

PROJECT DESIGN PHASE-I - SOLUTION FIT TEMPLATE

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Students applying to universities. Universities accepting student admissions	6. CUSTOMER CONSTRAINTS CC Customers may not wish to submit important documents. Lack of trust on the applications accuracy.	5. AVAILABLE SOLUTIONS AS There are University Predictors already available in market. They consider a variety of factors such as GRE, IELTS, TOEFL scores, domain interest, cost of education etc.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Data collection Data security University predictions with higher accuracy.	9. PROBLEM ROOT CAUSE RC Reliability of the application may be largely affected by inaccurate or non-uniform data. If the application experiences security breaches often, this may make customers vary of submitting their details.	7. BEHAVIOUR BE Since accuracy of the application plays a vital role, a customer must ensure that they are feeding the application with accurate and all necessary information.	
	Focus on J&P, tap into BE, understand			

<div>3. TRIGGERS</div> <div>TR</div> <div>Hearing about the application from their school alumni. Reading about the application on newspapers or social media.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Design a user friendly application, with emphasis on data security and higher accuracy with regards to predictions being made.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE Customers may search for reliable applications online.</div> <div>8.2 OFFLINE Students could refer to their peers at school for their experience with an application.</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Initially users may feel overwhelmed by the variety of domains and universities available. After the using the application the users may have more clarity on options available or suitable for them.</div>		