CUSTOMER SEGMENT	CUSTOMER CONSTRAINTS	AVAILABLE SOLUTION
Government and Industries	• Lack of accurate information • insufficient Technology	• Referring to past experience/scenario • Formula based statistical modelling • Programming to find the exact match of past data.
JOBS-TO-BE-DONE / PROBLEMS • Need to know fall or rise in the crude oil price of fore coming days • Need to know the approximated value of future crude oil price.	**PROBLEM ROOT CAUSE** Instability of crude oil prices, otherwise called uncertainty about its behavior, leads to revenue loss that affects growth in GDP and industry of the respective country..	**BEHAVIOUR** To avoid unwanted losses, they should concentrate their efforts on precautions and safety measures
TRIGGERS Sudden loss due to crude oil price fall. **EMOTIONS** BEFORE : Insecure, Ambiguity, Confused AFTER : Anxiety, Sorrow, Hopeless	**YOUR SOLUTION** By building a neural network model with high accuracy, it will give certain information about fall or rise in crude oil prices and predict its upcoming value	**CHANNELS of BEHAVIOUR** ONLINE : Information will be conveyed rapidly to avoid further loss. OFFLINE : The situation will be out of control and it will be too difficult to avoid losing.