

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Customers aged between 25 to 65 are the most common insurance claimers.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Due to some scam websites, many don't believe in even authenticated websites	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Just by image, customer can view the amount to be claimed thus sorting claim leakage problem.	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Due to claims leakage, customers donot claim for small damages and also many can't wait for longer period to claim their insurance	9. PROBLEM ROOT / CAUSE RC The main problem is when a customer don't get desired amount of claim for the damages. This involves many people which leads to decreased transparency for the customers.	7. BEHAVIOR + ITS INTENSITY BE Usually, claiming insurance through insurance agents is time consuming and tedious. So, customers use websites to upload the damages caused in their car and approximate amount that can be claimed is predicted.	
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR If the website is transparent and trustworthy, there might be increased response.	10. YOUR SOLUTION SL Our goal is to estimate the cost of the damage and its severity and predict the estimated insurance claim with better accuracy.	8. CHANNELS of BEHAVIOR CH ONLINE 1) Select the Car model. 2) Insurance type 3) City 4) Upload the image	Focus on PR, tap into BE, understand RC
	4. EMOTIONS <small>BEFORE / AFTER</small> EM Website should prove its transparency and secureness to attract people.		OFFLINE 1) Meeting the insurer. 2) Claiming for insurance. 3) Filling required documents.	
Identify strong TR & EM				Extract online & offline CH of BE