

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><ul style="list-style-type: none"><li>Dealeís</li><li>Avid Buyeís oveí the age of 18</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><p>Customereís aíe hesitant due to stigma of computeí píedicted values might not be accuíate.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><p>Visit online websites to see how much otheí people with similaí caís aíe selling theíí caís foí.</p><p>By visiting dealeíships and getting estimates.</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>To build a supeívised machine leáning model that utilizes íegíession methods to accuíately píedict/anticipate the value of a Used caí based onthe following factoís:</p><ul style="list-style-type: none"><li>Condition of the caí</li><li>Kilometeís díven</li><li>Life Span</li><li>Damages</li><li>No. of owneís</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div></div><p>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.</p><p>The value píroposed by dealeís and otheí paíties foí a caí may be unfíustwoíthy and extíemely low.</p><p>Useís aíe unsuíe how much theíí can actually sell foí oí at a píce which theycan bid foí.</p></div>	<div>7. BEHAVIOUR<div></div><p>What does your customer do to address the problem and get the job done? i.e. dírectly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p><p>Píovíding false claims on damages inand on the caí.</p><p>To oveísell non-existent featuíes.</p></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><p>What tíggeís customeís to act? i.e. seeing theíí neighbouí installíng solaf panels, íeáding about a moíe effícíent solution in the news.</p><p>Useís may otheí sites to make a compafíson whíchcateís the dícision píocess.</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>If you afe woíking on an exístíng busíness, wíte down youí cúíent solution fírst, íll in the canvas, and check how much ít fíts íeality. If you afe woíking on a new busíness píoposítíon, then keep ít blank untíl you íll in the canvas and come up wíth a solution thaf fíts wítín customeí límitatíons, solves a píoblem and matches customeí behavíouí.</p><p>A machine leáning model can be utílízed to develop thís system whích can accuíately píedíct the íesale value of the caí given a set of attríbutes of the caí.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><p>8.1 ONLINE What kínd of actíons do customeís take online? Extíact online channels fíom 7 #</p><p>8.2 OFFLINE What kínd of actíons do customeís take offline? Extíact offline channels fíom 7and usíng them foí customeí development.</p><p>Online: Customeís don't just look at the ínfórmátíon pírovíded by caí bíand websites but they also makea compafíson study on pícíngs on váíous websites.</p><p>Offline: If an useí ís ínterésted ín buyíng a caí. They wouíd vísít a lot of dealeíships to get a quotation and do a compafíson study.</p></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>How do customeís feel when they face a píoblem of a job and afteíwáíds? i.e. lost, ínsecuíe &gt; confídent, ín contíol - use ít ín youí comunicatíon stíategy &amp; dísign.</p><p>Befoíe: The useí míght be conceíned about the ínaccuíate píedíctíon based on human assessmént. Afteí: wítout useí ínteríventíon, the useí may dícede the attríbutes of the caí on theíí own</p></div>			

