

Mission 2.2 - Product Validation - Customer Problem



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Customer Problem

For [people who need all the paperwork done online]

Who has [a need to purchase a vehicle without too much hassle]

[Amazon Cars]

is a [mobile app/web application]

That [allows you to buy a car online]

Unlike [Conventional Car Dealers]

My Product is [has easier Financing Paperwork, better Deal Structuring, more convenient Test Drives, easier access to service information]

We'll know this is true when [When people are using Amazon Cars more often than Conventional Car Dealers]

Problem	Solution	Goal
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Product Assumptions

1. Customers who need an easier car buying experience.
2. Customers who need minimum complexities during a vehicle purchase.
3. Customers who need to purchase a vehicle from the comfort of their homes.
4. Customers think Conventional Car Dealers are unreliable and frenetic.
5. Customers want cleaner paperwork.
6. Customers want easier negotiations and deal structuring.
7. Customers want more convenient Test Drives.
8. Customers want one-stop services information.

Risk- Importance Graph

