

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(s):</div> <div>CS</div> <div>Hsc finished students or UG completed students</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>CC</div> <div>Network connection ,Cost ,Time ,PoorKnowledge, Lack of Resoures.</div>	<div>5. AVAILABLE SOLUTION:</div> <div>AS</div> <div>Seat allotment,Eligibility criteria, Previous year cut off , Exam scores likeGRE,TOEFL,GATE etc.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&P</div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. High Fees structure , placement Opportunites & Training ,Courses Offered , Advanced Technology , Career development programmes</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div>What is the real reason that this problem exists? What is the back story behind the need to do this job? Lack of Placement Opportunites and Not meeting the Expected cut off. Due to high Competition & less opportunities results in the difficulty to choose a right college</div>	<div>7. BEHAVIOUR</div> <div>BE</div> <div>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) Refering Articles & checking websities ,Visiting College premises , Academic Performes , Fees structure and enquiring Alumni.</div>	
Focus on J&P, tap into BE,	<div>3. TRIGGERS</div> <div>TR</div> <div>Challenging high schoo l curriculum.Meaningfu involvement in extracurricular activites. Lntrveiws that support the students strength and good character. To put a road map for future career &to get high paying job offers.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>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. This idea help the students to get the list of colleges by comparing the studendsmarks&colleges cut off & predicting admission probability. Here the chance of occurance of error is less when compared to existing system. It is fast, efficient & reliable. It helps you to understand as to how your profile can</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Refering articles & websites , Advertisements, College Reputation, Course Available, List of Top College,Eligibility Criteria, Previous Placements. 8.2OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Visiting College campuses, Food & Accommodation, Transport & lab facilities,</div>	Focus on J&P, tap into BE,

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>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.</div> <div>Confused, Anxious about peer group, Exciting & Enthusiastic & Friendly Faculties</div>	<div>EM</div> <div>be furture improved to secure an admit in your target college.</div>	<div>Enquiring College students, Speaking to Academic representatives.</div>
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