Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Business people, working professionals ,entrepreneur, students.

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.

- Able to purchase the car within their budget.
- People with Gadget and Internet can access our website.

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

- Prediction is mainly based on some important factors of the car.
- By using this factors 89% accurate result can be made.

Explore AS, differentiate

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.

Prediction is carried out in limited conditions

Result of Prediction may slightly change.

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 commercial interest to sellers/buyers unable to predict the residual value of cars with accuracy and less brokerage.

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)

To make use of a efficient website which includes all the factors to predict the accurate result of the car.

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

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.

Hear and Helping about the website through advertisement and through social media.

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 knowledge about the price which makes the customer feel hopeless.

After: Hopeful, Satisfied Customer

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.

- We predict car price mainly based on availability of current condition and level of bearing, capitalization chart is provided accordingly.
- By using our application customer can know the current rate of the car in the market.

8. CHANNELS of BEHAVIOUR — CH

ONLINE

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

Customers can choose the car on their own constraints and budget.

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.
- Less availability of details on the car

Identify strong TR & EM