Define CS, fit into CC

1. CUSTOMER CS

- Common people
- Business Women
- Entrepreneur
- First time car buyer

6. CUSTOMER CONSTRAINTS ─

Anxiety-customer began to get anxious when they still no idea about what they have found
Mysteries-they might Called it mysteries which they can't able to do.

5. AVAILABLE AS

- By searching in online websites.
- By gathering the information from the peoples and come to understanding.

Explore AS, different

2. JOBS-TO-BE-DONE / J&

- Giving the necessary information for   particular thing which needs for customer
- Solving customer doubts

9. PROBLEM ROOT R

- Lack of study in the sequence of things
- Unaware of the object
- New to environment

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7. B

- Leased car need to be retained in good condition to avoid weaí and teaí penalties.
- Watch out foí s elling scams

Focus on J&P, tap into BE,

3. TRIGGERS TR

 When it comes to motor vehicles, all the time people are posting pictures of the car as they do their Sunday drive or even just because it has had a wash. We have all seen the slamming cars get online when they break down! We trust these people to lead us to the right vehicle and to give us advice to help our buying decisions.

10. YOUR SOLUTION SL

This system is built by Machine learning and regression model. By using this model we can predict the resale value of the car at any time anywhere.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
    When researching, customers don't look for information on auto brand websites alone, they visit comparison sites to check prices and user reviews.

4. EMOTIONS: BEFORE / AFTER **EM**		8.2 OFFLINE
Before buying a car they experience a state of elation, joy , delight etc., After buying a car the sense of achievement theyfeel when they drive it home is linked to the fact that you are now the owner of the car.		When customer wanted to buy a car they would visit one auto dealership after another, talking with salespeople and seeing where they could get the best price.