Problem-Solution fit canvas 2.0

University Admit Eligibility Predictor

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Students aspiring for admissions into universities for undergraduate degree or graduate degree.

6. CUSTOMER CONSTRAINTS — CC

Student profile qualifications and Unniversity requirements for selection needs to be satisfied.

5. AVAILABLE SOLUTIONS — AS

Consultants and organizations aggregate information and analyze it to guide students. This solution enables students to enter their scores and check the predictions themselves.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Graduate admissions is a time consuming process mainly cuz of the time required to collect information and shortlist universities for applications. Applicants need a reliable prediction system to weigh chances of admit before applications.

9. PROBLEM ROOT CAUSE — RC

It is tough to look at all aspects of an university admission in short time frame which needs clear guidance and support for students to have positive experience.

7. BEHAVIOUR — BE

Students and parents are frustrated about this tiresome process and regret that they are aware about certain requirements with proper guidance.

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

Identify strong TR & EM

3. TRIGGERS — TR

Exhaustive to go through different universities without any direction or threshold.
Unnecessary expense like traveling, paying a third party to get suggestions.
Misleading Information which need not be suitable for a candidate's profile.

4. EMOTIONS — EM

Shortlisting universities requires clear insights of the requirements which can be a pain. Student and parents need a smooth phase to identify and get an approximate chances of getting an admit from a particular university.

10. YOUR SOLUTION — SL

Based on University requirement and students profile based on past data of students who got an admit, the students can check their eligibility for different universities.

8. CHANNELS of BEHAVIOUR — CH

Schools, Universities, Education Expos and Fairs, Consultancies, Web & Mobile Application.

All information regarding university ranking, infrastructure, curriculum, fees along with an approximate estimation of chances of admit can be provided.

Extract online & offline CH of BE