

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Person who have a dream of buying cars but in a low-budget. Person who have a family with more than 3 members.	6. CUSTOMER CONSTRAINTS CC They don't need to spend money on predicting price. Whether the predicted value would be worth it or not	5. AVAILABLE SOLUTIONS AS Updating the datasets according to the current data.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P The consumer will be in a confusion as the given prediction is correct or not and will have trust issues. They would also think about car condition.	9. PROBLEM ROOT CAUSE RC This is because in the previous days the customer should directly approach to know about used cars.	7. BEHAVIOUR BE Customer expects all the necessary details on one go, directly on their application. They don't prefer to get every details manually.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Their neighbours or relatives buying budget friendly car.	10. YOUR SOLUTION SL The consumer (or) the end user will be given the actual price as how much is it worth, and that value would be almost accurate so that the customer's trust issue will be solved.	8. CHANNELS of BEHAVIOUR CH ONLINE : Comparing various types of Cars OFFLINE : Doing a short research over the real worth of car outside.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Hassle free price prediction helps consumer to get a quoted price in a time effective and an easy manner.			