



Christine

NEGOTIATOR

TRADITIONAL

SIMPLE - LOW MAINTENANCE



I like the facial recognition because I always forget my password.

AGE 36
OCCUPATION Accountant
STATUS Married
LOCATION Cincinnati, OH

GENDER Female
ARCHETYPE Researcher

PERSONA BIO

When it comes to big purchases, Christine is a researcher and negotiator. She prides herself on getting the best deal and has even offered to teach others what to do and how to do it. She's busy working, exercising and her time is important. She wants the claim process to be effortless and allow her to not worry about things. She will pay for quality customer service. If the customer service is bad, she has no problem letting the company know or writing a review. She's proud of her husband who served in the military and often looks for Military discounts or other ways to save.

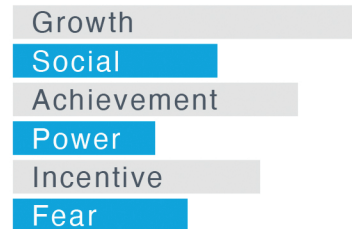
GOALS / NEEDS

- She wants the best price and best coverage
- She's wants the claim process to be effortless
- She expects good customer service

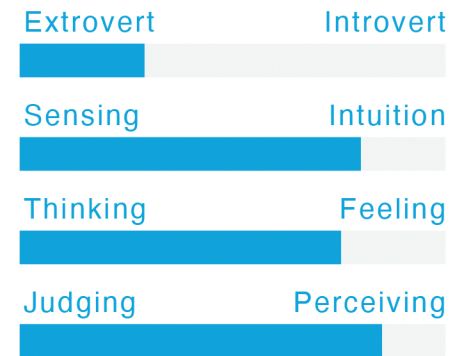
FRUSTRATIONS / FEARS

- The claim process will take forever
- They give you a price and raise your rates later
- She doesn't want to get ripped off, so she does lots of research to get the best deal

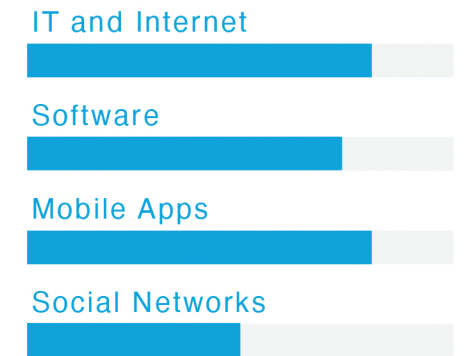
MOTIVATIONS



PERSONALITY



TECH KNOWLEDGE



BRAND AFFILIATIONS

