Customer Journey Map

Persona: Insurance Claims Officer · Scenario: Reviewing and Analyzing an Insurance Claim

Persona: Insurance Claims Officer Scenario: Reviewing and Analyzing an Insurance Claim	Entice	Enter	Engage	Exit	Extend
	• Company introduces ML fraud detection	• Open web dashbard • Enter claim details	• Click "Analyze Claim" • Enter claim details	• Officer makes final decision	• Model performance monitored
Steps	• Company intubre use ML fraud detection • Officer receives	• Internal IT team • Training dashboard • Email	• Web form • Input fields (ZIP, claim amount, severity,)	• Open web dashts, • Enter claim details	• Model performance manitored and • Officer continuess
Interactions	• Internal IT team • Training dashboard • Email	• "Help me reduce fraud losses" • "Help me process claims faster."	• "Help me enter claim details quickly." • "Help me avoid misakes	• "Help me enter claim details quickly." • "Help me avoid mistakes	• "Help me improve detection accuracy • 'Build trosl through "
Goals & Motivations	• "Help me reduce fraud losses." • "Help me process claims/faster."	• Clean, structured form • Input hints & validation	• Clean, structured form • Input hints & validation	• Too many fields • Confusion about encoded values	• Risk threshold recommendation • Suggest next action
Positive Moments	• Excitement about automation • Fear for reduced workload	• Skeptitism about AI accuracy • Fear of system complexity	• Too many fields • Confusion about encoded values	• Edge case where prediction is bordeline. • Responsibility still as officer	• Risk threshold recommendation • Suggest next action (Review / Escalate / Approve)
Areas of Opportunity	• Simple onboarding • Show model performance metricis • Explainability	• Auto-fill values • Tooltips for each feature • Build trust through explainability	• Auto-fill values • Tooltips for each feature • Clear validation messages	• Risk threshold recommendation • Suggest next action (Review / Escolate / Approve)	• Continuous retraining pipeline • Performance tracking dashboard ateays)