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|--|---|--|--|---------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><div><div>1) Insurance company</div><div>2) A worker moving from one location to another location</div><div>3) Common people and car companies</div><div>4) People belongs to over the age of 18</div></div></div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><div><div>1) Mismatched network connection could make some function inaccessible of certain features</div><div>2) Improper images or blurred images might affect the accurate performance of the application</div></div></div> | <div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><div><div>1) Approaching third person for cost estimation</div><div>2) The software will evaluate the images and present the claim amount of the users</div></div></div> | Explore AS, differentiate |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><div><div>1) One of the major problem faced by the customers or the insurance company company or not idea</div><div>2) Addressing the issues like this is very important in identifying and exact damage ratio of the vehicle</div></div></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p><div><div>1) The cost calculated by the company and actual cost</div><div>2) Many estimation of the existing sysytem has emerged as a result if the AI field</div></div></div> | <div>7. BEHAVIOUR<div>BE</div><p>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 time on volunteering work (i.e. Greenpeace)</p><div><div>1) Webpage to estimate damage using an input image</div><div>2) Exploring the different options available for claiming insurance</div></div></div> | |
| <div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><div><div>1) The field of estimation we use the advanced technology</div><div>2) For avoiding the false traps by the customer</div></div></div> | <div>10. YOUR SOLUTION<div>SL</div><p>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.</p><div><div>1) Accurately measure the damage percentage of the vehicle</div><div>2) To improve the overall functionality of the vehicle.</div><div>3) It helps to customer to detect the damage and estimate the current market value for the claim.</div><div>4) The performance of the existing solution is low.</div><div>5) The quick access by the customer and user friendly interaction with the insurance company.</div></div></div> | | Identify strong TR & EM | |
| <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>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.</p><div>Before:<div><div>1) The cost of parts should be affordable</div><div>2) Insurance should be claimed properly</div></div><div>After:<div><div>1) The customer should be satisfied with the changes</div><div>2) Evaluate the unified insurance claim for vehicle damages</div></div></div></div></div> | <div>8.CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><div>Online:<div><div>1) By the means of image processing system we can easily identify the damaged parts to rectified.</div><div>2) By the customers can able to interact with the companies for the estimation of damaged parts of vehicle</div></div><div>Offline:<div><div>1) Customer can able to contact the number provided by the customer service</div><div>2) Validate the cost estimated and then provided by the firm</div></div></div></div></div> | | | |