

DOING

WHAT DOES A TYPICAL DAY LOOK LIKE?

I call an insurance company and . I get through right away and give him my info for a quote

I get a quote online but it wants me to speak to agent now to get further details.

I opened up all the major insurance companies websites in different tabs, so I can compare each one

I need to get these quotes done on my lunch break, I have stuff to do all weekend

I talking to my agent about my step problem. I hope its covered

I'm waiting on hold for 15 minutes to speak to an agent.

I keep all of my home and auto information on my computer. Its helpful to have digital copies of my policy.

I make a spread sheet with all the breakdown of my quotes. I'm good with excel

THINKING AND FEELING

WHAT IS IMPORTANT TO THE CUSTOMER?

WHAT ARE HER HOPES, DREAMS, OR FEARS?

I want to be sure if bundling saves more money, I don't trust them

I don't want to get ripped off and pay more. I already have a ton of expenses

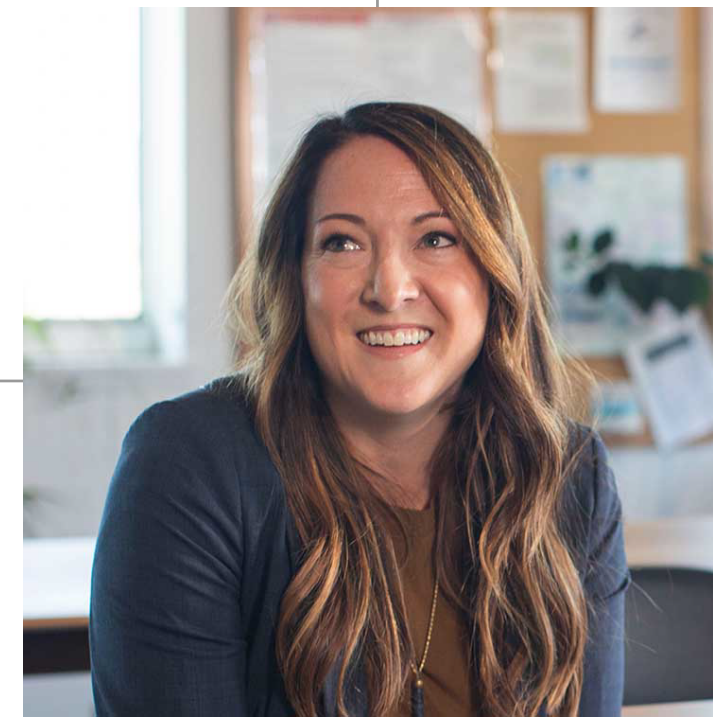
This one agent I spoke to was great, he got me a quote within minutes

I want to talk to a person, I hate not getting the info I want

I have a new leased car I hope that it doesn't make my price higher

I wonder if they give military discount

I want to make sure I'm getting the best coverage for the best rate.



CHRISTINE

SEEING

WHAT IS THE CUSTOMER'S ENVIRONMENT LIKE?

Facial recognition! Sweet, I don't need to remember my password

They have a QR code on their site so I can scan that and download the app right away without searching for it

This website is really easy to use, the information is not overloaded

I hate it when you can't find what you are looking for on a website.

HEARING

WHAT INFLUENCES THE CUSTOMER?

I see all these commercials, "15 minutes can save you. 10% or more"

"You are in good hands"

My friend got an amazing deal on her house and car, I want that too

Good driver discount, that's perfect for me, I don't have any tickets

My Dad says I should get life insurance, but I'm not sure

PAINS

WHAT OBSTACLES OR CHALLENGES DOES THE CUSTOMER HAVE?

This process is taking for ever. It should be quick and easy

I never remember my passwords and I hate having to reset it everytime

This lady hit my car and now I have to get it fixed. I just want a rental so I can drive places

Can I afford towing? Will I use it?

It takes 2 days to compare all of these quotes, I need to get stuff done

GAIN

WHAT DOES HE HOPE TO ACHIEVE AND HOW MIGHT HE MEASURE SUCCESS?

I compared prices and found bundling was not cheaper. I was right!

I got the policy, it only took 30 minutes. I'm so happy its done

My policy includes military discount, I just saved us a bunch of \$, so now we can eat out more.