

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Students who are like to study higher studies. Students who have passed their Twelfth standard.	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> It must need laptop computer with good network. Based on the rank of the student. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Online websites/apps. Computer or laptop. Education consultancy 	Explore AS, differentiate
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE J&P <ul style="list-style-type: none"> We will suggest the good universities for the student based on their profile. Providing instant results. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Offline college admission it will take a lot of time. Online college admission easier for students. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Students should explore the available universities. Students consult friends, Professors, Teachers. 	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> When seeing their friends, relatives or the Who is studying in well know college. 	10. YOUR SOLUTION SL Based on the student's rank list, respective colleges list will be displayed.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Students can check their courses available 8.2 OFFLINE Students can pay their fees immediately to get admitted.	
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Students are often worried about their chances of admission to universities. 			