

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer? i.e. working parents of 0-5 y.o. Kids

- Car dealer
- Budget oriented people
- Common people

6. CUSTOMER CONSTRAINTS

CC

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.

- No proper knowledge of internet
- Fear of scammers
- No big connection or trustable person for investigating

5. AVAILABLE SOLUTIONS

AS

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

- Investigating in different places
- Looking up in online
- Using comparing tools for feature & price comparison

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides

- Building ML model
- Guide customer in buying resale cars
- Helping customer with poor car knowledge
- Providing best options for given criteria (fuel type, no. of owners, age of car)

9. PROBLEM ROOT CAUSE

RC

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.

- Many car types & features
- Increased complexity in settling for justified price
- Car dealer's & sellers not being honest in prices

7. BEHAVIOUR

BE

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)

- Ask known friends & relatives for car
- Explore further options in resale websites
- Advertise for need of car

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

- For a comfort traveling
- Cheap price of resale cars
- Starting a business
- As a means for transportation

4. EMOTIONS: BEFORE / AFTER

EM

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.

Before:

- Doubt in price of car
- Fear of making wrong choice

After:

- Satisfaction in price and choice
- Happiness of owning a car

10. YOUR SOLUTION

SL

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.

- An ML model to predict justified price
- Built with regression algorithms
- Taking parameters of used cars as inputs & making customers make decisions on their own.

8. CHANNELS OF BEHAVIOR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

8.1 Online:

- Compare car price & features in online
- Use online websites

8.2 Offline:

- Ask local car dealers
- Use help of friends knowledgeable in cars for price

Identify strong TR & EM