

Project Design Phase-II

Customer Journey

Date	13 October 2022
Team ID	PNT2022TMID17365
Project Name	AI Based Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies
Maximum Marks	4 Mark

Customer Journey:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To detect the Damage of the vehicle	User-Friendly interface Easy to understand the actual cost easy to estimate the value and claim insurance	Recognition of exact damage value of the vehicle Estimate the cost of the damage Survey of Vehicle	There is no need of human Fast and easy to claim the insurance It gives the correct cost for the vehicle damage
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Need a frequently observation Noticing damage after accident	Wastage of time is saved You can claim insurance within 1 hour We have 24/7 customer support	Your job is done by within 1 hour Faster than others to claim insurance There is no fraud	Easy to understand the interface It predict the cost based on the damage Best bank companies we have
Touchpoint What part of the service do they interact with?	From start to finish insurance companies	We have best AI Technology User-friendly interface	Easy to claims the insurance Easy to approach	Insurance cost based on damage Best Customer support
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😬	😬	😬	😎
Backstage				
Opportunities What could we improve or introduce?	Accuracy will be high	Quality of camera is high	Abstraction will be better	Time Efficient
Process ownership Who is in the lead on this?	Vehicle Owner	Bank companies for insurance	Estimated cost	Based on damage

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