

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? Students are customer</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action of limit their choices of solutions? Cut-off, Marks and eligibility criteria.</div> <div></div>	<div>5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem of need to get the job done? What have they tried in the past? What pros & cons do these solutions have? Select the students for university is easy Save time for both universities and students Advantage for students to get top college admissions</div> <div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? Job to be done are to find out the deserve candidate for deserve universities based on cut-off mark.</div> <div></div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? Root cause of problem is undeserved Candidate selected for the top universities previous years, now deserved candidate selected for universities based on eligibility criteria..</div> <div>RC</div>	<div>7. BEHAVIOUR Identify the students and gave the admission for that students based on eligibility criteria.</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Advertising the universities like TV, mobile and so on, that will trigger the students to apply for that university. University trigger the customer to act</div> <div>TR</div>	<div>10. YOUR Deserve candidate easily get the opportunities, even if eligibility criteria but some students affected for the criteria</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR If any problem occurs, gave time to solve and easily find out. 8.2 OFFLINE Hard to find out the problems.</div> <div>C</div>	
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4. EMOTIONS: BEFORE / AFTER



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

Before/After

- Time less/save time
- Hard to find college/Easy to find college
- Undesired candidate selected for college/Desired candidate selected for college.