Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

This project is aimed towards investors who seek to make profits from crude oil stock price.

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 devices.

1. Reliable internet access is required.
2. For accurate results, the user must enter the necessary information.
3. Read the guidelines for proper usage.

5. AVAILABLE SOLUTIONS   AS

Which solutions are available to the customers when they face the problem

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 notetaking

1. If the price of crude oil falls, the simplest way to profit is to fleece the bears.
2. Buying oversold oil or gas stocks can be a great way to profit now and reap the benefits later when the bears realise their mistake and oil prices rebound.

Explore AS, differentiate

Focus on J&P, tap into BE, understand

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.

1. Crashing websites should be avoided.

2, The application interface should be simple to use.

3. Delivery of precise results

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

1. The shifting pattern of oil prices.

2. Professionals with little experience.

7. BEHAVIOUR   BE

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. Greenpeace)

1. The closing price of a stock is the last price at which it trades during a regular trading session.
2. The Closing Price assists the investor in understanding the stock market sentiment over time. It is the most accurate matrix for determining stock valuation until the market resumes trading the following day.

Focus on J&P, tap into BE, understand

3. TRIGGERS **TR**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. Economical.
2. Early forecasting can help to avoid major problems.

4. EMOTIONS: BEFORE / AFTER **EM**

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control – use it in your communication strategy & design.

1. Trust, profit or loss fear, and insecurity

10. YOUR SOLUTION **SL**

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

1. The primary goal of this Guided Project is to use Neural Networks to forecast crude oil prices.
2. This decision allows us to purchase crude oil at the right time.
3. Time series analysis is the best option for this type of prediction because we are using past crude oil prices to forecast future crude oil prices.
4. In order to complete the task, we will use RNN (Recurrent Neural Network) and LSTM (Long Short Term Memory).

8. CHANNELS of BEHAVIOUR **CH**

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

1. Looking up current crude oil prices on the internet.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1. Conducting fundamental analysis
2. Technical evaluation.
3. Risk Administration