**🚗 Crashify - AI-Powered Vehicle Assessment**

**Revolutionizing vehicle insurance assessments with AI automation and remote photo analysis**

**📊 Executive Summary**

**Crashify** is an automated vehicle assessment that eliminates the need for costly and time-consuming onsite visits by leveraging AI-powered photo analysis and intelligent workflow automation.

**🎯 Understanding Our Two Client Types**

**Client Type 1: Assessment Requestor (Primary Client)**

The entity requesting and paying for the assessment:

* **Insurance Companies** (claims departments)
* **Fleet Managers** (corporate fleet assessments)
* **Assessing Companies** (independent assessment firms)
* **Brokers** (on behalf of insurers)

**Client Type 2: Vehicle Custodian (Secondary Client)**

The party providing photos/access to the vehicle:

* **Vehicle Owner** (policyholder)
* **Repairer/Workshop** (body shop, mechanic)
* **Tow Yard** (storage facility)
* **Fleet Driver** (company vehicle user)

**🏗️ Updated Technical Architecture**

**Dual-Flow System Overview**

┌─────────────────────────────────────────────────────────────┐

│ WEBFLOW BOOKING FORM │

│ │

│ Collects: │

│ • Assessment Requestor Details (Insurance/Fleet) │

│ • Vehicle Custodian Details (Owner/Repairer) │

│ • Vehicle Information (Make, Model, VIN, Rego) │

│ • Claim Details (Claim #, Excess, Quote) │

│ • Assessment Type (Onsite/Photo Collection) │

│ • Documents Upload (Optional) │

│ • Special Notes/Instructions │

└────────────────────┬────────────────────────────────────────┘

│

▼

┌───────────────────────┐

│ n8n WEBHOOK │

│ (Trigger Automation) │

└───────────┬───────────┘

│

▼

┌────────────────────────────────────────────────────────────┐

│ PROCESSING PIPELINE │

├────────────────────────────────────────────────────────────┤

│ 1. Calculate Pricing (based on assessment type) │

│ 2. Generate Unique Upload Token (48h expiry) │

│ 3. Create Assessment Record │

│ 4. Prepare Notifications (Dual-path) │

└────────────┬───────────────────────────────────────────────┘

│

├─────────────────┬─────────────────┐

▼ ▼ ▼

┌────────────────┐ ┌──────────────┐ ┌─────────────┐

│ REQUESTOR │ │ CUSTODIAN │ │ ADMIN │

│ Notification │ │ Notification│ │ Notification│

└────────────────┘ └──────────────┘ └─────────────┘

**📋 Webflow Form Data Collection**

**Required Fields**

**Assessment Requestor Information**

• Company Name (Insurance/Fleet/Assessing Firm)

• Contact Person Name

• Email Address

• Phone Number

• Reference/Job Number (optional)

**Vehicle Custodian Information**

• Custodian Type: [Owner/Repairer/Tow Yard/Other]

• Business/Person Name

• Contact Person (if business)

• Email Address

• Phone Number

• Physical Address (for onsite assessments)

**Vehicle Details**

• Vehicle Make

• Vehicle Model

• Vehicle Year

• Registration Number (Rego)

• VIN Number

• Odometer Reading

• Colour

**Claim/Assessment Details**

• Claim Number

• Policy Excess Amount

• Pre-existing Quote (if available)

• Incident Date

• Incident Description

**Assessment Configuration**

• Assessment Type:

- [ ] Onsite Assessment (Assessor visits location)

- [ ] Digital Assessment (Remote photo upload)

- [ ] Post-Repair Inspection

• Vehicle Category:

- [ ] Light Vehicle ($250 base)

- [ ] Heavy Vehicle ($350 base)

- [ ] Machinery ($450 base)

• Urgency:

- [ ] Standard (48-72 hours)

- [ ] Urgent Same-Day (+$80)

• Special Circumstances:

- [ ] Total Loss Assessment (+$80)

- [ ] Distance >50km (+$1.70/km)

**Document Uploads (Optional)**

• Supporting Documents:

- Photos (if pre-existing)

- Previous quotes/estimates

- Police reports

- Other relevant documents

**Additional Information**

• Special Instructions/Notes (text area)

• Preferred Assessment Date/Time (for onsite)

• Access Instructions (gates, keys, contacts)

**Dual-Flow System (Unified as Onsite to Requestor)**

**🔁 Unified Flow: “Onsite” Assessment (with Optional Remote Photo Collection)**

**REQUESTOR submits → System calculates cost → Notifications sent:**

**├─ TO REQUESTOR (Insurance/Fleet)**

✉️ **Subject:** "Assessment Booking Confirmed – [Claim #]"  
📄 **Content:**

* Booking confirmation
* Cost breakdown (with GST)
* Assessment details summary
* Expected completion timeframe
* *"Invoice to follow with final report"*

🔒 **No mention of photo upload or remote assessment. Always framed as an onsite assessment.**

**├─ TO CUSTODIAN (Owner/Repairer)**

✉️ **Subject:** "Vehicle Assessment Scheduled – [Vehicle Details]"  
📄 **Content:**

* Assessor will visit location
* Scheduled date/time (if provided)
* What to prepare
* Contact details for queries
* Access instructions reminder  
  ✅ **Action Required (if photo collection is enabled):**
* **Upload photos before the visit (optional but recommended)**  
  • Secure link: **[Upload Photos Here]**  
  • Link expires in 48 hours  
  • Takes 3–5 minutes  
  • Mobile-friendly  
  • Visual guide included

**└─ TO ADMIN/ASSESSOR**

✉️ **Subject:** "New Onsite Assessment – [Claim #]"  
📄 **Content:**

* All booking details
* Upload link (if generated)
* Expiry timestamp
* Requestor & custodian info
* Vehicle details
* Special instructions
* Documents attached

**📸 Photo Upload Portal Enhancements (To Achieve 90%+ Compliance)**

**✅ Portal Features:**

* Mobile-first, no login required
* 9-photo checklist with visual examples
* Countdown timer (e.g., “Link expires in 47h 23m”)
* Progress bar and completion tracker
* “Need Help?” button (chat or call)
* Confirmation screen after upload

**🔁 Reminder Automation (via n8n or similar)**

| **Time After Initial Notification** | **Action** |
| --- | --- |
| +0 hrs | Initial SMS + Email with upload link |
| +24 hrs | Reminder: “Please upload your vehicle photos – link expires in 24 hours.” |
| +36 hrs | Final Reminder: “Final reminder – your upload link expires in 12 hours.” |
| +48 hrs | Link expires. Notify assessor if no upload received. |

**🛠️ Next Steps for Implementation**

1. **Update Webflow Form**
   * Keep “Assessment Type” field for internal use only (not shown to requestor)
   * Always show “Onsite” in requestor-facing content
2. **Modify n8n Workflow**
   * Trigger upload link generation only if “Photo Collection” is selected
   * Route all requestor notifications through the “Onsite” template
   * Add automated SMS/email reminders to custodian
3. **Update Email Templates**
   * Requestor: Onsite-only language
   * Custodian: Include upload link and instructions
   * Admin: Include upload status and expiry
4. **Enhance Upload Portal**
   * Add countdown timer, progress bar, and visual guide
   * Ensure mobile optimization and GPS/timestamp capture

**📸 Photo Upload Portal Flow (For Custodians)**

**Step 1: Access Portal**

Custodian receives email → Clicks secure link → Token validated

**Step 2: Welcome Screen**

┌────────────────────────────────────────┐

│ Welcome to Crashify Photo Upload │

│ Assessment for: [Vehicle Details] │

│ Claim #: [Claim Number] │

│ │

│ ⏰ Time Remaining: 47h 23m │

│ │

│ 📸 Please upload photos in the │

│ following 9 categories... │

└────────────────────────────────────────┘

**Step 3: Photo Categories**

Required Photos (9 Categories):

1. 📸 Exterior Views (4 photos)

- Front view

- Rear view

- Left side

- Right side

2. 🚗 Interior (2-4 photos)

- Dashboard/controls

- Seats/interior condition

- Roof/headliner (if damaged)

3. 📄 Documentation (3 photos)

- Odometer reading

- VIN plate

- Number plate (registration)

4. 💥 Damage Areas (Multiple photos)

- Each damaged area

- Close-up of damage

- Surrounding context

5. 🔧 Additional Areas (as needed)

- Engine bay (if mechanical)

- Undercarriage (if accessible)

- Any specific areas noted

GPS & Timestamp: Automatically captured

Progress Tracker: Shows completion percentage

**Step 4: Upload & Processing**

Photos uploaded → Organized by category → GPS/Timestamp added

↓

Sent to Claude AI for analysis

↓

Generated organized ZIP file

↓

Email sent to assessor with:

• Organized photo folders

• AI damage analysis report

• Metadata summary

↓

Notification to requestor:

"Photos received, assessment in progress"

**🤖 AI Analysis & Reporting**

**What Claude AI Analyzes**

For each vehicle assessment:

1. Damage Identification

• Component affected (bumper, panel, door, etc.)

• Damage type (dent, scratch, crack, etc.)

• Severity rating (Minor/Moderate/Severe)

2. Repair Complexity

• Estimated labour hours

• Parts replacement vs. repair

• Paint/refinish requirements

3. Safety Concerns

• Structural damage indicators

• Safety system impacts

• Roadworthiness assessment

4. Professional Report Generation

• Detailed damage description

• Component-by-component analysis

• Recommended repair approach

• Priority/sequence of repairs

**Output Delivered to Assessor**

📦 Organized ZIP File Structure:

crashify\_[ClaimNumber]\_[Date]/

├── 01\_Exterior/

│ ├── front.jpg (GPS: -37.8136, 144.9631 | Time: 2025-10-16 14:23)

│ ├── rear.jpg

│ ├── left\_side.jpg

│ └── right\_side.jpg

├── 02\_Interior/

│ ├── dashboard.jpg

│ └── seats.jpg

├── 03\_Documentation/

│ ├── odometer.jpg

│ ├── vin\_plate.jpg

│ └── number\_plate.jpg

├── 04\_Damage\_Front\_Bumper/

│ ├── bumper\_overview.jpg

│ └── bumper\_closeup.jpg

├── 05\_Damage\_Left\_Door/

│ └── door\_dent.jpg

└── 06\_AI\_Analysis/

└── damage\_report.txt (Claude AI analysis)

**💰 Pricing & Cost Breakdown Notifications**

**To Requestor (Insurance/Fleet/Assessing Company)**

✉️ Email: "Assessment Booking Confirmed"

Dear [Requestor Name],

Your vehicle assessment has been booked successfully.

━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━

ASSESSMENT DETAILS

━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━

Claim Number: [Claim #]

Vehicle: [Year Make Model]

Registration: [Rego]

Assessment Type: [Onsite/Digital]

━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━

COST BREAKDOWN

━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━

Base Fee: $[Amount]

├─ [Vehicle Type] $[Base]

├─ Urgency Fee $[Amount] (if applicable)

├─ Distance Fee $[Amount] (if applicable)

└─ Total Loss Fee $[Amount] (if applicable)

Subtotal: $[Amount]

GST (10%): $[Amount]

━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━

TOTAL: $[Total Amount]

━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━

📄 Invoice will be provided with the final assessment report.

Expected Completion: [Timeframe]

If you have any questions, please contact us at info@crashify.com.au

Best regards,

Crashify Team

**⚙️ System Configuration Notes**

**Key Technical Requirements**

1. **Webflow Form Setup**
   * Multi-step form for better UX
   * Conditional logic (show/hide fields based on assessment type)
   * File upload capability for documents
   * Form validation for required fields
2. **n8n Webhook Processing**
   * Parse Webflow submission
   * Distinguish between onsite vs. photo collection
   * Generate appropriate notifications
   * Store booking data
3. **Photo Upload Portal**
   * Token-based authentication (48hr expiry)
   * Mobile-responsive design
   * Real-time upload progress
   * GPS/timestamp capture
   * Category-based organization
4. **Invoice System (Separate)**
   * Generated after assessment completion
   * Attached to final report
   * Sent to requestor (not custodian)
   * Includes all pricing breakdown

**📊 Updated Business Model**

**Revenue Streams**

**Per Assessment (Charged to Requestor) AS ONSITE:**

* Light Vehicle Assessment: $250 base
* Heavy Vehicle Assessment: $350 base
* Machinery Assessment: $450 base
* Post-Repair Inspection: $250 base

**Additional Fees:**

* Urgent Same-Day: +$80
* Total Loss Assessment: +$80
* Distance (>50km): +$1.70/km
* GST: 10%

**Invoice Delivery:**

* Sent with final assessment report
* Includes detailed cost breakdown
* Payment terms as per agreement
* Digital invoice (PDF)

**🎯 Key Improvements in This Model**

**Clear Role Separation**

✅ Requestor (Insurance/Fleet) clearly identified as payer ✅ Custodian (Owner/Repairer) clearly identified as photo provider ✅ No confusion about who receives what communication

**Improved Workflow Clarity**

✅ Two distinct assessment paths (onsite vs. photo) ✅ Appropriate notifications to each party ✅ Clear expectations set from the start

**Better Data Collection**

✅ Comprehensive Webflow form captures all details ✅ Documents can be uploaded upfront ✅ Notes field for special instructions

**Professional Communication**

✅ Cost breakdown provided immediately to requestor ✅ "Invoice to follow with final report" sets clear expectations ✅ Custodian receives only relevant information

**📞 Next Steps for Implementation**

1. **Update Webflow Form**
   * Implement new field structure
   * Add conditional logic
   * Test form submissions
2. **Modify n8n Workflows**
   * Update webhook parsing
   * Separate notification paths
   * Add new data fields
3. **Update Email Templates**
   * Create separate templates for each recipient type
   * Include appropriate information for each
   * Professional formatting
4. **Configure Invoice System**
   * Set up separate invoicing workflow
   * Link to final report delivery
   * Test invoice generation

**Built with ❤️ in Australia | Powered by AI | Transforming Insurance Assessments**