

Problem-Solution fit canvas 2.0

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Vehicle users	6. CUSTOMER CONSTRAINTS CC Spending more time, complex procedure, inaccurate cost estimation	5. AVAILABLE SOLUTIONS AS Intelligent damage inspection is an alternative to surveyor from insurance company.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P It could take more time for the procedure to complete the process.	9. PROBLEM ROOT CAUSE RC Vehicle damage survey typically would take one or two working day of the car insurance claim intimation, coverage failures.	7.BEHAVIOR BE Directly related : find the right insurance company, calculate usage and benefits	
	3. TRIGGERS TR Seeing their friends claiming acceptable amount on a vehicle damage, reading about a more efficient solution in the internet.	10. YOUR SOLUTION SL In the new business, people prefer to proceed with a reimbursement claim. In these type of cases people lodge an FIR and they capture the scene of events with a photographs. Then providing the required documents such as FIR copy and vehicle damage to the insurance company. Despite having a surveyor to review the vehicle damage we use Artificial Intelligence to detect the damages accurately, in which we may get rid of faulty detection of the damages. People get benefited with reasonable compensation.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Uploading the FIR documents and snap of car damage.	Extract online & offline CH of BE
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER EM BEFORE : unsure who to trust, doubtful AFTER : satisfied with acceptable claim		8.2 OFFLINE Lodge the FIR and capture the car damages.	

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

Extract online & offline CH of BE