Problem-Solution Fit canvas

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

- High School Graduates
- Lateral Entry Students
- Their parents
- Colleges / Universities
- Professionals in Education Sector

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

- Prior knowledge
- Inability predict on their own
- Others' suggestions can't be trusted

5. AVAILABLE SOLUTIONS PLUSES & MINUSES `AS`

- Education Consultancies for College Admission
- Guidance from Alumni / currently enrolled students / Faculty
- Prediction tools such as Shiksha, Careers360, Aglasem, Collegedekho, Collegedunia

Pros:
- Well Familiar & Established sources.

Cons:
- Predictions are not accurate enough
- Biased results / opinions

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS `PR`

- Lack of trustable prediction tool for admission in preferred courses based on the student's profile.
- Lack of College Comparison Tool
- Existing information about colleges/universities is not up-to-date or accurate in some cases.
- Existing solution are not beginner-friendly and intuitive.

9. PROBLEM ROOT / CAUSE `RC`

- Existing prediction tools are not satisfactory
- Unavailablity of Major Factors for Comparisons
- No Point Verfication for the already existing information
- Existing solutions focus more on features and option rather than ease of use and simplicity

7. BEHAVIOR + ITS INTENSITY `BE`

- Chat with Education Experts, Attend educational counseling and webinars
- Collect various resources in search engines.
- Check various FAQs and suggestions from experienced persons in Quora, Linkedin and various Forums.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

- More number of college options to choose from
- Uncertainty about getting admission
- Referral from peers who have already used the prediction tool

4. EMOTIONS BEFORE / AFTER `EM`

Before:
- Overwhelming information
- Anxiety
- Depression due to lack of exposure
- Confused

After:
- Well conscious about colleges
- Confidence to take next step

10. YOUR SOLUTION `SL`

- To develop a platform for predicting the Accurate Admission chances of a student based on his/her profile and the previous admission statistics of the chosen universities using Data Science Techniques.

8. CHANNELS of BEHAVIOR `CH`

ONLINE
- Official College Websites
- Blogs and Websites like Quora, etc.
- YouTube Videos
- Colleges Information Aggregate Websites

OFFLINE
- Information gathering through alumni, experts and college staff.
- Direct college trip to gain more understanding.
- Brochures and Ads of various universities.

Extract online & offline CH of BE