

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? People looking for an upgrade in their current vehicles by selling their old ones. People around the age of 25-60(regular working class population) Dealership handlers to get an insight in current market standings	6. CUSTOMER CONSTRAINTS CC Budget Constraints Networking Fluctuating market factors Accessibility	5. AVAILABLE SOLUTIONS AS Many platforms exist where people can purchase used cars but all of there are static listings i.e they do not help in identifying the future market value of the vehicle being sold	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Problems addressed are: Accessibility Give accurate readings/listings Complete transparency	9. PROBLEM ROOT CAUSE RC This problem arises due to the complete uncertainty of the market our product is in. Thus to produce flexible and dynamic solutions/readings is a big problem at hand	7. BEHAVIOUR BE To address this problem the customer tries to find a means to take current factors into account and produce accurate future predictions.	
Identify strong TR & EM	3. TRIGGERS TR Some Triggers are: When a car gets old and the owner wants to make a quick buck When an owner wants to upgrade his/her vehicle When the customer observes many other people doing the same	10. YOUR SOLUTION SL Our solution is to provide an online web application that gives the customer a wide array of options for vehicles along with their listings/values predicted using our machine learning model applied on the markets available dataset. This way the mentioned limitations in the current environment can be tackled.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Customers browse the internet to explore the different factors and options out there.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Customers feel frustrated before the problem is solved as it bothers them on how uncertain the vehicle value may be. Customers feel better after the problem is addressed as they get a sense of peace.		8.2 OFFLINE Customers network offline on getting a better hands on knowledge about the market	