VALUE PROPOSITION CANVAS: GBC ADMISSION PROCESS FOR INTERNATIONAL STUDENTS

Product - GBC Admission Portal

Gain Creators:

1. Provides clarity and transparency

health

to follow

2. Ensures information and application status is kept up-to-date

3. Saves time and improves mental

Product/Service:

- Enhanced admission portal
- Automated notifications and alerts on the application status

Pain killers:

4. Decreases long wait periods

- 1. Avoids confusion about admission and application details
- 2. Provides instructions that are easy
- 3. Provides more updates on the application status after submission and through automated mails
- 4. Eliminates student frustration

Customer - International Students

GAINS:

- 1. Transparency on application review and status
- 2. Seamless admission process
- 3. Lower stress levels
- 4. Less confusion with proper instructions and updates received

PAINS:

- 1. Low transparency on application status
- 2. Lack of clarity on any resubmission of documents
- 3. Longer wait times on application status
 - 4. Constant need to check application for updates

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