Problem-Solution fit canvas 2.0

Project: Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Common people who own vehicles
- Insurance Companies

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Delay in Claim Retention
- Car Damage Excluded in Policy

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Vehicle damage is assessed by a person hence there might be human error
- Traditional Insurance claim is a complicated process

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- To find the intensity of the vehicle damage
- Predict the insurance based on damage

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- Few customers don't raise legitimate claims
- Car is repaired before the insurance company makes inspection

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Exploring the different options available for claiming the insurance

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

Identify strong TR & EM

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.

- The ease of the entire insurance claiming process

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.

- Before- Confused ,Took a long time to claim insurance.
- After-Faster,Hazzel Free process.

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.

- Keeping the customer in mind we would like to ensure that the website has a simple frontend and the ML model should be accurate so that the customer doesn't lose on anything
- The insurance company can act fast with the help of the ML Model

8. CHANNELS of BEHAVIOUR — CH

1. ONLINE

What kind of actions do customers take online? Extract online channels from #7

- Uploading the picture of the damaged vehicle
- Getting to know the insurance amount

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Taking pictures of the damaged vehicle

Extract online & offline CH of BE

AMALTAMA