Purpose / Vision

**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

### 6. CUSTOMER — CC
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.

### 5. AVAILABLE SOLUTIONS — AS
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

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

### 2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

### 9. PROBLEM ROOT CAUSE — RC
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.

### 7. BEHAVIOUR — BE
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)

**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.

1. Cost Effective.
2. Early prediction can avoid serious problems.

### 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.

1. Trust, Profit gain or loss fear, insecurity.

### 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.

1. This Guided Project mainly focus on applying Neural Networks to predict the crude oil price.
2. This decision helps us to buy crude oil at proper time.
3. Time series analysis is the best option for this kind of prediction because we are using the previous history of crude oil prices to predict future crude oil.
4. So we would be implementing RNN(Recurrent Neural Network) with LSTM(Long Short Term Memory) to achieve the task.

### 8. CHANNELS of BEHAVIOUR — CH
**ONLINE**
What kind of actions do customers take online? Extract online channels from #7

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

1. Searching online for current crude oil prices.

1. Performing fundamental analysis.
2. Technical analysis.
3. Risk Management