

Project Design Phase – II

Customer Journey

Date	10 October 2022
Team ID	PNT2022TMID12839
Project Name	Intelligent Vehicle Damage Assessment and Cost Estimation for Insurance Companies
Maximum Marks	4 Marks



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "Pins" left or right depending on the scenario you are documenting.




















Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



Share template feedback

SCENARIO Browsing, booking, attending, and rating a local city tour		Estimate the damage of car		Entice How does someone initially become aware of this process?		Enter What do people experience as they begin the process?		Engage In the core moments in the process, what happens?		Exit What do people typically experience as the process finishes?		Extend What happens after the experience is over?																	
 Steps What does the person (or group) typically experience?		 Visit the website A customer navigates to the website and explores the main section of our website.		 Choose the car model Customer enters the car number and registration details of the car.		 Enter details for the claim Customer enters the car's location, model, and registration information.		 Browse through the claim policies available The customer views the available and appropriate claim policies.		 Start applying for a claim Customer signs up on the website after deciding to claim the amount for car damage.		 Upload the image Customer fills out the details of the car and uploads the image of the damaged car.		 Confirmation Once the customer views the summary of the details in website, the process for issuing will begin.		 Message confirmation The details will be sent to the registered phone number via message.		 Experience about claims Customers enter the details of the damaged car.		 The customer is charged with appropriate claim amount A message will be sent for review about the website.		 Prompt for review A message will be sent for review about the website.		 The history of claims are present in user profile The details of previous claims are updated in the customer's profile.		 Personalized suggestions for other claim policies When a customer files a new claim, suggestions are given about policies.			
 Interactions What interactions do they have at each step along the way? ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use?		The login page of the website		Car model selection page of the website		Damage details section of the website		Customer sign up or login page of the website		Document uploading section of the website		Message on the customer's registered phone number		Customers upload the images clearly in the section		Confirmation about the file of claim will be displayed.		The customer views the claim amount issued for the damage of the car in the website		To some degree, this is communicating indirectly with the customers who tend to visit our website.		If other users interact with this customer, they can get to know about their experience		Recommendations based on their website					
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		Help me by entering valid details of the car		Help me understand the terms and conditions of each claim		Help me in entering appropriate details regarding damage		Help me with uploading the clear image of the damaged car		Help me get through each section easily		Help me feel confident that my claim will be approved		Help me to get the appropriate insurance amount		Help me feel confident that expected claim amount will be credited		Help me feel good about my decision to go on this claim		Help me spread the word about the website		Help me leave the website with good and satisfied feelings		Help me provide the feedback for one that was not so good		Help me see what I can do in other future claims		Help me see what I've done before	
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		All the benefits and features of the selected plan were clearly displayed on the website		Site is user friendly				Heard from many people that message confirmation is necessary		Process for applying for the claim is simple		People feel satisfied with our claiming process		We have 90% of satisfaction rating		A customer generally leaves a comment that expresses their state of satisfaction		Customers are satisfied with the suggestions given to them about policies.		Customers like looking about past claim details									
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		People express that they get annoyed due to the several questions asked at each step for confirmation		People doubt about the website for accuracy		People sometimes select wrong model of the car which leads to inaccuracy		Trepidation about the approval of the claim amount		Customers do not get fully satisfied with the amount credited		User is worried that the amount claimed is less than expected amount		Customers report feeling review fatigue		Please describe having a review as an awkward process		Customers are unclear whether a tip is necessary											
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Provide more information about the claim policies		Provide a simpler summary to avoid information overload				Email confirmation can be used instead of message confirmation				Provide different claim details based on damage instantly		Posting Reviews can be made optional as some customer feel annoyed to post review		An application can be developed for more convenient process													