

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>A person who wishes to buy or sell the car</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Customers may have a limited funds and would prefer not to spend on features that are luxurious or unnecessary. Also, customers might not have any resale showrooms nearby, or might not be able to visit one.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Available solutions often have issues in predicting the right value and often end up over pricing it discouraging buyers.</div>	Explore AS, differentiate

<div>2. JOBS-TO-BE-DONE / PROBLEM</div> <div>By creating an interactive dashboard, it would be easier for the customers to either sell or buy the car by looking into the features they require.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Users at most instances would have an outline about the features that they would expect their car to have, however wouldn't necessarily have a particular car in mind. Also many users would not be aware about the price resale cars are should be put out for.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>When the necessary data is provided, users expect accurate cost prediction and results.</div>
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<p>3. TRIGGERS</p> <p>Affordable fuel-efficient vehicle that meets your everyday needs to save money as well as help the environment.</p>	<p>10. YOUR SOLUTION SL</p> <p>Offering cost worthy and reliable cars based of the needs and budget of the user.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>ONLINE: Predicting the performance of a vehicle based of historical data. Customer reviews. Pictures of both interiors and exteriors.</p> <p>OFFLINE: Test drive options. Live assessment.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: Difficulty to choose cars based of the budget. Decisions had to made in order to sacrifice some features due to less options.</p> <p>After: Ease of access and wide range of options to pick from including all the new features.</p>		