

Problem-Solution fit canvas 2.0

Project - Machine Learning based Vehicle Performance Analyzer

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? Vehicle Buyers	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? 1. Expensive and low impact (Alloy wheels) 2. Limited driving range and expensive battery (EV)	5. AVAILABLE SOLUTIONS 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? 1. Deploying vehicle with alloy wheels 2. EV (Electronic vehicles) 3. Smaller vehicles	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? Choosing the most fuel-efficient vehicle that meets your everyday needs to save money as well as help the environment.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? Lack of Guidance, Expertise, Personalization Not knowing the servicing needs of the vehicle	7. BEHAVIOUR What does your customer do to address the problem and get the job done? Asks for expert opinion on choosing the vehicle Opt for pollution-less vehicles	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS What triggers customers to act? Affordable Fuel-Efficiency, social and environmental Obligation	10. YOUR SOLUTION Keeping vehicle, passenger safety and fuel choice as most weighted parameters and other parameters as comparatively less weighted, the performance of the vehicle is analyzed using ML.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Predicting the performance of a vehicle with historical data	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? Before - Confused, Fear of over spending After - Satisfied, Environment-conscious		8.2 OFFLINE What kind of actions do customers take offline? Live experience of vehicles in showrooms	