

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Car uses who wants a smooth journey Multi national transportation companies,heavy load vehicle drivers and long travelers</div></div>	<div>6. CUSTOMER CONSTRAINTS<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 services,</div><div>People wants a comfortable and efficient car to lead a good journey</div></div>	<div>5. AVAILABLE SOLUTIONS<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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Evaluate and analyse the performance before buying</div></div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<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>The engine is sputtering The car is consuming too much oil</div></div>	<div>9. PROBLEM ROOT CAUSE<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>Incase of without analysing the performance many of the people face issues and disappointments in their journey</div></div>	<div>7. BEHAVIOUR<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>People wants a car with good efficiency and also with affordable cost</div></div>		Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <div>A Trigger is an event that causes a buyer to have a clear need, which usually converts into a sense of purpose and urgency in their buying process.</div></div><div>4. EMOTIONS: BEFORE / AFTER<div>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.</div><div>People emotion is a measure of how customers feel about their experience with a car.</div></div></div>	<div>10. YOUR SOLUTION<div>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.</div><div>Machine Learning techniques are very crucial and useful in the prediction of datas</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE: What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE: What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Online-Search the efficiency of the car offline-Test drive the car to estimate the efficiency</div></div>		

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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. <div>A Trigger is an event that causes a buyer to have a clear need, which usually converts into a sense of purpose and urgency in their buying process.</div>	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. <div>Machine Learning techniques are very crucial and useful in the prediction of datas</div>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE: What kind of actions do customers take online? Extract online channels from #? 8.2 OFFLINE: What kind of actions do customers take offline? Extract offline channels from #? and use them for customer development. <div>Online-Search the efficiency of the car offline-Test drive the car to estimate the efficiency</div>	Identify strong TR & EM
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