

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.