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### 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

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

### 5. AVAILABLE SOLUTIONS

AS

BF

Which solutions are available to the customers when they face the 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

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

# 2. JOBS-TO-BE-DONE / PROBLEMS



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

What is the real reason that this problem exists?

i.e. customers have to do it because of the change in

The commercial interest to

sellers/buyers unable to predict

the residual value of cars with

accuracy and less brokerage.

What is the back story behind the need to do



7. BEHAVIOUR

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.

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

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

## EMOTIONS: BEFORE / AFTER



v do customers feel when they face a problem or a job and afterwards? lost, insecure > confident, in control - use it in your communication strategy & desi

Before: No knowledge about the price which makesthe customer feel hopeless.

After: Hopeful, Satisfied Customer

I VOU are WORKING ON A NEW DUSINESS DIODOSITION, THEN KEED IT DIANK UNTIL YOU HIL and come up with a solution that fits within customer limitations, solves a problem and

- 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.

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

Customerscanchoosethe car ontheir ownconstraints and budget.

OFFL

at kind of actions do customers take offline? Extract offline channels from #7and

- Dealers are required to choose a car and to fix the price.
- Less availability of details on the car