Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Business people, workingprofessionals,entrepreneur,students.

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 devices.

- Abletopurchasethecarwithintheirbudget.
- People withGadgetandInternetcanaccessourwebsite.

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 these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Predictionismainlybasedonsomeimportantfactorsofthecar.
- Byusingthis factors89%accurateresultcanbemade.

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.

Predictioniscarried outinlimitedconditions

ResultofPredictionmayslightlychange.

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?
i.e. customers have to do it because of the change in regulations.

The commercial interest tosellers/buyersunabletopredictthe residual value of cars withaccuracyandlessbrokerage.

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done?
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. Greenpeace)

To make use of a efficient websitewhich includes all the factors topredict the accurate result ofthecar.

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

Identify strong TR & EM

3.TRIGGERS — TR
Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,readingaboutamoreefficientsolutioninthenews.

HearandHelpingaboutthewebsitethroughadvertisementandthroughsocialmedia.

4.EMOTIONS:BEFORE/ AFTER — EM
Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?
i.e.lost,insecure>confident,incontrol-useit inyourcommunicationstrategy&design.

Before: No knowledge about the

10.YOURSOLUTION — SL
Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst,fillinthecanvas,andcheckhowmuchitfitsreality.
If you are working on a new business proposition, then keep it blank until you fill inthe canvasand come up with a solution that fits within customer limitations, solves a problem andmatchescustomerbehaviour.

- We predict car price mainly basedonavailabilityofcurrentconditionand level of bearing, capitalizationchartisprovidedaccordingly.

8.CHANNELSofBEHAVIOUR — CH

ONLINE
Whatkindofactionsdocustomerstakeonline?Extract onlinechannels from#7

Customerscanchoosethe carontheir ownconstraints andbudget.

OFFLINE
Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7and usethemforcustomerdevelopment.

pricewhichmakesthecustomerfeelhopeless.

After:Hopeful,SatisfiedCustomer

◆ By using our application customercanknowthe currentrateofthecarinthemarket.

◆ Dealersarerequired tochooseacarandtofixtheprice.
◆ Lessavailabilityofdetails onthe car