

User Persona and Stories



Charles Day

Demographic

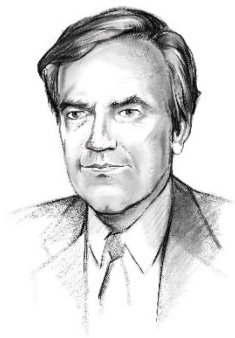
- Age: 38
- Occupation: Writer
- Location: Seattle, WA

Bio:

Charles has been fond of writing right from his high school years. With his first book getting published before he even graduated from his alma mater at University of Washington majoring in literature, Charles always knew writing was his calling.

Goals:

- Getting book deals isn't always a piece of cake, and now as Charles approaches his midlife, he wonders if he will be covered if life throws a storm at him.
- Charles is looking at how medical insurance is getting costly day by day, and wonders if this was the same case earlier, or is it a new trend.
- Charles is looking for applications where he can easily visualize how much was he paying for insurance some years ago, and also compare it with the period's economy.



Ronald Smith

Demographic

- Age: 45
- Occupation: Consultant at a think tank
- Location: Manhattan, NY

Bio:

Ronald has a degree in economics from Yale. He started to work for organizations right after graduating. Through the years he has worked across major organizations working on crucial policies. Right now he is working on with a think tank to find a way across the government and private organizations to set up a standardized, cheap and working insurance systems to cover all Americans.

Goals:

- Getting key data about insurance premiums from over a decade and compare it with key factors which contributed to it at that time.
- Estimating insurance premium rates in the near future with current metrics.
- Researching how different governments are implementing insurance and comparing it with how it can be implemented in USA.