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

Seat allotment, Eligibility criteria, Previous year cut off, Exam scores like GRE, TOEFL, GATE etc.

Focus on J&P, tap into BE, understand

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.

High Fees structure, Placement Opportunities & Training, Courses Offered, Advanced Technology, Career development programmes.

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.

Lack of Placement Opportunities and Not meeting the Expected cut off.
Due to high Competition & less Opportunities results in the difficulty to choose a right college.

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)

Referring Articles & Checking websites, Visiting College premises, Academic Performance, Fees structure and Enquiring Alumni.

Focus on J&P, tap into BE, understand

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.

To put a road map for future career & to get high paying job offers.

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.

Confused, Anxious about peer group, Exciting & Enthusiastic & Friendly Faculties.

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.

This idea helps students to get the list of colleges by comparing the student's marks and college's cut off and predicting admission probability. Here the chance of occurrence of error is less when compared to existing system. It is fast, efficient and reliable. It helps you to understand as to how your profile can be further improved to secure an admit in your target college.

8. CHANNELS of BEHAVIOUR   CH

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

Referring Articles & Websites, Advertisements, College Reputation, Courses Available, List of Top Colleges, Eligibility Criteria, Previous Placements.

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

Visiting College campuses, Food & Accommodation, Transport & Lab facilities, Enquiring College students, Speaking to Academic representatives.

Extract online & offline CH of BE

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