

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<ul style="list-style-type: none">Person who sells their car	<ul style="list-style-type: none">Unavailability in good product, lack of technology/ network usage, device availability.	<ul style="list-style-type: none">Best selling price, through brokers, pros: less efforts needed, cons: less accuracy.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">There could be more than one; carefully verify various parameters in different field	<ul style="list-style-type: none">Less accuracy in predicting the rate by humans, need to do this job is to resale their car.	<ul style="list-style-type: none">Directly related: find the right resale valueIndirectly associated: customers spend free time on giving details about car	
Identify Strong TR & EM	3. TRIGGERS TR	10. OUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify Strong TR & EM
	<ul style="list-style-type: none">Lack of mileage in their existing car, In need to buy a new car, Need money in urgent	<ul style="list-style-type: none">To predict the resale value of car based on the car detail and car status using random forest regressor in the web application.	<div>8.1 ONLINE</div> <ul style="list-style-type: none">Enter required car details, Take decision according to the predicted value.	

	4. EMOTIONS: BEFORE / AFTER EM	8.2 OFFLINE	
	<ul style="list-style-type: none">• Happy, Satisfied, in gaining knowledge - use it in your resale strategy & sale.	<ul style="list-style-type: none">• Car's current status	