1. CUSTOMER SEGMENT(S)

Business people

Common people

Working parents

2. PROBLEMS / PAINS + ITS FREQUENCY

Insufficient data on the condition

To help customers get a better idea on

Due to the customers not getting a clear idea on the condition of the car, they tend to get disappointed upon seeing

the complete condition of the car

4. EMOTIONS BEFORE / AFTER

RC

BE

CH

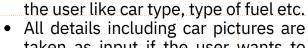
Extract online & offline CH of BE

Lack of understanding in these type of of the type of car requested by second hand vehicles. the user • A good valuable price for the given car • The existing problems in the car type posted on the site can be hidden sell the car. TR SL 3. TRIGGERS TO ACT 10. YOUR SOLUTION 8. CHANNELS of BEHAVIOR

Available for all

9. PROBLEM ROOT / CAUSE

User friendly



• All the details are taken as input from

taken as input if the user wants to

5. AVAILABLE SOLUTIONSPLUSES & MINUSES

• By searching in online websites

conclusion

7. BEHAVIOR+ ITS INTENSITY

Discussing with peers and friends to

get a understanding and come to a

A web application is developed which asks for car details including no. of kms, manufacture year etc and pictures of the car to predict the most approximate and closest value of that car for second hand resale

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

• Easy and understandable Interface

ONLINE

Direct interface for customers to search vehicles and sellers to add vehicles

OFFLINE

the result

dentify strong TR & EM



ЕМ

PR