

**1. CUSTOMER SEGMENT(S)**

CS

- ✓ Insurance companies
- ✓ Vehicle owner
- ✓ Car companies
- ✓ General Public

**6. CUSTOMER CONSTRAINTS**

C

- ✓ Anxiety:  
Customer concern about the level of the damaged parts.  
customer concern also about the fixing of the damaged parts.
- ✓ Trust Problem:  
Trust issues about insurance companies, give the fake information about the estimation cost.  
modify damage part for ensuring profit for the company from user.

**5. AVAILABLE SOLUTIONS**

AS

- ✓ Collecting the information about the damage from customer side and providing a damage assessment for the vehicle companies to understand the level of damage and cost estimation.
- ✓ Searching and get the knowledge through online website to get the insight about the damage.

Explore AS, differentiate

**2. JOBS-TO-BE-DONE / PROBLEMS**

- ✓ Deliver a good prediction system to predict the level of damage.
- ✓ Analyze the damage part and giving good cost estimation for customer satisfaction and support system.

**9. PROBLEM ROOT CAUSE**

RC

- ✓ Not proper maintenance and records related to the vehicle and accident.
- ✓ Lack of Proper knowledge about the estimation cost.
- ✓ Not have the knowledge of the level of damage in the vehicle.

**7. BEHAVIOUR**

BE

- ✓ Inefficient to predict the level of damage and analysis the cost for the damage.
- ✓ The user does not know or unaware about the process to deal with the damage parts of the vehicle.

Focus on J&P, tap into BE, understand RC

**3. TRIGGERS**

TR

- ✓ Well known way to get good prediction and analysis the level, cost for the damaged part of the vehicle.
- ✓ Getting help of closest people to identify the

**10. YOUR SOLUTION**

SL

- ✓ First step is to collect the images of the damaged parts of the vehicle and the preprocessing the images to identify the severity and the location of damage.

**8. CHANNELS of  
BEHAVIOUR**

CH

- ✓ **ONLINE**
  - Online Websites

level of the damaged part.	<ul style="list-style-type: none"> <li>✓ Second step the prediction system will predict the level of damage.</li> <li>✓ VGG16 model estimate the cost for the damage in the vehicle.</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Platforms</li> <li>• Mobile Application</li> </ul>
<p>4. EMOTIONS: BEFORE / AFTER <span>EM</span></p> <ul style="list-style-type: none"> <li>✓ <b>Before:</b> <ul style="list-style-type: none"> <li>✚ Not having the proper knowledge, Improper maintenance.</li> <li>✚ Unawareness about the level of damage and difficulty in estimating the cost for damages.</li> </ul> </li> <li>✓ <b>After:</b> <ul style="list-style-type: none"> <li>✚ Good knowledge about the vehicle parts.</li> <li>✚ Efficient prediction system giving the correct level of damage</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>✓ <b>OFFLINE</b> <ul style="list-style-type: none"> <li>• Customer throw Words</li> <li>• Anxiety and Unawareness</li> <li>• Trust issues</li> </ul> </li> </ul>