**Define CS, fit into CC**

## 1. CUSTOMER SEGMENT(S) `CS`

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

- ✓ Entrepreneur
- ✓ Sellers and buyers
- ✓ Professionals
- ✓ Students
- ✓ Common people

## 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

- ✓ Without analyzing the car condition.
- ✓ Buying automobiles via dealers.

## 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

**Pros:** A person with little knowledge of cars can also make forecasts about secondhand cars.

**Cons**: In the past, users were unable to determine the worth of a used car before purchasing one.

**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.

- ✓ To figure out the quotation of the car
- ✓ Predict over the condition of the car
- ✓ Kilometres driven
- ✓ Number of the owners

## 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?

- ✓ The estimated biased valuation by the dealers can be eliminated by the user.

- ✓ Images displayed of the vehicle and the condition of car must be examined before buying.

## 7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job 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.

- ✓ Without analyzing the car pricing in relation to the present market.
- ✓ Without examining the car's condition, model, and number of kilometres driven

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

**Extract online & offline CH of BE**

**Identify strong TR & EM**

## 3. TRIGGERS `TR`

- ✓ Models of the car
- ✓ Features of the car
- ✓ Stunning classy look of the car
- ✓ Fuel Type
- ✓ Year manufactured

## 4. EMOTIONS: BEFORE / AFTER `EM`

**Before**: Will it be worthwhile to purchase based on the vehicle's prediction?

**After**: After reviewing the car's usage, It was happy with the purchase of the car.

## 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.

- ✓ Using machine learning (ML) algorithms and data on various cars, the price of used cars is forecasted.

## 8. CHANNELS of BEHAVIOUR `CH`

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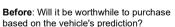What kind of actions do customers take online? Extract online channels from #7

- ✓ By surfing through internet, they could compare the car's model, features, and cost.

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

- ✓ Dealers are obliged to acquire a used vehicle.
- ✓ Throughly review various brokers

**AMALTAMA**