Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

The customer who is trying to buy a car in low budget and good specification

6. CUSTOMER CONSTRAINTS CC

Customers don't want to spend any cost to calculate the price of the car, no need of physical appearance .

5. AVAILABLE SOLUTIONS AS

Existing solution won't update it uses old datasets but in our application the datasets will be fed from the consumer

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

The consumer will be in a doubtful state concerning the price predicted as they would think it is not accurate

9. PROBLEM ROOT CAUSE RC

Previously it was necessary to travel to certain locations to get a quote of the used car, and prices quoted vary from location to location

7. BEHAVIOUR BE

Customers don't want to go physically to check the car they have all the necessary details about the car in the interface.

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

Identify strong TR & EM

3. TRIGGERS TR

Filling all the necessary details of the car is a time consuming process

4. EMOTIONS: BEFORE / AFTER EM

Hassle free price prediction helps consumer to get a quoted price in a time effective and an easy manner

10. YOUR SOLUTION SL

The consumer (or) the end user will be given a price which is in the actual range of manually & correctly predicted value so that consumer would know the actual worth of the car ,hence allowing to not be scammed.

8. CHANNELS of BEHAVIOUR CH

ONLINE :
  Customers can compare the different type of cars.

OFFLINE :
  Checking the actual worth of the used car becomes hassle free and they can refer their acquaintances with it.

Identify strong TR & EM