

Define CS, fit into CC	<div>1.CUSTOMERSEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5y.o.kids</div><div>Students recently completed the exams and yet to join the University An advisory services provider will be assisting the students regarding the admission process</div></div>	<div>6.CUSTOMERCONSTRAINTS<div>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.</div><div>Customers feel insecure about providing their crucial information's like scores. At first, they may hesitate to use the predictor as they do not trust the accuracy Lack of awareness regarding each universities eligibility criteria may lead to confusion</div></div>	<div>5.AVAILABLESOLUTIONS<div>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 not taking</div><div>Available Solutions: Availability of chat bot. Providing a tip message for each universities eligibility criteria. Prediction results were reliable CONS: Non-efficient image processing algorithms were used in traditional approach is a time consuming process. This drawback made us to develop an ease system</div></div>	Explore AS, differentiate
	<div>2.JOBS-TO-BE-DONE/PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one</div><div>Customers should be assured of accuracy in prediction Delay in instant results Data collection is the most important step in designing the predictor hence it must be ensured</div></div>	<div>9.PROBLEMROOTCAUSE<div>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.</div><div>Inaccurate or insufficient factors affects the reliability of the predictor Securing users ownership privacy Unreliable information regarding irrelevant ads irrespective if student needs</div></div>	<div>7.BEHAVIOUR<div>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)</div><div>Students consult expert advisory. They do look for the consultancy within the budget. Posting queries in online forums</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3.TRIGGERS<div>What triggers customer to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Students interest to predict the chances of admitting in their dream college</div></div>	<div>10.YOURSOLUTION<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.</div><div>Designing the predictor with effective ML algorithms. Providing an user-friendly visual graphics. Ensuring data security. Recommending preferable Universities based on their academic scores. Generating report in a legible format</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE What kind of actions do customer stake online? Extract online channels from #7</div><div>Customers search for reliable predictor that are available in online and rate them based on performance and liking</div><div>8.2 OFFLINE What kind of actions do customer stake offline? Extract offline channels from #7 and use them for customer development.</div><div>Customers will consult for an expert advisory. Taking in person counseling from the institutions.</div></div>	Extract online & offline CH of BE
Identify strong TR & EM	<div>4.EMOTIONS:BEFORE/AFTER<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>Users information will be coupled with a bit of reality check, hence they would feel that they are in complete control in admission process</div></div>			