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 have finished their higher education.

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.

The user have some constraints about the predictor whether the platform gives the correct information or not and also it will be useful to predict or not.

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

The user can login into the platform and enter the details required.So that they can know their chances of getting admission in a particular university or not.If not they can go for the next best university.It allows the users to save the extra amount of time and money.

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.

To predict the chances of students getting admission in the university and suggest the list of universities according to 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 are often worried about their chances of admission to university and they would spend money on education consultants and application fees for the universities where they have fewer chances of securing admission.

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)

To predict the chances of students getting admission into university based on their profile and also used to predict the rank of the college that would be suitable for the students based on their profile and suggest the list of universities accordingly.

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

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.

Didn't know the criteria for joining the universities.Students can know about the platform by asking through friends and browse the internet.

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.

The customer can feel bad when their preferred universities are not allotted for them.

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 solution used to predict the chances of students getting admission into university based on their profile.The system allows the students to save extra amount of time and it will help the students to make better and faster decision regarding application to the universities.

8. CHANNELS of BEHAVIOUR `CH`

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

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

The student may go to the specific universities personally and check whether they can get admission or not and to get additional information about admission criteria.