

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none"><li>Commercial working people travelling form one point to another</li><li>Basically belonging to 18+years old</li><li>Person whose vehicle experienced some accident or damage in the vehicle</li><li>A Customer with valid insurance policy to claim</li></ul></div></div>	<div>6. CUSTOMER LIMITATIONS<div>CL</div><div><ul style="list-style-type: none"><li>Troubled network connection might lead to inaccessible of certain features</li><li>Improper images or blurred images might affect the accurate performance of the application</li></ul></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><div>Pros<ul style="list-style-type: none"><li>Cost estimation done by manual calculations</li><li>Using slow processing algorithms to detect the damage</li></ul></div><div>Cons<ul style="list-style-type: none"><li>The estimated values stays within the customer and bank agent</li><li>Estimated cost varies frequently</li></ul></div></div></div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>PR</div><div><ul style="list-style-type: none"><li>The main problem will be time consumption in assessing the damage cost and damage percentage</li><li>To address such an issue it is very important to provide accurate damage percentage and unified cost for that damage</li><li>Failed to provide perfect value for damage by the insurance companies</li></ul></div></div>	<div>8. PROBLEM ROOT / CAUSE<div>RC</div><div><ul style="list-style-type: none"><li>Deviation or variation from the company calculated cost and the actual cost</li><li>Rapid development in the AI field paved way to many advance methodologies of estimation</li></ul></div></div>	<div>7. BEHAVIOR<div>BE</div><div><ul style="list-style-type: none"><li>The customer has to upload the images of the car after an accident</li><li>The application will instantly evaluate the damages and displays the claim amount the customer</li></ul></div></div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div><div><ul style="list-style-type: none"><li>Technologies advancement in the field of predictions and estimation</li><li>Colleagues and society demanding instant insurance claim</li><li>Customer wanting to be independent without falling into false traps</li></ul></div></div>	<div>9. YOUR SOLUTION<div>SL</div><div><ul style="list-style-type: none"><li>Accurately estimate the damage percentage</li><li>Predict the region of damage with respect to the vehicle</li><li>Use fast processing algorithm for functionality</li><li>Interactive and user- friendly solution to make it easily accessible for the user</li><li>Eliminating human error while estimation</li></ul></div></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div><div>ONLINE<div><ul style="list-style-type: none"><li>Webpage can be accessed to estimate damage using input image</li><li>Quick access of the artificial intelligence-based algorithm for damage assessment</li></ul></div></div><div>OFFLINE<div><ul style="list-style-type: none"><li>Reach out to the respect insurance agent or the corresponding bank to proceed further with the insurance payment protocols</li><li>Validate the estimate cost with the cost provided by the firm</li></ul></div></div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>EM</div><div><div>Before<ul style="list-style-type: none"><li>Delay in insurance claim</li><li>Unable to claim an accurate amount for vehicle damage</li></ul></div><div>After<ul style="list-style-type: none"><li>Customers felt independent</li><li>Received their insurance claims at an instant</li></ul></div></div></div>			