Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

`CS`

- ✓ Some who using car will use this website for selling a car.
- ✓ And who wished to buy second hand cars

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choice of solutions?

i.e. spending power, budget, no cash, network connection, available devices.

`CC`

- ✓ Only the car owners have to use this website for selling purpose.
- ✓ The license verification is compulsory to access the website.
- ✓ Replacement option is valid for a week.

5. AVAILABLE SOLUTIONS

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 note-taking

`AS`

- ✓ It is helpful for the person, who doesn't have basic knowledge on car value prediction.
- ✓ The replacement of regression algorithm with KNN, The accuracy increases with speed.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- ✓ Working condition of a car.
- ✓ Chance of fake documentation
- ✓ Kilometres Driven.
- ✓ Chance of false rate prediction in other sites.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back

`RC`

- ✓ Chance of buying the theft cars.
- ✓ Worst working of engine.
- ✓ The rate is fixed incorrectly without the knowledge of current market-rate and the usage of car.

7. BEHAVIOUR

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)

`BE`

- ✓ Customer can address the outliers in prediction model with causes false output.
- ✓ They can address the delay in delivery and any disappointment they face in reality of using a car.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neigh-bour installing solar panels, reading about a more efficient solution in the news.

- ✓ The website correctness, time compatibility.
- ✓ Feedback of the previous user.

4. EMOTIONS: BEFORE / AFTER EM

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.

- ✓ Before: No accurate result which makes the customer feel hopeless and disappointment due to false prediction.

- ✓ After: Hopeful, Satisfied Customer, Trust.

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 behavior.

- ✓ The model is to predict the accurate value of the resale car.

- ✓ By considering all the factors the output is determined with less confusing comparison.

- ✓ By using our application customer can know the current rate of the car in the market.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7\

- ✓ Customers can choose the car on their own.
- ✓ Can pre-book the car which is valid till a week

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

- ✓ Dealers are required to choose a car and to fix the price.
- ✓ Suggestion from friends.