Project Design Phase 1 - Solution Fit

Project Title: Machine Learning based vehicle performance analyzer

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Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

1. Car Manufacturers

2. Market Automobile buyers
3. Showroom Visitors

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

1. Expensive but ineffective (Alloy wheels)
2. A expensive battery and a short driving range (EV)
3. Poor fuel economy or mileage

5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS

1. Alloy wheels
2. EVs
3. High fuel efficiency

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Select a vehicle that meets your everyday needs while being as fuel-efficient as possible to save money and the environment.

9. PROBLEM ROOT / CAUSE — RC

1.Lack of Guidance, Expertise, Personalisation Not knowing the servicing needs of the vehicle

2.Using Wrong fuel

7. BEHAVIOR + ITS INTENSITY — BE

1. Authorised service centre
2. Ask for expert opinion

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT — TR

1. Affordable Fuel-efficiency
2. Social and environmental Obligation

4. EMOTIONS BEFORE / AFTER — EM

Before: Confused, fear of over spending
After : Satisfied,Happy and enthusiastic

10. YOUR SOLUTION — SL

The vehicle performance analyser helps in monitoring the performance of the vehicle using Machine learning. Where the fuel consumption is analysed using various parameters like vehicle weight, horsepower,number of cylinders etc

8. CHANNELS of BEHAVIOR — CH

ONLINE

Using previous data to forecast a vehicle's performance

OFFLINE

Observing automobiles in action at showrooms

Extract online & offline CH of BE