# PERSONA

## DEMOGRAPHICS

Name: Jackson Barlowe

Gender: Male

Age: 45

Location: Vaughan, ON

Occupation: Small business owner

Income: $65,000

Computing experience: Basic email, and MS office suite use. Familiar with standard web browsing paradigms

## PSYCHOGRAPHICS

Attitude: Low patience, wants quick results and considers insurance to be a waste of time.

Values: Individualist, does not like corporate bureaucracy. Dislikes government taxes and regulations.

Fears: Paying too much in taxes, paying too much in personal and business expenses

## NEED / GOAL

Need: Minimum government-mandated auto insurance at lowest rate

Goal: Be able to easily comparison shop, and to quickly get detailed estimate that will be as similar as possible to the eventual cost

# USE CASES

* As a potential client I want to be able to quickly comparison shop the rates for different insurers based on my information
* As a potential client, I want to be able to access the site, and have the option create an account so I can store my information for quicker comparison shopping in the future
* As a potential client, after generating a quote online, I want to be able to quickly (as few clicks as possible and no redundant information entered) be connected with an agent, and setup with an insurance policy that matches this quote as closely as possible