

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>Common people Students people learning to drive</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>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.</p> <p>Some constraints that the customer face is that the about the condition of the car and in the future whether it causes problems</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>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</p> <p>By visiting and gathering more information about the cars from other or by surfing The dealers can give warranty for the engines which makes the customer feel&nbsp; safe to buy the car.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>paying attention and solving customer needs and doubts</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>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.</p> <p>The customer is worried whether&nbsp; he will regret for his decision later and worried whether he had to spend more money on the car in the future</p>	<p>7. BEHAVIOUR BE</p> <p>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)</p> <p>Customer spend some time researching about the used cars&nbsp;; When the user doesnt have sufficient knowledge about the used cars this situation occurs</p>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Hear about the website through the ad and through social media&nbsp;;</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p>Before:No accurate results which makes customer hopeless After: satisfied and found a car according to their needs</p>	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <p>Our project is based on the Machine learning model and it can predict the value of the used car accurately</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>The customer can see if the car is really in good condition and it suits their needs</p>	Identify strong TR & EM