Project Title: Car resale value prediction Project Design Phase-I - Solution Fit Template Team ID: PNT2022TMID21715

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**e**

What kind of actions do customers take online? Extract online channels

**CH**

**8. CHANNELS of BEHAVIOUR**

**8.1 ONLINE**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

Car buyers are my customers

**6. CUSTOMER CONSTRAINTS**

**CS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

What constraints prevent your customers from taking action or limit their choices

of solutions?

spending power, budget, no cash,, available cars

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

pen and paper is an alternative to digital notetaking

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers?

There could be more than one; explore different sides.

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

i.e. customers have to do it because of the change in

regulations.

**RC**

**7. BEHAVIOUR**

**BE**

What does your customer do to address the problem and get the

job dne

tly related: ﬁnd the right solar panel installer, calculate usage and

i.e. direc

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

**Explore AS, differentia**

**Define CS, fit into CC**

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

**I**

**d e n**

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**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

**TR**

**3. TRIGGERS**

What triggers customers to act? I seeing their neighbour buying cars,

reading about a more efﬁcient solution in

the news.

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