Persona & Use Case

User Persona

Potential Client:

Demographics

Name: John Doe

Gender: Male

Age: 47

Location: North York

Occupation: Programmer

Income: $55,000

Experience: web developer of 7 years.

Behaviour:

Psychographs

Attitude: very active and eager to learn and challenge new things

Fears: Often panic when unexpected things happen.

Needs/Goals

Needs: The most affordable and the best insurance plan that covers everything I need.

Goals: The system has to be very easy and simple to use and each functionality would take least about of time possible in order not to make clients wait.

User Stories:

1. I need a system that gives me the very important information or notice in the simplest way to understand.
2. I need a system that can offers me the most valuable insurance plan available.
3. I need a system that I can view the history of my insurance and analyze by itself. And give me a feedback.