

1. CUSTOMER SEGMENT(S)

CS

- Business people
- Public (citizens)
- Working parents
- Racers

6. CUSTOMER CONSTRAINT

CC

- **Anxiety**-customer began to get anxious when they still no idea about what they have found.
- **Mysteries**-they might call it mysteries which they can't able to

5. AVAILABLE SOLUTIONS

AS

- By searching in online websites.
- By gathering the information from the peoples and come to understanding.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Giving the necessary information for particular thing which needs for customer
- Solving customer doubts

9. PROBLEM ROOT CAUSE

RC

- Lack of study in the sequence of things
- Unaware of the object
- New to environment

7. BEHAVIOUR

BE

When the user doesn't have the knowledge about particular thing this kind of situation occurs.

3. TRIGGERS

TR

- Seeking for self-gratification by identifying the thing
- To help peoples to get extra knowledge about the thing

10. YOUR SOLUTION

SL

8. CHANNELS of BEHAVIOUR

CH

ONLINE

- Online websites
- Social media platforms

OFFLINE

Focus on J&P, tap into BE, understand

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Identify strong TR & EM

Extract online & offline CH of BE

- Customer throw words

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

KEERTHIKA

Performance	safety	Maintenance
Don't trust dealers	Fuel consumption	Explores sites and looks at all cars in budget
Good mileage	Flexibility in driving	Efficiency

DESIKA

Good infrastructure	Depreciation	Reasonable price
Warranty	Buys a car that meets our needs	wants to be futuristic
Cargo capacities	Always available Accessories	Consults with trusted individuals

JEEVITHA

PERFORMANCE 1.Economy 2.Torque 3.Speed	INTERIOR 1.Equipment 2.Seats	Research more specifically about price
Trade-in value and retail price	EXTERIOR 1.Colour 2.Wheels 3.Doors	Comfortable for use
Use patterns	Gear type,odometer	Accident history

NIRANJAN

Brand	In-demand	Economic conditions
Kilometers covered	Car condition	Timing
Well kept	The origin of the car	Automatic aircon