

Define CS, fit into CC	<div>CS</div> <div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></div> <div>1. UG graduate students 2. Parents of UG graduate students 3. Currently UG pursuing students</div>	<div>CC</div> <div>6. CUSTOMER CONSTRAINTS <small>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.</small></div> <div>Students don't try exploring because of the lack of network and guidance</div>	<div>AS</div> <div>5. AVAILABLE SOLUTIONS <small>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</small></div> <div>1. Travel to the university to get information 2. Paid career coach 3. Paid educators</div>	Explore AS, differentiate
	<div>J&P</div> <div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div> <div>Predict the chance of admission of a UG student in a university through GPA, SAT, GRE/TOEFL scores</div>	<div></div> <div>9. PROBLEM ROOT CAUSE <small>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.</small></div> <div>Students have to pursue higher education for 1. A better job with great salary 2. Research</div>	<div></div> <div>7. BEHAVIOUR <small>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)</small></div> <div>1. Speak to people regarding admission process abroad 2. Search websites, blogs regarding the university 3. Reach out to alumni of the desired university</div>	
Identify triggers	<div>TR</div> <div>3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></div> <div>The seniors, cousins of students are the main motivation for students to fly abroad for higher education. Job opportunities with fancy salary are yet another trigger.</div>	<div>SL</div> <div>10. YOUR SOLUTION <small>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.</small></div> <div>Our solution will help UG graduates in short-listing universities for their masters with their CGPA, GRE,</div>	<div>CH</div> <div>8. CHANNELS of BEHAVIOUR 8.1.ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> 8.2.OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></div> <div>Online</div>	TR & EM

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.



Before using the tool, students will be anxious. After the tool usage, students will be either excited of moving to new arena or motivated to score high

TOEFL scores. The predicted output will give them a fair idea about their admission chances in a particular university. This analysis will also help students who are currently preparing or will be preparing to get a better idea. . It will students to know more about university in terms of research opportunities, admission process, courses offered and prominent alumni of the university.

1. Talk with friends, relatives, alumni
2. Read blogs

Offline

1. Reach out a career coach
2. Search for books relating to university