Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

There will be two types of customers and basically the age will be mostly above 20
-> Customer who wants to sell the car
-> Person to buy the car

6. CUSTOMER CONSTRAINTS `CC`

The constraints of the customer will be:
-> Whether the information is legit?
-> Can we trust this website?
-> How is the accuracy of the website?
-> Will I get any marketing calls after using this website
-> The decision to Buy/Sell the car is trustable or not?

5. AVAILABLE SOLUTIONS `AS`

The current solution for the problem is to hire an expert and obtain the value of the car
Pros : -> The accuracy is maintained
        -> Expert solution is trustable
Cons : -> Result can be biased
        -> Cost of an expert will be higher
        -> Based on the experience the accuracy is obtained

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

-> To provide an user friendly interface

-> Provide only the necessary fields to get the information

-> Provide the value of the car with the decision whether to Buy/Sell this car

-> Generate the report about the car, preferably in a PDF format

9. PROBLEM ROOT CAUSE `RC`

In most nations, vehicles are leased for a set amount of time, after which the customer has the choice of purchasing the vehicle or not. To meet consumer demand, the majority of automobile rental businesses purchase used vehicles in large quantities.
The cost to the business of hiring a professional to appraise each vehicle may rise to the level of purchasing a brand-new vehicle.
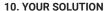
7. BEHAVIOUR `BE`

He needs to sign in to our website and provide all the necessary information in the fields.

Then he will receive a "Price" for the automobile, a report on the vehicle, and instructions on whether to buy or sell the vehicle.

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

Identify strong TR & EM

3. TRIGGERS `TR`

When a customer learns that we even produce a report about the car and make a conclusion about whether to Buy or Sell the car, that is the key thing that drives a customer to hire an expert who turns out to be prejudiced.

4. EMOTIONS: BEFORE / AFTER `EM`

The customer will be confused and can even make the wrong decision > After using the product the customer's state of mind will be clear and he will be benefited.

10. YOUR SOLUTION `SL`

Our approach is to create a user-friendly web application that allows customers to enter all the required information about the vehicle, obtain its value, generate reports about the vehicle, and even make a decision regarding whether to buy or sell the vehicle.

8. CHANNELS of BEHAVIOR `CH`

8.1 ONLINE
The customer will need to enter the details and get the value, report and can even take the decision made by us using the data

8.2 OFFLINE
Finally in person he must make the decision and negotiate if possible to Buy/Sell the car.

Identify strong TR & EM