Date	13 October 2022
Team ID	PNT2022TMID16656
Project Name	Intelligent Vehicle Damage Assessment & Cost Estimator for Insurance Companies
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

Intelligent Vehicle Damage Assessment & Cost Estimator for Insurance Companies

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 estimate damage incurred	Look for secure platform / Legitimate information will be provided / Unbiased analysis of the situation	Securely login to the portal / upload the details about the vehicle / View the estimated cost for the damage / View the degree of damage occured	Website is credible and highly efficient / To get proper assessment of vehicle and insurance that can be claimed
Needs and Pains — What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Help me to find the damage occured to the vehicle / Help me to use the website	Will the damage estimations be accurate / What if my data is not safe / Will i be able to understand the portal easily	How to proceed to the next step / Where to upload the details / Is the details given sufficient to estimate / How to alter my information	To compare their vehicle condition with other's vehicle.
Touchpoint — What part of the service do they interact with?	They deal with information about damage and insurance that could be claimed	Interacting with the login protocol / Access the cost estimation portal / View results and profile sections	The login page / Uploading vehicle details / Viewing results / Editing provided details/ profile	Community tab can be enabled. / "Share with others" or similar "Invite people" links and option will be added in the user profile.
Customer Feeling — What is the customer feeling?	The features provided by this portals are very helpful and handy	This portal is very user friendly and easy to use, I hope the data stored is also secure	Customer might feel worried even if there is a small problem or issues.	When all the requirements of the customer are fulfilled they will be satisfied and feel pleased to promote/recommend the website for others.
Backstage				
Opportunities — What could we improve or introduce?	Easy to access and use website can be launched.	Guarantee secure portal access and user friendly portal	Provide easy understanding manual, interactive chat bot or customer assistance	Promoting the website through vehicle insurance companie,vehicle sales unit and automotive partners.
Process ownership — Who is in the lead on this?	Vehicle owner and Insurance Companies	Customer	Customer and developers	Customers and other new users