

**1. Customer Segment**

Automobile Manufacturers

**6. Customer Limitations**

Change in existing manufacturing automobile model manufacturing process.

Formation of new domain for the programming, installation & maintenance of the performance analyser

**5. Available Solutions**

Investing in some other technology  
- But Vehicle Performance Analyser can give their customers the satisfaction of understanding their vehicle, improving its performance, etc.

**2. Problems / Pains**

Lack of new technology to survive in the new era of smart automobiles.

Inability to assure durability and maintenance of automobiles.

**9. Problem Root / Cause**

Increase in fuel prizes --> Better mileage  
--> Better maintenance --> Additional support for unskilled labourers and guidance for general public.

**7. Behaviour**

Manufacture new parts with embedded technology.

Hire and form teams to program, deploy & maintain the application.

Take feedbacks and improve the model performance in new models.

**3. Triggers to Act**

Seeing rival companies coming up with new technology.

Demand for smart technologies in vehicles.

**4. Emotions**

Imperiled --> Confident

**10. Your Solution**

A system which gets raw data from the automobile, analyses the vehicles performance, provides the analysis to the vehicle owner and guides the technicians working on optimising the vehicle performance

**8. Channels of Behaviour**

- Hardware Channel:  
Manufacturing & installing parts to get raw data from the vehicle.

- Software Channel:  
Processing the raw data; Implementing the ML model; Designing the UI for peoples' access.