

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer?i.e. working parents of 0-5 y.o. Kids</div><div><ul style="list-style-type: none">Car dealerBudget oriented peopleCommon people</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none">No proper knowledge of internetFear of scammersNo big connection or trustable person for investigating</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 notetaking</div><div><ul style="list-style-type: none">Investigating in different placesLooking up in onlineUsing comparing tools for feature & price comparison</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides</div><div><ul style="list-style-type: none">Building ML modelGuide customer in buying resale carsHelping customer with poor car knowledgeProviding best options for given criteria(fuel type, no. of owners, age of car)</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do his job? i.e. customers have to do it because of the change in regulations.</div><div><ul style="list-style-type: none">Many car types & featuresIncreased complexity in settling for justified priceCar dealer's & sellers not being honest in prices</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done?i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div><ul style="list-style-type: none">Ask known friends & relatives for carExplore further options in resale websitesAdvertise for need of car</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div><div><ul style="list-style-type: none">For a comfort travelingCheap price of resale carsStarting a businessAs a means for transportation</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.</div><div><ul style="list-style-type: none">An ML model to predict justified priceBuilt with regression algorithmsTaking parameters of used cars as inputs & making customers make decisions on their own.</div></div>	<div><div>8.CHANNELS OF BEHAVIOR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>8.1 Online:<ul style="list-style-type: none">Compare car price & features in onlineUse online websites</div><div>8.2 Offline:<ul style="list-style-type: none">Ask local car dealersUse help of friends knowledgeable in cars for price</div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div>Before:<ul style="list-style-type: none">Doubt in price of carFear of making wrong choice</div><div>After:<ul style="list-style-type: none">Satisfaction in price and choiceHappiness of owning a car</div></div>			