## 1. CUSTOMER SEGMENT(S)

Demographic, psychographic,behavioral and geographic

## 6. CUSTOMER LIMITATIONS

+Financial Risk
+Time Risk
+Negotiations Risk

## 5. AVAILABLE SOLUTIONS

+Interior
+Paint
+Lights

## 2. PROBLEMS / PAINS

+ mileage and condition
+color
+gradual wear and tear

## 9. ROOT / CAUSE

of Problem
+Accident history
+options and add-ons
+mileage

## 7. BEHAVIOR

+ its intensity
+Possibility of the car being used roughly

## 3. TRIGGERS TO ACT

+interest rate
+length of a contract
+size of a down payment

## 4. EMOTIONS

before & after
+significant emotional investment

## 10. YOUR SOLUTION

In order to predict the resale value of the car, we proposed an intelligent, flexible and effective system that is based on using regression algorithms.

## 8. CHANNELS OF BEHAVIOR

online + offline
+Consequences of two way communication between consumers and businesses on online to offline