PRD (Product Requirements Document) for EasyInsure

**1. Introduction**

* Project Overview: Revolutionize insurance operations using AI, real-time analytics, and digital experiences to streamline claims, underwriting, policy management, and customer engagement.
* Project Goals:
  + Reduce claim TAT to <4 hours.
  + Cut fraudulent claims by 30% via AI.
  + Achieve 95% partner SLA compliance.
  + Enable 80% self-service adoption.
* Target Audience: Policyholders, insurance administrators, partner garages/hospitals, claims adjusters.
* Key Features:
  + AI-powered claim automation.
  + Self-service portals (policy management, claim tracking).
  + Real-time partner dashboards.
  + Dynamic pricing & fraud detection.

**2. Problems & Opportunities**

* Problems:
  + Manual claim processing (>24 hours).
  + ₹5.2M/year fraud losses.
  + Low self-service adoption (<30%).
* Opportunities:
  + Predictive risk analytics.
  + Blockchain audit trails.
  + API integrations (health/fitness apps).

**3. User Personas**

1. Policyholder (e.g., Swapnil):
   * Needs: Instant claim status, policy self-service.
   * Pain Points: Paperwork delays, opaque processes.
2. Claims Adjuster (e.g., Kunal):
   * Needs: AI damage estimation, fraud alerts.
   * Pain Points: Manual reviews, false positives.
3. Partner Garage (e.g., Royal Enfield, TVS, Bajaj, etc.):
   * Needs: Real-time job alerts, SLA tracking.
   * Pain Points: Payment delays, capacity mismatches.

**4. User Stories**

* Policyholder: "As a user, I want mobile photo claim submission to avoid paperwork (OCR auto-fill 90% fields)."
* Admin: "As a claims head, I need aging claim alerts (>4h) to meet TAT targets."
* Fraud Analyst: "As an investigator, I want AI duplicate claim alerts via image hashing."

**5. Use Cases**

* UC-07: Mobile Claim Registration (Face recognition KYC → OCR (Optical Character Recognition) → E-sign).
* UC-10: AI Damage Estimation (AWS Rekognition → Cost comparison → Settlement).
* UC-13: Automated Payment (NEFT/IMPS → SMS confirmation in <4h).

**6. Feature List**

| Module | Features |
| --- | --- |
| Policy Management | Dynamic pricing, multilingual support, rider add-ons |
| Claims Processing | AI document validation, garage/hospital APIs |
| Self-Service | Mobile claim filing, real-time tracking |
| Fraud Prevention | Photo matching, damage exaggeration analysis |
| Compliance | Aadhaar e-KYC, 7-year audit logs |

**7. Assumptions**

* Aadhaar/UPI APIs remain stable.
* IRDAI approves AI-driven fraud detection.
* Partners agree to real-time data sharing.

**8. Open Questions & Risks**

* Risks:
  + AI false positives (mitigation: human-in-loop validation).
  + API failures (fallback: manual entry).
  + Data breaches (AES-256 encryption + quarterly audits).
* Open Questions:
  + Regional language support rollout plan?
  + IoT integration for driving behaviour?

**9. Glossary**

* TAT: Turnaround time (claim registration → settlement).
* e-KYC: Aadhaar-based digital verification.
* SLA: Partner service promises (e.g., 24h repairs).