

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

The main customers for our project are:

- Persons who are seeking sell a car
- Persons that who are looking for second hand cars

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- Concern about misuse of personal information
- Worry about wrong value prediction
- Inadequate product knowledge
- Potential Scam
- Time consuming

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?

Pros	Cons
Calculating product price within less amount of time	Delivering false information
Provides a trustable source to predict the price	Entering false information

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.

- Create a platform to communicate with user
- Have to get the required parameters from user easily
- Make the prediction process simpler
- Not include every factor

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.

- Car owners are unable to predict the actual price
- Buyers are confused with the price
- Some fraudulent may be occur in this process by selling above or purchasing below the actual price

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)

- To develop a web application which predicts the actual result by using the given necessary factors.

Focus on J & P, tap in to

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### 3. TRIGGERS

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

- Advertisement through social media

### 4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

Emotions: Before

There is no trustable source to predict the price exactly which makes the customers unhappy

Emotions: After

Happy and satisfied customers

### 10. YOUR SOLUTION

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.

To develop an end-to-end web application which in default have a predicting algorithm to predict the car price using the given required parameters. The required parameters are like years, car engine condition, mileage etc.

### 8. CHANNELS OF BEHAVIOUR

#### 8.1 ONLINE

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

- User select a car and give the parameters
- To know the actual price

#### 8.2 OFFLINE

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

- Price may vary according to dealers
- Getting suggestions from friends and some experts



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CH

Extract online & offline Channels of Behavior