Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Our customers are the people who invest in the stock market, trying to get good returns on their investments.

Investors and Banks who invest in small and medium companies.

6. CUSTOMER CONSTRAINTS — CC

Spending power.

Unable to produce conclusions from the given data.

Technical constraints.

5. AVAILABLE SOLUTIONS — AS

User friendly interface

There are some apps that will provide the current price of the oil and its live market value.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Data collection: An advanced model needs more data.

Crude oil prices are hugely volatile, so good prediction model should be used.

9. PROBLEM ROOT CAUSE — RC

It exists because of the rapid changes in the supply and demand of crude oil.

Changing pattern of oil prices.

Lack of vision.

7. BEHAVIOUR — BE

This happens often for those organisations that can afford the existing solutions.

The customer should be always aware of the supply and demand for crude oil.

Spends more money on technology

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

Identify strong TR & EM

3. TRIGGERS — TR

Predicting the supply and demand. Crude oil price fluctuations have a far-reaching impact on global economies.

4. EMOTIONS: BEFORE / AFTER — EM

Before: Fear in crude oil price will reduce
After: Confident in crude oil price

10. YOUR SOLUTION — SL

Using Statical, deep learning, and neural networks we can create a model that would predict the crude oil.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Searching online for current crude oil prices.

8.2 OFFLINE

Commodity trades analyze the supply and demand and take calculated positions. If their predictions come true they can book profits.

Extract online & offline CH of BE

AMALTAMA