Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

All person above 18 years who has learning license and who wishes to buy a car are the customers. Also, the person who has car and wants to analyze the performance of the car are our customers.

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.

Spending power, budget, uncertain performance of the efficiency of the vehicle in future

Explore AS, differentiate

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?

Getting help from the service provider to analyze the performance, face to face is the alternative tried in the past. Pros is the services are available more. Cons is that it is a time consuming activity.

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

Actions to analyze vehicle performance easier, faster and in productive way is the job-to-be-done. No man support has to be required for analysis. Even while replacing old vehicle with new ones no confusion has to be there. Customer has to be provided with clear ideas about the performance which is to be analyzed.

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.

Customers are not aware of the way to analyze the performance of a vehicle. To give a clear understanding without any confusion is the need to do this job. They can be provided with up-todate knowledge of the current developments in the vehicle evolution.

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)

Customers approach service providers and spend time with them to understand the way to analyze, based on which they take decisions either in a confused way or without knowing that better options are available.

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

3. TRIGGERS TR

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

Seeing the vehicles bought by friends or neighbors. Based on usage experience.

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.

Confused, frustrated, Anger > clear understanding, confident decision making – using it to understand the ways to analyze the performance of vehicles.

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 behavior.

The main goal of the current study is to predict the performance of the car to improve certain behavior of the vehicle. This can significantly help to improve the systems fuel consumption and increase the efficiency. The performance analysis of the car based on the engine type, no of engine cylinders, fuel type and horsepower etc. Using these parameters a model is developed based on, Decision Tree Algorithms and neural networks to check whether the model predicts car performance (Mileage) with higher accuracy.

8. CHANNELS of BEHAVIOUR CH

8.1. ONLINE

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

Communication with the person who has knowledge in the performance analysis is done online.

8.2. OFFLINE

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

They interact with the service providers or person who has well versed knowledge in vehicles, spends time with them to get knowledge with clear understanding to make quality decisions.