Persona & Use Case

User Persona

Insurance Agent:

Demographics

Name: Saul Goodman

Gender: Male

Age: 44

Location: North York

Occupation: Insurance Agent

Income: $65,000

Experience: Insurance agent of 7 years.

Behaviour:

Psychographs

Attitude: Easy going attitude. Never takes things at face value. Always wants to get to the bottom of problems

Fears: Often struggles with meeting project deadlines. Generally focuses on one thing at a time. Gets overwhelmed with too many tasks.

Needs/Goals

Needs: A solution to cut down on basic information, in order to speed up the process of achieving client retention.

Goals: A system that will be easily accessible and easy to navigate, that will help his clients.

User Stories:

1. I need a system that will quickly inform me of my clients expectations when buying insurance.
2. I need a system that can generate quick estimates before I start working with clients
3. I need a system that can inform me of my clients past insurance info quickly, so I can give accurate quotes