Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

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

Students are our primary users other than students the persons or the organizations who is giving career guidance also using our predictor.

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.

Customer constraints includes
1. Poor network connectivity.
2. System with very low processing speed.
3. Improper data feeding.

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

1. Some websites are available in the internet in order to predict the universities but they are not even 50 percent accurate.
2. Can able to predict the college and the stream by the own manual calculation.

Explore AS,

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.

Predicting the possible colleges and streams for the students who have been completed their higher secondary with higher percent of accuracy.

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.

1. Unawareness about the possible colleges and streams based on the cut-offs.
2. Unavailability of high accurate university prediction model

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 who have been completed their higher secondary has to feed their academic data into our university predictor, then only they will come to know about the possible colleges and streams based on the fed data.

Identify strong TR &

3. TRIGGERS — TR

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

1. Plans about their graduation and degree.
2. Confusions in college and stream selection
3. Low seats availability

3. 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: Students are totally confused with their selection and they are so stresses too.
After: Students can able to select their willing one confidently by seeing all other possibilities with full satisfaction.

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.

Developing the user-friendly prediction model with higher percentage of accuracy by considering the historical data and by having various algorithms.

8. CHANNELS of BEHAVIOUR — CH

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

Need to feed the data about their academic performance includes cut-offs and quota

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

Do calculate manually by having all the required academic details by comparing it with the historical data.