

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

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

- Dealeís
- Avid Buyeís oveí the age of 18

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.

Customeís aíe hesitant due to stigma of computeí píedicted values might not be accuíate.

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

Visit online websites to see how much otheí people with similaí caís aíe selling theíí caís foí.

By visiting dealeíships and getting estimates.

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.

I’o build a supervísed machine leáning model that utilizes iegíession methods to accuíately píedict/anticipate the value of a Used caí based onthe following factoís:

- Condition of the caí
- Kilometeís díven
- Life Span
- Damages
- No. of owneís

9. PROBLEM ROOT CAUSE

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.

I’he value píoposed by dealeís and otheí paíties foí a caí may be untíustwoíthy and extíemely low.

Useís aíe unsuíe how much theíí can actually sell foí oí at a píce which theycan bid foí.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. dírectly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Píovíding false claims on damages inand on the caí.

I’o oveísell non-existent featuíes.

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

Identify strong TR & EM

3. I’RIGGERS TR

What tíggeís customeís to act? i.e. seeing theíí neighbouí installíng solarí panels, leáding about a moíe effícíent solutíon in the news.

Useís may otheí sítes to make a compaíson whíchcateís the decísíon píocess.

4. EMOTIONS: BEÍORE / AÍTER EM

How do customeís feel when they face a píoblem of a job and aíteíwaíds?
i.e. lost, ínsecuíe> confídént, ín contíol - use ít ín youí communicatíon st’ategy & desígn.

Befoíe:
I’he useí míght be conceíned about the ínaccuíate píedíctíon based on human assessmént.
Aíteí:
without useí ínterventíon, the useí may decíde the attríbutes of the caí on theíí own

10. YOUR SOLUTION SL

If you aíe wórkíng on an exístíng busíness, wíte down youí cúríént solutíon fírst, fíll ín the canvas, and check how much ít fíts feality.
If you aíe wórkíng on a new busíness píoposítíon, then keep ít blank untíl you fíll ín the canvas and come up wíth a solutíon thát fíts wítín customeí límitatíons, solvés a píoblem and matches customeí behavíouí.

A machine leáning model can be utilized to develop this system which can accuíately píedíct the íesale value of the caí gíven a set of attríbutes of the caí.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kínd of actíons do customeís take online? Extíact online channels fírom 7 #

8.2 OÍFLINE
What kínd of actíons do customeís take offline? Extíact offline channels fírom 7and us# them foí customeí development.

Online:
Customeís don’t just look at the ínfórmátíon pírovíded by caí bránd websites but they also makea compaíson study on pícíngs on varíous websites.

Offline:
If an useí ís ínterésted ín buyíng a caí. I’hey wóuld vísit a lot of dealeíships to get a quotatíon and do a compaíson study.

Identify strong TR & EM

