Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Investors and traders of all age groups
- General public interested in current affairs and economics
- Investment banks and hedge funds

6. CUSTOMER CONSTRAINTS — CC

- Lack of existing solutions
- Inaccurate and unreliable existing solutions
- High degree of volatility present

5. AVAILABLE SOLUTIONS — AS

Existing solutions are scarce and are speculative in nature. There doesn't exist a solution which boasts of an acceptable accuracy score

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

We address the issue of "incompetence to predict crude oil prices" in today's volatile market. People put their money on the line on a day to day basis. This money loss or gain highly depends on the crude oil prices.

9. PROBLEM ROOT CAUSE — RC

Main reason for this is the high volatility and market sentiment which drives the prices up and down, especially in the current world economy. Every country's relies on crude oil on a daily basis, hence any change in price affects the world economy as a whole

7. BEHAVIOR — BE

- Customer attempts to read charts and predict prices themselves
- Customer reads the news and tries to paint a picture
- Prediction based on word of mouth
- Look online for price calculators
- Speculate
- Make calculated guesses based on geopolitical context

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

Identify strong TR & EM

3. TRIGGERS — TR

- Losses because of volatility
- Dependency of every sector on the availability and price of crude oil

4. EMOTIONS: BEFORE / AFTER — EM

- Customers feel anxious after making incorrect predictions
- Agitated
- Lost
- Dejected

10. YOUR SOLUTION — SL

Our solution is to build a Machine learning model which uses neural networks to analyze past available data to make meaningful connections and find patterns to accurately predict future prices of crude oil. We will make use of LSTMs and RNN technique as it is the best to perform time series analysis. The end product will be a web application of customers to come and view predictions made by our model

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

- **Look online for predictions**
- **Read news articles**
- **Scroll through twitter, reddit facebook etc**
- **Interact with like minded communintes online**

8.2 OFFLINE

Talk to friends and family to understand different POVs

Extract online & offline CH of BE

AMALTAMA