

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S)</p> <p>Who is your customer? CS</p> <p>The customers of this project are the students who completed their higher secondary and looking for good universities for higher education.</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions?</p> <p>Cut-off, Marks and eligibility criteria.</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>Which solutions are available to the customers when they face the problem</p> <p>or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?</p> <p>Easy to choose the college.</p> <p>Advantages of this is provides clarity to the students.</p> <p>Disadvantage is if the mark details is wrong the prediction will be wrong.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Which jobs-to-be-done (or problems) do you address for your customers?</p> <p>It should helps to predict the universities for the students.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <p>Root cause of problem is undeserved Candidate selected for the top universities previous years, now deserved candidate selected for universities based on eligibility criteria.</p>	<p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done ?</p> <p>The customer mainly gives some information's such as GRE score, cgpa , IELTS score based on which theuser ask to predict eligibility to the university that they intend to apply.</p>	

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. When the students are willing to pursue higher education.
2. When the students are willing to cut
3. When the students are willing to shortlist universities to which they are eligible. Extra cost will be incurred when applying to multiple universities without knowing our eligibility the cost of consultancy agency

4. EMOTIONS: BEFORE / AFTER**EM**

How do customers feel when they face a problem or a job and afterwards?

Before

- Take more time
- Difficult to choose the college
- Takes more money

After

- Reduces time
- Easy to choose the college
- Spends less money.

10. YOUR SOLUTION**SL**

Deserve candidate easily get the opportunities, even if eligibility criteria but some students affected for the criteria

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

If any problem occurs , gave time to solve and easily find out.

8.2 OFFLINE