

Define CS, fit into CC	<div><div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Oil merchants, investors, traders</div></div><div>CS</div></div>	<div><div><div>6. CUSTOMER CONSTRAINTS</div><div>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.</div><div>Budget constraints, logistics, natural calamities.</div></div><div></div></div>	<div><div><div>5. AVAILABLE SOLUTIONS</div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Predicting the crude oil price using the past data using ML AI forecasting algorithms.</div><div>Doing fundamental research</div><div>Qualitative techniques using subjective data</div><div>pros: easy forecasting of prices without any physical effort, handy results.</div><div>cons: No guarantee of accurate results</div></div><div></div></div>	Explore AS, differentiate
	<div><div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Predicting the prices before hand and with more accuracy.</div></div><div></div></div>	<div><div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div>Fluctuation in crude oil price, economy fluctuation.</div></div><div>RC</div></div>	<div><div><div>7. BEHAVIOUR</div><div>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)</div><div>Investors keep an eye on the fluctuation in prices, analyze the market and invest money on it according to the demand and supply.</div></div><div>BE</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

## TR

Demand and constant changes in crude oil price, high profit in investment and trading in crude oil.

## EM

Before – Insecure about the price fluctuations, manual forecasting may lead to inaccurate predictions.

After – Confident speculation and funding.

## SL

In ML, using forecasting algorithms like RNN and LSTM we can predict the price beforehand by processing historic data.

## CH

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

Online: User can access this site and resources through internet and use it.

Offline: Investors do manual forecasting from various resources, analyze the market pattern and act accordingly.