Project Design Phase 1 : Solution Fit

Title   **: Car Resale Value Prediction**

Team ID   **: PNT2022TMID05109**

Define CS, fit into CC		Explore AS, differentiate
1. CUSTOMER SEGMENT(S) `CS` Who is your customer? i.e. working parents of 0-5 y.o. kids Dealers who sell used cars and customers who buy them.	**6. CUSTOMER CONSTRAINTS** `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 Some constraints that the customers face may be worried about the condition of the car, is too expensive and so on.	**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 Customers can be assured about the condition of the car and can be given a test drive, then the customer may be more inclined to buy the car.

Focus on J&P, tap into BE, understand RC		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. We help dealers and customers predict the price of a used car.	**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. The root cause may be because the customer doesn't want to make a decision that he might regret later because he is the one using the car.	**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) The Customer may spend some time researching the prices of used cars and may also see if the dealer has any reviews.

Identify strong TR & EM		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. People around them buying used cars. **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. Customers feel frustrated because they don't how much a used car is worth.	**10. YOUR SOLUTION** `SL` If you are working on an existing business, write down your current solution first, fit 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. Our solution is that we will predict the ideal price for the car based on a lot of research and data and give the customer the most affordable approach.	**8. CHANNELS of BEHAVIOUR** `CH` **8.1 ONLINE** What kind of actions do customers take online? Extract online channels from #7 **8.2 OFFLINE** What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. 1. The customer can talk see the car and compare it with other cars and offers 2. The customer can see if the car is really in good condition and if it suits their needs.