

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>1. Parents buying second hand car for their child.</div> <div>2. Young people just starting out and want a used car.</div> <div>3. Adults who don't want to spend on a new car</div> <div>5. Retirees looking to downsize</div> <div>6. Companies buying cars for a fleet.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>1. Initial verifications can be done only online</div> <div>2. Customer must provide accurate data for correct price prediction.</div> <div>3. Overlooking certain defects/other details while entering car information can result in incorrect predictions</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>1. Asking a car dealer</div> <div>2. Asking brokers</div> <div>3. Existing websites</div> <div>4. Information from friends, relatives and acquaintances which may not be accurate.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>1. Understand the changing demands of the user</div> <div>2. Make sure information entered by the seller are true</div> <div>3. Creation of a website to provide for an easy to use interface where user can find price predictions of car</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>1. There is a need for reliable sources to estimate the price.</div> <div>2. Sellers may leave out a few details that could affect the price.</div> <div>3. The feeling of dependency on a large number of people to assess and provide the price may be unsettling, and the user feels a want to be able to independently find a price estimation.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>1. Customers seek online listings of similar cars</div> <div>2. Customers seek advice from a large range of people</div> <div>3. Need to sell their car for space, money or to get a replacement</div> <div>4. Customer will send all the documents and proof of ownership and of the condition of the car</div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>Customers who leased cars and want to purchase the car for its resale value and hence need price prediction.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>1. A Car price predictor that is implemented using a regression technique.</div> <div>2. A flask based Website that hosts the price predictor and allows the user to have a comfortable and easy experience .</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE</div> <div>The users will estimate resale value of a car with ease using the website</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>If the buyer or seller feels like they could find a better deal some other way, customers loose trust in the product</div>		<div>8.2 OFFLINE</div> <div>1. Ask other dealers</div> <div>2. Ask friends and family for opinions</div> <div>3. Look at other listings</div>	