

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?
i.e. working parents of 10-12 yrs kids

Students who have completed 12th grade in HSC

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, internet connection, available devices.

Spending more unwanted money, Time and Energy in lack of Poor Knowledge

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 recording.

Seat allotment, Eligibility Criteria due to Entrance Exam like NEET, JEE, etc,

2. JOBS-TO-BE-DONE / PROBLEMS**J&P**

Which jobs-to-be-done (or problems) do you address for your customer? There could be more than one; explore different sides.

Want to get admission in preferred University.

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 fail to do it because of the change in regulations.

Due to high Competition and not meeting the required criteria.

7. BEHAVIOUR**BE**

What does your customer do to address the problem and get the job done?
i.e. directly related: test the right water panel insulator, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. firefighting).

At the Last Moment Spend more Money and Time to get into the preferred University

3. TRIGGERS**TR**

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

Watching Other Students trying to getting into one's favorite University.

4. EMOTIONS: BEFORE / AFTER**EM**

How do customers feel when they face a problem or a job and a threshold?
i.e. how, nervous, confident, insecure? use it to your communication strategy & design.

Confused, Anxious over whether one getting Admission in the University.

10. YOUR SOLUTION**SL**

If you are working on an existing business, write down your current solution first, fit it to the context, and check how much it fits reality.
If you are working on a new business proposition, start keep it think until you fit it to the context and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

We would create an application that helps students to get the list of colleges by comparing the student's marks and college's cut off and predicting admission probability. It is fast, efficient and reliable. It helps you to understand as to how your profile can be further improved to secure an admit in your preferred university

8. CHANNELS of BEHAVIOUR**CH****B1 ONLINE**

What kind of actions do customers take online? Contact online channels, share IT

They will search online about the preferred university and the criteria to join the University

B2 OFFLINE

What kind of actions do customers take offline? Contact offline channels, verify/lead gen, share for customer development.

Visiting College campus, Enquire students, Academic representatives and nearby people about the University.