

Ideation Phase
Empathize & Discover

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Project Name	Intelligent Vehicle Damage Assessment & Cost Estimator for Insurance Companies.

Empathy Map Canvas:

An Empathy map is a simple, easy to digest visual that captures knowledge about a user behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the users perspective along with his or her goals and challenges.

Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they HEAR?

what friends say
what boss say
what influencers say

Feels
overwhelmed
by the amount
of options

Fear not able
to financially
withstand
accident

Doesn't like
how
complicated
the insurance
process is

Discounts
through
bundles and
company
partnerships

Advice from
friends and
family

Advertisement
and podcasts
with insurance
stories

Nice
downtown
condos which
require
mortgage

Targeted
advertisement
for insurance

Easy
process of
insurance
claiming

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Less work
load for
workers

Accuracy of
work
performance

PAIN

fears
frustrations
obstacles

Fear of not
getting
coverage for
what they
needs

Hidden
information
about
coverage and
cancellation

Don't want
to spend
more
money

GAIN

"wants" / needs
measures of success
obstacles

Feel secure
that they
covered for an
emergency

Will get a clear
outline of the
insurance
process

Get the best
output for the
coverage or
price for the
damage