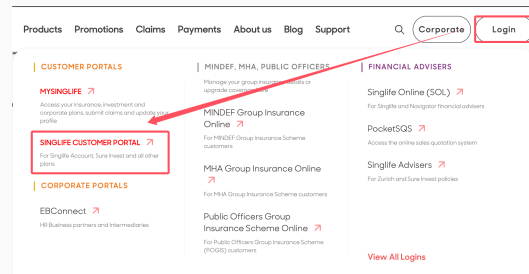


# Customer Journey Map



## Log-In

1

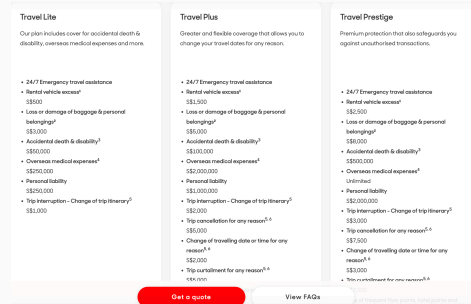


### Touch Points

Logging in with Singpass quite saves time.

### Pain Points

Users cannot use mobile apps on the IOS system.



## View Plans & Get Quote

2

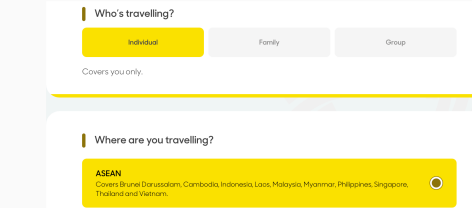


### Touch Points

Straight access to buy insurance with a single click

### Pain Points

Difficult to understand covers and limits



## Fill Travel Details & Select Plan

3

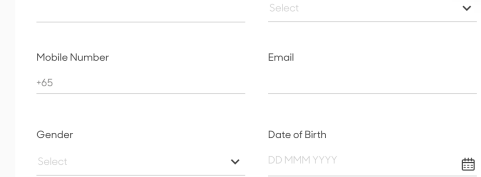


### Touch Points

User-friendly Interface

### Pain Points

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## Fill Traveller Details

4

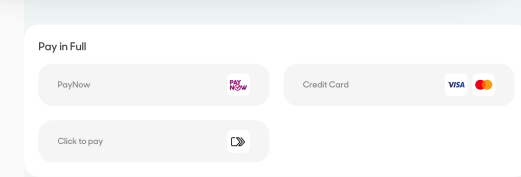


### Touch Points

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### Pain Points

Need to carefully check the details as my parents don't have SINGPASS



## Payment

5



### Touch Points

Easy payment with PAYNOW!

### Pain Points

Few modes to complete payment

