

Define CS, fit into

1. CUSTOMER SEGMENT

CS

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

Public Peoples,Travel
Agents,Cab Drivers,and other
Marketing Peoples

6. CUSTOMER

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.

- People who know to website can access use our activites and also with good internet connection.
- Childrens cannot use our website as they can damage any information in the website

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

- Customers can get help from the assisted help option from the menu
- They can directly call or ca send mail to the organization about any queries.

Explore AS,

Focus on J&P, tap into BE, understand

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 build a web Application using Machine Learning Technique to Sell the used cars
- We can find the approximate value but not the accurate result

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.

- There are many fake sellers in the market who are make use of the in a wrong way
- The people didn't know about the online platforms where they can find these facilites to get their products

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 develop a website which includes
all the factors to predict the accurate
result of the car

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The information that the website gives must
be very creative and the specification of the
vechicle

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: Customers are in fear about the Vechicle
buying technique
After: By using our website the customers can find the
way for checing the used cars values

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.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Our Website can help them to learn about how to select the used cars according to the specification, condition and other modifications.
- Customers can get the clearence of their doubts about how to get the cars in the online websites.

8. CHANNELS of BEHAVIOUR

CH

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

Customers can choose their cars for their
own requirements

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

They can see the basic classification of the
cars that are available in the website

Extract online & offline CH of BE

