Project Design Phase – II
Customer Journey

Date	10 October 2022
Team ID	PNT2022TMID24296
Project Name	Intelligent Vehicle Damage Assessment and Cost Estimation for Insurance Companies
Maximum Marks	4 Marks

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.

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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 "Five Es" the left or right depending on the scenario you are documenting.

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 explore plans 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 serial number, model, and registration information; **Browse through the claim policies available** — The customer view the available and applicable claim policies	**Start applying for a claim** — Customers signup on the website after deciding to claim the amount for car damage; **Upload the image** — Customer fill out the details of the car and upload the image of the damaged car; **Confirmation** — Once the customer view the summary of the details in website, the process for claiming 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**; **Prompt for review** — A message will be sent for review about the website	**The history of claims are present in user profile**; **Personalized suggestions for other claim policies**; **The details of previous claims are updated in the customer's profile**; **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 signup 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 open across 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 sections 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 world 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 low than expected amount	Customers report feeling review fatigue; People describe leaving a review as an arduous 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