1. CUSTOMER SEGMENT(S) — CS

- Common people
- Business Women
- Entrepreneur
- First time car buyer

6. CUSTOMER CONSTRAINTS — CC

- **Anxiety** -customer began to get anxious when they still no idea about what they have found.

- **Mysteries** -they might Called it mysteries which they can't able to do.

5. AVAILABLE SOLUTIONS — AS

- By searching in online websites.
- By gathering the information from the peoples and come to understanding.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Giving the necessary information for particular thing which needs for customer
- Solving customer doubts

9. PROBLEM ROOT CAUSE — RC

- Lack of study in the sequence of things
- Unaware of the object
- New to environment

7. BEHAVIOUR — BE

- Leased car need to be returned in good condition to avoid wear and tear penalties.
- Watch out for selling scams

3. TRIGGERS — TR

When it comes to motor vehicles, all the time people are posting pictures of the car as they do their Sunday drive or even just because it has had a wash. We have all seen the slamming cars get online when they break down! We trust these people to lead us to the right vehicle and to give us advice to help our buying decisions

10. YOUR SOLUTION — SL

This system is built by Machine learning and regression model. By using this model we can predict the resale value of the car at any time anywhere.

8. CHANNELS of BEHAVIOR — CH

8.1 ONLINE
When researching, customers don't look for information on auto brand websites alone, they visit comparison sites to check prices and user reviews.

4. EMOTIONS: BEFORE / AFTER `EM` Before buying a car they experience a state of elation, joy , delight etc., After buying a car the sense of achievement they feel when they drive it home is linked to the fact that you are now the owner of the car.		**8.2 OFFLINE** **When customers wanted to buy a car they would visit one auto dealership after another, talking with salespeople and seeing where they could get the best price.**