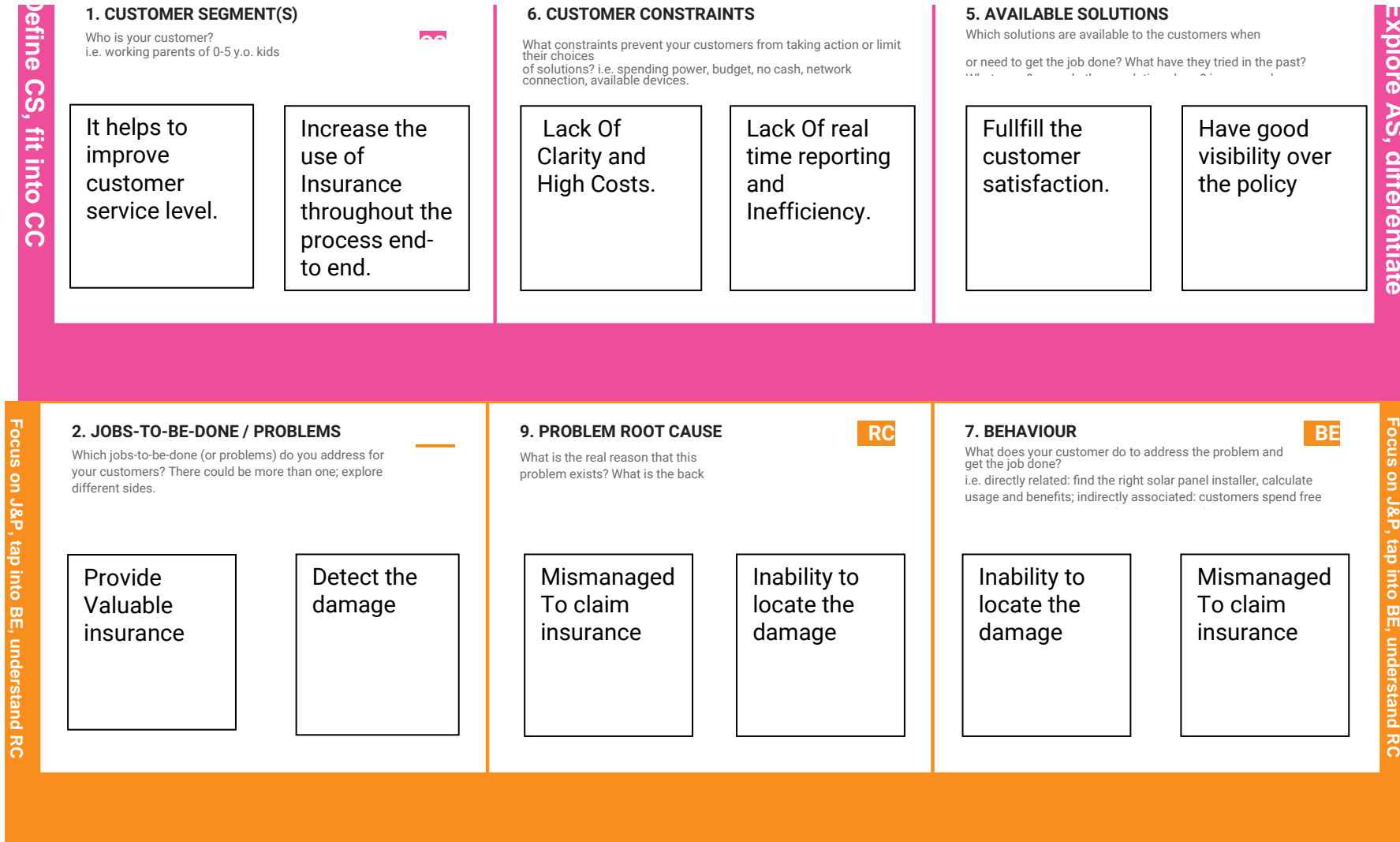# Project Title: Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies

Problem Solution Fit

Define CS, fit into CC

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

Explore AS, differentiate

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

1. CUSTOMER SEGMENT(S)

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

It helps to improve customer service level.	Increase the use of Insurance throughout the process end-to end.

6. CUSTOMER CONSTRAINTS

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.

Lack Of Clarity and High Costs.	Lack Of real time reporting and Inefficiency.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when

or need to get the job done? What have they tried in the past?

Fullfill the customer satisfaction.	Have good visibility over the policy

2. JOBS-TO-BE-DONE / PROBLEMS

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

Provide Valuable insurance	Detect the damage

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists? What is the back

Mismanaged To claim insurance	Inability to locate the damage

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

Inability to locate the damage	Mismanaged To claim insurance

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.

Lack of expertise

Poor communication

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.

Frustrated and Irritated

Happier and confident & Independent

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.

Technical support with improved communication

Improved way for insurance claim

8. CHANNELS of BEHAVIOUR CH

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

Insurance provides certainly of payment at Uncertainty of loss

Accurate information about the insurance