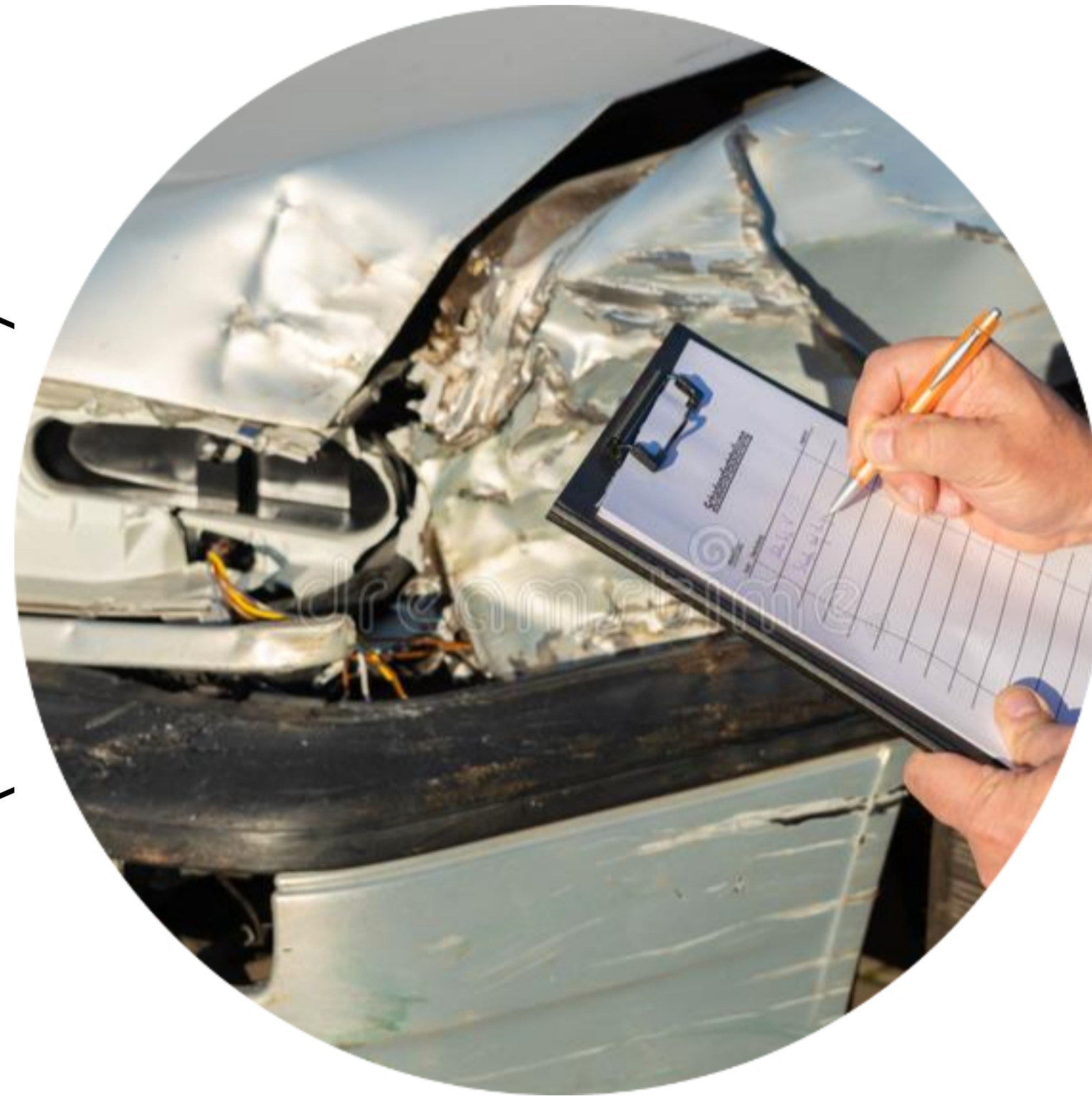


# What do they THINK AND FEEL?

what really counts  
major preoccupations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

we are  
going get  
the car  
image

going to check  
the image  
quality and  
detecting car  
parts

And finally  
going to  
done the  
estimation

This is a  
costless  
climb  
process

There are two  
type of models  
1.VISUAL MODELS  
2.METADATA  
MODELS

I think it  
may be  
expensive

They will  
see full  
process

Seeks best  
insurance  
policy in  
market

Better  
hospitality for  
the  
insuranced  
vehicles

Recommend  
to others if  
the service is  
better.

Because of good  
service always  
approaches  
same company.

Will trust  
the  
company  
fully

## PAIN

fears  
frustrations  
obstacles

Uses of  
excess  
money for  
repair

Coverage  
failures

Poor  
customer  
support

## GAIN

"wants" / needs  
measures of success  
obstacles

Simple  
process

To save  
money

Seeks good  
customer  
support

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SEE?

environment  
friends  
what the market offers