# VALUE PROPOSITION CANVAS: GBC ADMISSION PROCESS FOR INTERNATIONAL STUDENTS

Product - GBC Admission Portal

## **Gain Creators:** 1. Provides clarity and transparency 2. Ensures information and application status is kept up-to-date Product/Service: 3. Provides easier access to admission and application resources Enhanced admission 4. Saves time and improves mental portal health Chatbot for admission FAQs and queries Pain killers: 1. Avoids confusion about Automated notifications admission and application details and alerts on the application 2. Provides instructions that are easy status to follow 3. Provides more updates on the application status after submission and through automated mails 4. Reduces admission communication burden 5. Eliminates student frustration regarding application updates and decisions

### **Customer - International Students**

GAINS:

1. Ease of application filling, submission, and resubmission, if required

2. Transparency on application review and status

- 3. Easy and direct access to admission resources
- 4. Lower stress levels

#### **PAINS:**

- 1. Low transparency on application status
  - 2. Lack of clarity on any resubmission of documents
    - 3. Constant need to mail the admissions office for queries

#### **JOBS:**

- 1. Fill the application
- 2. Upload necessary documents
- 3. Pay the application fee
- 4. Submit application
- 5. Accept offer if the application is approved
- 6. Pay program fees