

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <p>Our customers are the people who wish to buy resale cars.</p> <p>Loyal customers.</p>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <p>Difficulty in knowing the selling price of the second-hand car.</p> <p>Comparison of prices in different places is difficult.</p>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; CONS</small> <p>There are plenty of car resale apps available in the market but there <u>are</u> no proper solution for predicting car resale value.</p>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span> <p>Inputting wrong information about the car.</p> <p>Ineffective real time predictions may occur.</p>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <p>The problem arises when the user need to buy a resale car but <u>not sure</u> how much does it cost, will <u>the</u> cost be under their budget and if so which model should be bought as the comparison of prices or prediction of car resale value is difficult in the first place.</p>	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span> <p>The following behavior has been observed in the customers today to predict the car resale value. They are,</p> <ul style="list-style-type: none"> <li>Buying cars based on forecasting.</li> <li>Information through car insurance company.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <p>Loss in selling the resale car.</p> <p>Buying the resale car for higher cost than it should be.</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>Building a machine learning model in order to predict the selling price of the second – hand car with at most accuracy.</p>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <p>ONLINE</p> <p>Usage of resale apps to know the resale value of the second -hand car is done online.</p>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> <p>BEFORE: Stressful, Difficult doing it manually.</p> <p>AFTER: Relived, Easier prediction</p>		<p>OFFLINE</p> <p>Buying cars based on forecasting, or predicting the price of resale car based on aftermarket products are done offline.</p>	

