Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

Students are the prime customers
Other than students insititution and
oaching centres are also the main
customers

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.

1.Customers don't Expect 100% accuracy from this.

2.require good internet connection.

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

• The currently available solutions do not serve the
complete purpose. They lack essential criteria that needs
to be considered while predicting the feasibility of getting
admission in the desired university.
• Lacks dynamic nature and scalability.
• Incomplete training information.
• Absence of powerful ideas like polynomial and logistic
regression and other machine learning algorithms.

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.

Predicting the possible
universities based on the
student's
marks and profile
it helps to get rid of fear aout
result

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.

There may not be a single place where the students can find
all the admission related information of the universities.
• The students may not be aware of the eligibility criteria of
various universities in and around the world.
• The admission criteria of the colleges may not be consistent
with the information provided by agents.
• The agents may use untrustworthy information.
• A student may mistakenly anticipate of certain admission by
checking the previous year's eligibility 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)

Direct: The students will try to visit all the universities that he/
she wishes to get admission and contact the students studying at
the desired university. Get notified about the criteria to get
admission and also take necessary measures to meet the
criteria.
• Indirect: Pay for an agency that helps the students to find the
required criteria in the desired universities and visit only those
selective universities and get the job done.

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.

Students often get tensed and anxious about their admission
chances of their desired universities,
changed by work or mobility

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.

• Before: Insecure and unaware of the process, suffering to
select the best-suited university. Rapacious agent and

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.

Based on the student's ranking list
respective colleges will be displayed. The
student's can check their eligibility for each
college based on the prediction graph given

8.CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
• The students may browse the Internet to research
about their desired universities and get to know
required information.
• This is a time-consuming task and may miss out
some universities of interest

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

• Visit the desired universities in person and
gather admission details.
• This incurs extra effort and expenses.

Identify strong TR & EM

missing out of possible universities

After Secure, user-friendly and aware of process. Reduced
cost and does not miss out years of university offices.