Problem-Solution Fit

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

A Graduated Student looking for Higher Studies(UG,PG)

A Student preparing or will be preparing for exams -

An education consultancy provider tied with colleges to help students in admissions

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.

1. Financial Limitations - Unable to acquire costly consultancy services

2. Obstacles in procuring required documents for various university application

3. Unaware about each university's eligibility criteria's and in confusion about where to apply

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

Available solutions:
1. Online prediction websites/apps
2. Education Consultancy
3. Help from university alumni/Friends

Cons:
1. Unreliable prediction with varied output for same input
2. Unintelligible visuals prediction
3. Expensive Services

Define CS, fit into CC

Explore AS, differentiate

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.

Problems Addressed:
1. Prediction system > Accurate, free of cost easy to understand
2. Update university admit eligibility factors
3. Providing instant results
4. providing User-friendly web services with good visualizations
5. Providing necessary details about the exams and score required

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 of modern era and after COVID-19 rely on and want instant access to information/services that are:
1. Valid, relevant, and secure - available online
2. services are accessible free of cost and are prompt in delivering correct information
3. internet with its vastness is not free of fake, unreliable information and as such also has websites/app that unsafe/filled with ads and are irrelevant to students needs

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)

1. Students consult friends/relatives/teachers
2. Looks for consultancy within budget range
3. Tries to predict chance of admission based on past results by browsing blogs/Quora/YouTube etc. websites
4. Post about his queries in forums, online talks etc.

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.

1. finding anything and everything is available online these days
2. peers making use of expensive predictions services to reduce application

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.

lost, insecure, frustrated, anxious > aware, informed, driven to take informed steps, in control

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.

1. Use Effective ML algorithms and prediction model for efficient predictions using user-friendly free of cost web service
2. Provide user-friendly visual graphs for ease of understanding
3. Recommend probable colleges with high chance of admission
4. Provision of prediction report in simple and legible format
5. Provide all valuable info to users regrading prediction system to build trust

8. CHANNELS of BEHAVIOUR — CH

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

1. Ask around in forums/ Blogs
2. Watch YouTube videos and opinions posted in online sites
3. Sign-in in websites with prediction services

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

1. Take feedback and advice from peers who are studying in abroad
2. Take in person counselling

Identify strong TR & EM

Extract online & offline CH of BE