

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

The possible students who have completed their HSC and UG searching for university to study PG.  
A wide range of students having low to financial resources

6. CUSTOMER CONSTRAINTS CC

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.

Reduce the students fear.  
Travel cost.  
Feasibility.

5. AVAILABLE SOLUTIONS AS

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

Seat allotment, Eligibility criteria due to entrance exams.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

To build a regression model.

9. PROBLEM ROOT CAUSE RC

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.

Not able to meet the user criteria.

7. BEHAVIOUR BE

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)

Interest and likes to get favourite university

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

Watching other students trying to getting one's favourite university

4. EMOTIONS: BEFORE / AFTER EM

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.

Confused, anxious over whether one getting admission in university

10. YOUR SOLUTION SL

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.

By using machine learning and regression algorithm. built a model. Then using python flask build a web appliation

8.CHANNELS of BEHAVIOUR CH

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7  
  
8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE-Website

OFFLINE-Information through words fromexperts

Identify strong TR & EM