| Define CS, fit into CC                   | 1. CUSTOMER SEGMENT(S)  People who own car with any level of ownership  | 6. CUSTOMER CONSTRAINTS Network connection   | 5. AVAILABLE SOLUTIONS  Approaching insurance companies in-person and getting their vehicle inspect by the inspection agent  AS  AS  AS  AS  AS  AS  AS  AS  AS  A  |
|--|---|--|---|
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS  • Software which can help the users to calculate the estimated insurance cost  • Provide contact support for the users and insurance companies | 9. PROBLEM ROOT CAUSE  User is asked to get the estimate because of physical damages done in their vehicle                 | 7. BEHAVIOUR  User uploads the damaged area images in the machine and gets the estimate of the cost claimable  BE  Focus on J&P, tap into BE, understand RC   |
| Identify strong TR & EM                  | 3. TRIGGERS When the user vehicle is damaged  4. EMOTIONS: BEFORE / AFTER lost, worrisome > happy, relieved   | To make give an exact estimate of claimable amount and ease the claimable process between the user and the insured company | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE Customer uploads the pictures via web/mobile and gets the estimated claimable cost  8.2 OFFLINE Customer visits the insurance company with the estimate claim for faster claiming chances |