

## Project Design Phase-I Problem – Solution Fit

Date	30 September 2022
Project Name	News Tracker Application
Maximum Marks	2 Marks

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> <ul style="list-style-type: none"> <li>People who are in need of affordable used cars that are available for selling</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> <ul style="list-style-type: none"> <li>Customers won't be able to reach out experts in this field and ask them about every car models that they are planning to buy.</li> <li>Time and energy consuming</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> <ul style="list-style-type: none"> <li>Following the price fixed by the seller</li> <li>Asking friends and family about price</li> <li>These solutions may be sometimes inaccurate</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> <ul style="list-style-type: none"> <li>Find the best resale value for a car that the customer wants to buy</li> <li>Extract the features that affect the car price from the dataset and find suitable machine learning model for price prediction</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> <ul style="list-style-type: none"> <li>Some sellers may fix the resale price very high that is not worth paying</li> <li>No one will know the exact resale price of the car</li> </ul>	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> <ul style="list-style-type: none"> <li>Customer will try to reach out maximum people and ask their opinion on car price</li> <li>Try to get the car within the price range that others say</li> </ul>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> <ul style="list-style-type: none"> <li>This makes the seller to provide reasonable price for the resale cars</li> </ul>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <ul style="list-style-type: none"> <li>Using Machine Learning models to predict the car resale values based on features like vehicle type, registration year, fuel type, kilometre driven etc and enable the customer to buy a resale car at a reasonable price</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right;">CH</span> <p>Online: customer would try to visit websites and blogs related to this topic.</p> <p>Offline: Customer would try to ask the people he/she knows. Try various sellers and find the optimal price</p>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> <ul style="list-style-type: none"> <li>Before: Doubtful about the car price that the seller fixes, thoughts like is the car worth the price will make the person restless</li> <li>After: customer will have an non-human AI based opinion of car price</li> </ul>			
Identify strong TR & EM				