

# Problem-Solution fit canvas 2.0 Purpose/Vision

## 1. CUSTOMER SEGMENT

CS

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

Students who have completed their schooling and aspire to get admitted in prominent universities.

## 6. CUSTOMER CONSTRAINT

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.

User who are all belong to rural areas may not have proper devices and active network connection might refrain from using it.

User might be afraid of losing or misuse of the confidential information feed into the predictor, so customers might refrain from using the predictor.

## 5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem

Apart from traditional factors like GRE Score, GPAs we would like to consider certain non – academic factors in admission process of some universities, thereby further enhancing the reliability of the predictor.

## 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; explored different sides.

Data collection is probably the most important step in designing the predictor hence it must be ensured that it done properly.

Customers should be assured of optimum data security in order to have them retain their trust in our predictor.

## 9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the backstory behind the need to do this job?  
i.e. customers have to do it because of the change in regulations.

The accuracy of the predictor got affected if the Collected data found to be Incorrect .

The Students may not be aware of eligibility criteria of various universities in and around the world so they seek to consultancy by spending huge amount of money in it.

If the software find it to be prone to cyber attacks the customers refrain from using it.

## 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)

The most important aspect of predictor from customer point of view is its Accuracy, so customers would go through their admissions based on the results found in predictor.

**3. TRIGGERS**

What triggers customer to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Customers can be provided with a comparison between the predictor model eligibility chances versus the actual or traditional admission rates.

**TR****10. YOUR SOLUTION**

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.

**SL**

Designing a software which is more reliable and accurate predictor with the help of the data given by them and also make sure data are safe and secure.

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

What kind of actions do customer stake online? Extract online channels from #7

Customers might search for reliable eligibility predictors that are available on online and rate them based on their liking.

**CH****8.2 OFFLINE**

What kind of actions do customer stake offline? Extract offline channels from #7 and use them for customer development

Students should discuss amongst their peer group about the such predictor and if they find useful and more reliable enough, they can spread the information/word about it.

**4. EMOTIONS: BEFORE/AFTER**

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.

**EM**

Customers should feel that they are in under complete guidance in admission process, hence they can wholeheartedly trust the predictor.



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