

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> * Buyer and seller * Age categories limitation of customer is 18 & above 	6. CUSTOMER CONSTRAINTS CC <p>BUYER</p> <ul style="list-style-type: none"> * Car working condition, car service car insurance, car police complaints, state to state registration transfer <p>SELLER</p> <ul style="list-style-type: none"> * Value for the money * Broker commission 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> * The existing system check the mileage and document available the car before the sale and to transfer procedures' * Fake document correctness * Police verification, commission to the broker 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> * verify the document correctness before the seller * Commission rate normal * After seller service * Customer feed back 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> * Stolen cars we should using of online brokers * Government guiding, police control * Customer satisfaction * buyer profits 	7. BEHAVIOUR BE <ul style="list-style-type: none"> * They are easy to buy and compatible to use * They have all police verification certificate * The application act user friendly for the customer 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> * Proper customer service * Profitable income seller 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> * Our project, predicts the values of resale a car * To identifying right price would beneficial for many things. 	8. CHANNELS of BEHAVIOUR CH <p>1. ONLINE</p> <ul style="list-style-type: none"> * Quality checking of the car * Price checking of the car * Kilometer of the car 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> * Consideration of the customer satisfaction is very important 		<p>2. OFFLINE</p> <ul style="list-style-type: none"> * Physical checking 	