What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
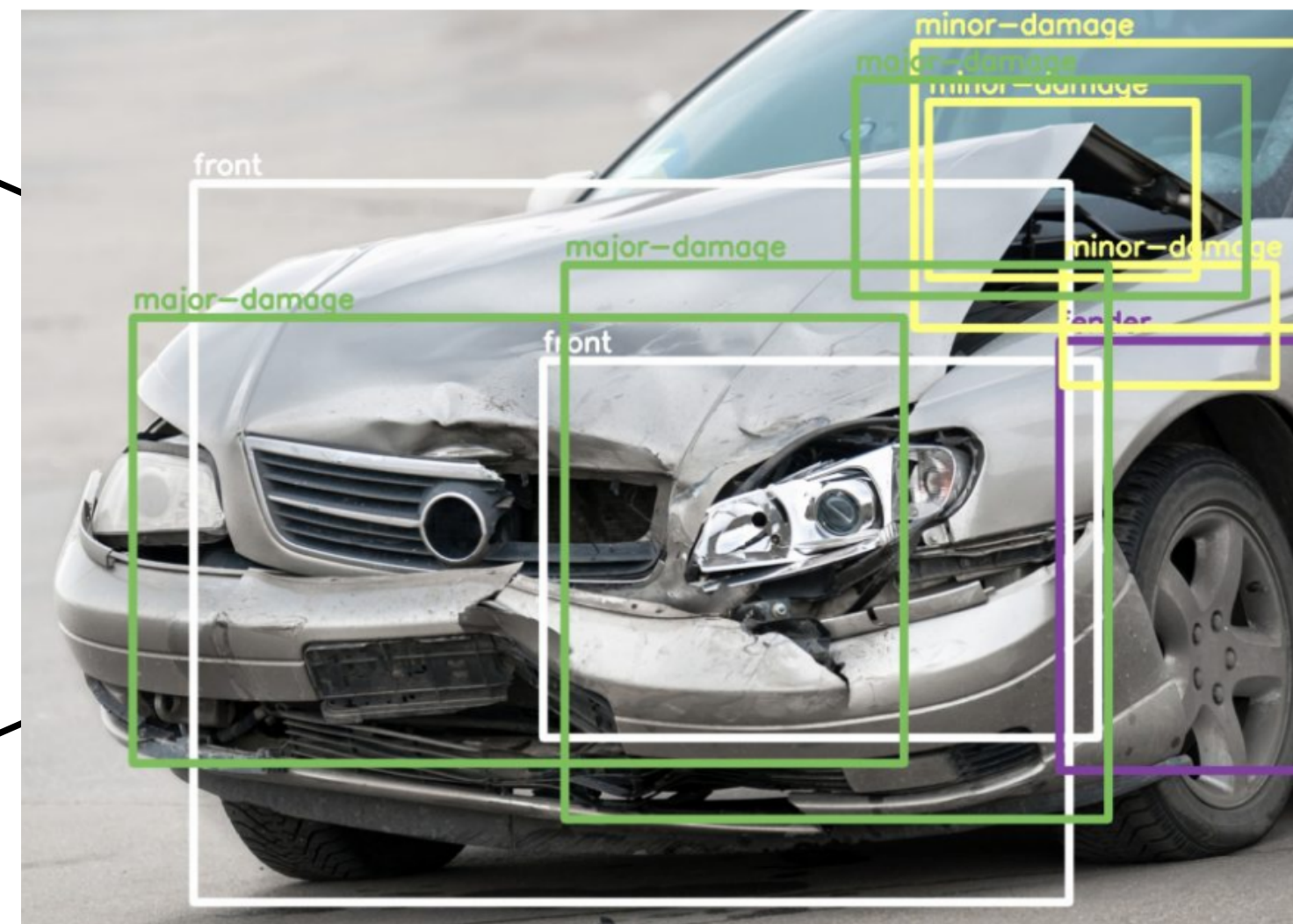
- Worries about Accurate Insurance providence
- Overwhelmed about Insurance providence How this
- Increased customer satisfaction
- whether the accident is orchestrated or not Manual

What do they HEAR?
what friends say
what boss say
what influencers say

- Provide more precise automated claim outcomes on their platform
- They say it reduces time and save money on resolving claims.
- Suggestion from industry experts
- Fraudulent over providing insurance
- Damage report from the Vehicle owner
- Insurance won't be provided

What do they SEE?
environment
friends
what the market offers

- post insurance Claim Checking
- what kind claim do the customer have
- what kind of accident
- Claim for relevant damages
- Analysing air bag

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- How this damage happens
- explanation of pros & cons of Insurance Coverage
- Observing the Vehicle
- Empower insurer and customer relation

PAIN
fears
frustrations
obstacles

- Unaware of who exactly is responsible for their claim
- Burden of constantly chasing their insurer for updates
- overpaid Insurance claim by vehicle wner
- Analysis of the damage require expertise

GAIN
"wants" / needs
measures of success
obstacles

- no need for extra expenses
- Flexible coverage
- Calculated Insurance amount
- Accurate Damage report
- Gaining Trust over Insurance Taker
- Make accidental loss manageable.