Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Students who finished HSC and going to join undergraduate program

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.

The user have some doubt about this predictor such as whether this platform gives right informations,will the predictions are right

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

The users can login to the platform and just give the information required and they can know whether they could get admission in their choice of university or not. If not they can go for the next best opportunity without wasting any time.

Explore AS, differentiate

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 whether they can join their choice of university or not. Suggesting courses based on their marks.

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

Students do not have much knowledge about the courses and the universities which are providing courses that they are interested based on their marks,the availability of Universities in specified location and the number of seats available
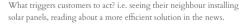
7. BEHAVIOUR — BE

i.e. directly related: find the right solar panel installer, calculate and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

To get to know whether they are eligible for their choice of university or course, they can simply give their academic information and the platform will predict the result. And they can also filter the universities based on fees structure and location, this will help them to go for the right university without any hesitation.

Focus on J&P, tap into BE, understand

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.

Not knowing the criteria for joining universities. Students can know about the platform through browsing or via friends

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.

Our platform will provide the course suggestions based on their marks so the

8. CHANNELS of BEHAVIOUR — CH

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

The customers can perform all kinds of activities in online such as user login,university and course selection and so on

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

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.

EM

The customer feels bad when the universities and course choosed by him/her is not allotted for them

users won't be wasting time on which they can't get.This platform also provides the informations about universities and their criterias to the user.this helps them to choose courses and universities efficiently

The student may go to the specific universities personally and check whether they can get admission and to get additional informations about admission criterias