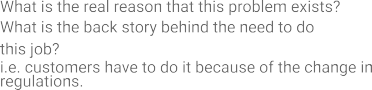
**Project Title: Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies Project Design Phase-I** - **Problem Solution Fit Team ID:** PNT2022TMID03254

Drivers **aged between 25 and 65** are the most common age group of customers for car insurance.



Customers may feel that our website is **not trustworthy** due to some other scam websites.

Just by sending the image of damaged car to our website, customer gets the details of amount to be **claimed in a minute** rather than days if it is inspected visually. There won’t be any claim leakage problems.



Whenever the customer has damage on the car, they **meet the insurer** and apply for claim amount. As this process is time consuming, the customers **search** for car insurance websites to claim the amount. They upload the image of damaged car and get the details of claim amount within fraction of seconds.

The real problem arises when the customer has severe damage on the car and they get **minimum amount** than expected. Since many people are involved at various stages of a claim, there is lack of visibility which makes the process to **slow down** and **over-complicated** at different stages.

Customers limit themselves from claiming insurance for minor damages because of **claims leakage** (Difference between the final settled amount paid out by an insurer and the amount that they could’ve paid had the claims process been more efficient).

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|  | **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.  Being **transparent** to the customers by not making any false guarantees | **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.  The aim of this project is to estimate the cost of damaged car accurately by detecting the area of damage, categorizing the damage with precision in a **fast and intelligent manner**. It can be used by insurance companies for faster processing of claims if users can upload pictures. | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * + - Select the model of damaged car.     - Select the city where you live.     - Upload the image of damaged   1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.   * + - Meeting the insurer.     - Filling application forms.     - Submitting the required documents. |  |
| **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.  We should prove that our website is better than others by providing good customer support, gaining the customer trust and provide customer satisfaction. |