

Underwriter Sarah

Background:

- Bachelors Degree
- Working as Underwriter
- Married with one child, 10

Demographics:

- Female, 45 years old
- Single family income of \$150,000
- Lives in Morristown, NJ

Tasks

- Risk evaluator
- One of the complex work she performs is, while using the Policy admin system to approve / deny a risk before issuing the policy.
- Simple task involves creating policies by navigating through various screens.



Assistant Adam

Background:

- Underwriter assistant
- Bachelors Degree Computer Science
- Single

Demographics:

- Male, 30 years old
- Single income of \$70,000•
Lives with his parents

Tasks

- He is tech savvy so learn any new application very quickly
- Simple daily task involves searching policies and routing it to the Underwriter for approval. If it gets denied he will communicate that to the broker.
- Daily task involves creating new policies.



****Below persona is for the stretch feature****

Administrator Raymond Ash

Background:

- Bachelors Degree in Electrical engineering, MBA
- Worked on various admin systems
- Married with two children

Demographics:

- Male, 35 years old
- Lives in a new townhome in the Rochester, NY

Tasks

- Simple task involves assinging roles to the users.
- Complex task involves entering new users into the system by providing their details.

