

Project Design Phase-II Customer Journey

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| Date | 23 Nov 2022 |
| Team ID | PNT2022TMID17420 |
| Project Name | Project - Intelligent Vehicle Damage Assessment & Cost Estimator for Insurance Companies |
| Maximum Marks | 4 Marks |

CUSTOMER JOURNEY :

| 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? |
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| Actions What does the customer do? What information do they look for? What is their context? | To detect the damage of the vehicle | Predict the estimate cost for damage Easy to claims the insurance | Analysis the vehicle Detect the accurate damage on vehicle Estimate the cost of damage | No human intervention needed It predicts the exact cost of the damage Instant insurance claims |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | Need a Continuous Surveillance Detection of damage after occurrence | To help cope with claims leakage Trusted by insurance I don't waste time reading manuals | I trust this can help me get my job done I get inspired by how others do it I don't fiddle with unfamiliar controls | Utilize the videos rather than photos Predict the cost based on the damage |
| Touchpoint What part of the service do they interact with? | Through Insurance companies | Vehicle Model Insurance Details | Benefits are high Easy approach Easy way to claims the insurance | Insurance claim Predict exact cost according to the damage occurred |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 🤖 | 😞 | 😞 | 🤖 |
| Backstage | | | | |
| Opportunities What could we improve or introduce? | Accuracy will be high. | camera quality will be | Deduction will be more | Time efficient |
| Process ownership Who is in the lead on this? | Car Owner | Insurance Companies | Insurance Companies | Car Owner |