

# **Problem – Solution Fit Canvas**

## **AutoSage – AI Vehicle Expert Application (Gemini Flash)**

### **1. Customer Segments**

Students buying first bike, working professionals purchasing cars, and eco-conscious users looking for electric vehicles.

### **2. Jobs-to-be-done / Problems**

Users need to compare vehicles, understand specifications, and choose a suitable vehicle within budget.

### **3. Triggers**

Seeing advertisements, new vehicle launches, peer recommendations, or planning to buy a vehicle.

### **4. Emotions (Before / After)**

Before: Confused and unsure. After: Confident and satisfied.

### **5. Available Solutions**

YouTube reviews, Google searches, dealership suggestions, and automobile websites.

### **6. Customer Constraints**

Limited budget, lack of technical knowledge, and too much scattered information.

### **7. Behaviour**

Users search online, ask friends, and visit showrooms before purchasing.

### **8. Channels**

Online: Google, YouTube, automobile websites. Offline: showrooms, mechanics, friends.

### **9. Problem Root Cause**

Vehicle information is fragmented and difficult to understand for non-technical users.

## **10. Your Solution**

AutoSage AI assistant provides personalized recommendations, comparisons, and maintenance guidance using Gemini Flash.