

Project Design Phase-II Customer Journey

Date	03 October 2022
Team ID	PNT2022TMID25973
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?
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 claim 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 got 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 claim 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

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