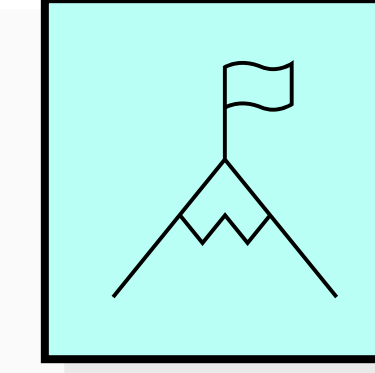


WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

insurance
company
can
understand

GOAL



What do they need to DO?

What do they need to do differently?
How will we know they were successful?

clarity of
pricing

create daily
Routine,delegate,manage
stress,set and track
goals,build
relationships,everywhere

your car
insurance may
not be tied to
the driver

declaration
page,exclusions,conditions



What do they SEE?

What do they see in the marketplace?
What are they watching and reading?



What do they SAY?

What have we heard them say?
What can we magine them saying?

declaration page,insuring
agreement,exclusions,conditions

the right
insurance policy
helps protect
your assets and
saves you
money

this
technology
make a real
difference to
our customer

it will provide
detailed estimate
including
recommended
repair costs and
labour

to detect the
area of
damage on
a car

smoking and
tobacco
use,lifestyle
factors

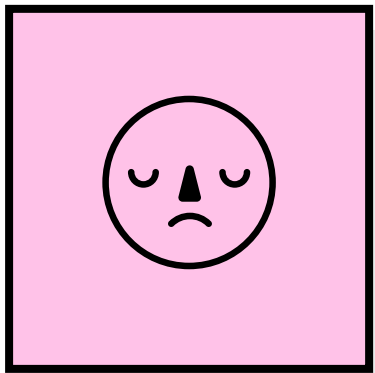
gender,height
and
weight,medical
history

if any small
defect is
present we
cant claim

faster
processing
of claims

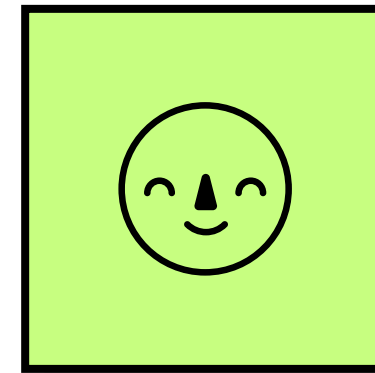
Analyse the
damage
percentage

Users can
upload fake
images



PAINS

What are their fears,
frustrations, and anxieties?



GAINS

What are their wants,
needs, hopes, and dreams?

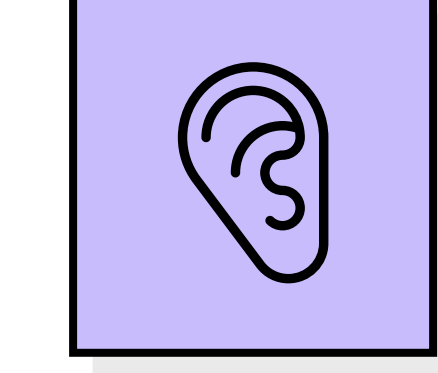
What do they THINK and FEEL?

to find the
defect in
vechile and
claim the
insurance

it is useful
for others

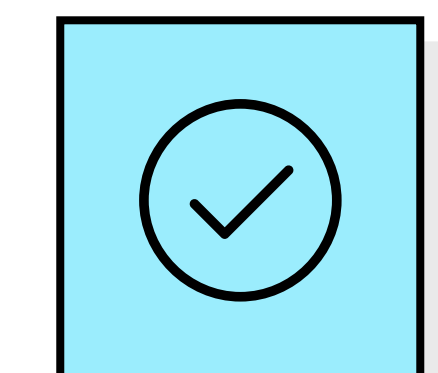
olleagues
said this is
good idea

it is use full
for friends



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?