

Project Design Phase-II
Customer Journey

Date	14 October 2022
Team ID	PNT2022TMID01018
Project Name	Intelligent Vehicle Damage Assessment and Cost Estimator 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	Estimate the damage of car	Entice	Enter	Engage	Exit	Extend								
Browsing, booking, attending, and rating a local city tour														
Steps What does the person (or group) typically experience?	Visit the website A customer registers to the website and explores 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 sign up 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 A message will be sent for review about the website	Prompt for review The history of claims are present in user profile	Personalized suggestions for other claim policies 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 upon entire 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 amount will be credited	Help me feel good about my decision to go on this claim	Help me spread the word 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 30% 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 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 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