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|-------------------------|--|--|---|-----------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Business people Common people Working parents | 6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Easy and understandable Interface Available for all User friendly | 5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> By searching in online websites Discussing with peers and friends to get a understanding and come to a conclusion | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> Insufficient data on the condition of the type of car requested by the user The existing problems in the car posted on the site can be hidden | 9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Lack of understanding in these type of second hand vehicles. A good valuable price for the given car type | 7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> All the details are taken as input from the user like car type, type of fuel etc. All details including car pictures are taken as input if the user wants to sell the car. | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR <p>To help customers get a better idea on the complete condition of the car</p> | 10. YOUR SOLUTION SL <p>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</p> | 8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <p>Direct interface for customers to search vehicles and sellers to add vehicles</p> | Extract online & offline CH of BE |
| | 4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Due to the customers not getting a clear idea on the condition of the car, they tend to get disappointed upon seeing the result</p> | | <p>OFFLINE</p> | |