| Journey<br>phases     | Awarness  | Enter  | Engage  | Exit   | Extend   |
|-----------------------|---|--|---|--|--|
| Jobs to be done       | Customer Visits the<br>website or<br>downloads and<br>opens the app             | User is asked to<br>upload the damaged<br>pics of the car in the           | User gets the<br>claimable amount<br>information from the<br>app / website                | User is provided with<br>redirect links to<br>various insurance<br>companies                     | The history of claims<br>are present in the<br>user profile                      |
| Context & Touchpoints | User is welcomed in<br>the landing page and<br>is guided to upload<br>the image | User uploads the<br>images in the upload<br>screen                         | User is allowed to<br>view and download<br>the claimable<br>amount on the claim<br>screen | User is redirected to<br>the desired<br>insurance company's<br>website for claiming<br>insurance | Completed claims of<br>the profile on the<br>website, iOS app,<br>or Android app |
| Gains                 | User views the<br>feedback provided<br>by other users                           |  | User gets a clear information on the amount of money they can claim for the damage        | User has their<br>navigation time<br>saved due to<br>redirection                                 |  |
| Pains                 |   | User is in a worry<br>state whether the<br>amount can be<br>claimed or not | User is worried that<br>the amount<br>claimable is low than<br>their expected<br>amount   |  |  |
| Emotion               |   |  |   |  | mice   |