Empathy Map Canvas

Gain insight and understanding on solving customer problems.

Intelligent Vehicle Damage Assessment & Cost Estimator for Insurance Companies

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- It improves Productivity and Efficiency.
- It can reduce Man Power.
- It simplifies the given work of detecting damages.
- It helps us in gaining knowledge about different vehicles
- It improves quality and quantity
- assisting in making better cost estimation for damaged vehicles
- It speeds up the cost estimation process
- it enhances the way of easy access

What do they HEAR?

what friends say
what boss say
what influencers say

- "It reduces the complexity of cost estimation"
- "Fix our problems Early stages with this application"
- "Easy and user-friendly"
- "Preparations that are simple to make"
- The cost for using this service is less"
- "It is far better than traditional analysis techniques"
- "If it estimates wrongly , it leads to a huge loss"

What do they SEE?

environment
friends
what the market offers

- eliminates time consuming process
- Providing data security
- reduces the energy and time
- Sleek User Interface
- User-Friendly Application
- upgradation of the industry with this application
- reduction of human risk by ensuring good damage detection

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- "It is such a good application for Vehicle owners and it will make them profitable in their estimation"
- "How can I trust a machine for my business"
- Before applying a new technology Insurance agents and the Vehicle owners should fully understand the risk
- "Can this application take responsibility for the losses that may happen due to this application"
- "I will try this and compare with actual outcome and estimates one"
- "Can you gurantee accuracy of this application"

PAIN

fears
frustrations
obstacles

- A small error in the algorithm or data results in a large amount of loss
- Some people fear about "is it actually work"
- is it reliable?
- It reduces interaction between humans
- Cost estimation accuracy, correct damage detection ideas
- Not Accurate at all the time due to lack of data
- it may lead to wrong estimation of costs

GAIN

"wants" / needs
measures of success
obstacles

- constancy of constant work
- self-working environment
- Time efficient
- Early detection and management of problems
- Available around the clock
- Reduce the likelihood of Loss
- Better Utilization of available resources