

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<ul style="list-style-type: none">Person who sells their car	<ul style="list-style-type: none">Unavailability of a good product, lack of technology/network usage, device availability.	<ul style="list-style-type: none">Best selling price, through brokers, pros: less effort needed cons: less accuracy.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">There could be more than one; carefully verify various parameters in a different field	<ul style="list-style-type: none">Less accuracy in predicting the rate by humans, the needto do this job is to resale their car.	<ul style="list-style-type: none">Directly related: find the right resale valueIndirectly associated: customers spend free time giving details about the car	
Identify Strong TR & EM	3. TRIGGERS TR	10. OUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify Strong TR & EM
	<ul style="list-style-type: none">Lack of mileage in their existing car, I need to buy a new car, Need money in urgent	<ul style="list-style-type: none">To predict the car's resale value based on the car detail and car status using a random forest regressor inthe web application.	8.1 ONLINE <ul style="list-style-type: none">Enter required car details, Take decision according to the predicted value.	

	4. EMOTIONS: BEFORE / AFTER EM	<p>There is an added advantage in buying and selling cars This helps us to get more specification cars at affordable rates as well as use resale to plan for an upgrade also to be done</p>	8.2 OFFLINE	
	<ul style="list-style-type: none">• Happy, Satisfied, in gaining knowledge - use it in your resale strategy & sale.		<ul style="list-style-type: none">• Car's current status	