Project Title: Car Resale Value Prediction   **Project design phase I**   **Team Id:**PNT2022TMID21557

Define CS, fit into CC		**Explore AS, differentiate**

1. CUSTOMER SEGMENT(S) `CS`

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

Customers in an idea to sell or buy a car, can be a common man, taxi agency in-charge, car resellers.

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.

Customers who are willing to sell the car need a satisfactory price to sell it.

Customers who are willing to buy the car need a good conditioned car at a reasonable price.

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? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Person with no sufficient knowledge about cars or with less experience will have difficulty to find the resale value estimate.

This makes them to buy used cars at a high price or sell cars at a low price.

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 sides.

To build a machine learning model to predict the approximate quote for the car. Multiple regression models must be tested with various features considered to find the best fit model for the use case

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 who are willing to sell the car get confused because of various prices quoted by the different dealers. Also there are many options in buying a used car as well.

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)

Pre-ownership details like insurance, kilometres driven, tyre life, engine, interior quality check must be checked in a proper manner to determine the estimated price.

Identify strong TR & EM

3. TRIGGERS `TR`

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

Users will also check from various sites like olx, asking their friends to check model's quoted price

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.

Before- Users have a confusion in determining the price (confused)

After – Users get a good quote for selling the car (satisfied)

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 behaviour.

To build a machine learning model to predict the approximate quote for the car. Model displays the quote for

8. CHANNELS of BEHAVIOUR `CH`

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

Users check the price of the car in various sites from the internet

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

Users must visit the car owner's place to check the quality of the car for the price

Extract online & offline CH of BE