

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Graduate Students who are looking forward to joining the university for building their careers.

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.

Some of the students are not aware of knowing cut-off for certain universities.

Financial issues lead them unable to acquire the consultancy services

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

PROS:

- Websites
- Education consultancies
- Information from family/friends

CONS

- Inaccurate predictions
- Costly service

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

Students did not have to spend a lot of time or money looking for a good university

Get more suggestions about universities

Students get the list of colleges both branch and course wise

User-friendly interface

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 real reason for the problem is heavy competition that occurs amount students.

Some of the students does not meet the eligibility for obtaining the 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)

Students get consults from family/friends about university

Search online about universities.

Looking for consultancies.

Focus on J&P, tap into BE, understand RC

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.

Dream of building their career.

Seeing friends getting into the university makes them fear

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.

Fear,Frustrated,insecure >satisfied,relaxed,confident

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.

Creating a web application where the user enters their cut-offs and check for their eligibility whether they would get into university and suggesting the universities that they are eligible.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

Search online and watch videos for joining preferred universities.

8.2 OFFLINE

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

Enquire students, relatives ,friends and family members and visit the college campus

Extract online & offline CH of BE