EM

Identify strong TR

Explore AS, differentiate

AS

СН

1. CUSTOMER SEGMENT(S)

Car Resale Buyers

6. CUSTOMER CONSTRAINTS

Price of the of the car should be low. And the quality and condition of the car Should be good.

5. AVAILABLE SOLUTIONS

By get enough information from the customer.

Performing proper data analysis from the gathered data.

2. JOBS-TO-BE-DONE / PROBLEMS

Number of previous owners

Condition of the car

Number of Miles the car has travelled

Fuel type

9. PROBLEM ROOT CAUSE

Due to Low Maintenance and fake Sellers the customers has the fear of Buying the reselling cars.

The Price of car is also overrated, so Customers doubt to by the car.

7. BEHAVIOUR

CC

RC

SL

Hard to Predict the resale price of the car and Quality and condition of the car.

Clustering customers as there desired car type.

3. TRIGGERS

Owners, Miles the car as travelled.

10. YOUR SOLUTION

The Solution we are going to provide is by considering all the condition that customers look and consider for before buying the car and predicting car resale price according to the conditions.

8. CHANNELS OF BEHAVIOUR

ONLINE:

Images of the car will be provided, Papers of the car will also be provided to Customers.

Fake Documents of the car will be Provided.

Quality of the car, History of Previous

4. EMOTIONS: BEFORE / AFTER

Condition of the Car Engine, Outlook of the Car.

EM

TR

CS

J&P

OFFLINE:

Price of the car will be overrated.