

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Business man, Travel agent, Family man,Sports person and Students.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- ◆ Able to choose the car within their budget.
- ◆ Above 18 age people can access our website.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- ◆ Prediction is mainly based on some important factors of the car.
- ◆ By using this factors 85% accurate result can be made.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- ◆ Approximate prediction can be done but there is no accurate result.
- ◆ Not all the factors are included.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

The commercial interest to sellers/financiers unable to predict the residual value of cars with accuracy.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

To develop a website which includes all the factors to predict the accurate result of the car.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

Hear about the website through advertisement and through social media.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before:No accurate result which makes the customer feel hopeless.

After: Hopeful, Satisfied Customer

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first,fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- ◆ We predict car price mainly based on availability of current spare part and capitalization chart is provided accordingly.
- ◆ By using our application customer can know the current rate of the car in the market.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Customers can choose the car on their own.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

- ◆ Dealers are required to choose a car and to fix the price.
- ◆ Suggestion from friends.

Identify strong TR & EM