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COLLEGE & UNIVERSITY DESIGN THINKING **IDEATHON**

Insuralliance
All Covered, in One Place

Team University of Toronto

November 2022

INSURTECH TORONTO
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OUR CHALLENGE #1

How can we create an all-in-one insurance solution for an individual?

Customers are often overwhelmed by the complexity of insurance products & policies and the coverage details that come with them. Eliminating policies by each line of business to have a “total coverage” approach that can be used up as different events happen allows to make complex product simple to understand for customers.

SUBMISSION OF FINDINGS

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EMPATHY MAP

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6a

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TEMPLATE PERSONA

GENERAL

- **Name:** Tiffany
- **Gender:** Female
- **Age:** 22
- **Status:** Single
- **Hobbies:** Sports, Food, Travelling
- **Children:** N/A

CHARACTER

- **Goals:** Financial stability, stable and successful career, better life quality
- **Values:** Caring, Loyal, Informed
- **Needs:** Affordable premium with better digital experience
- **Pain Points:** Unclear and uninformed about insurance plans and too expensive premiums
- **Quotes:** "In the middle of every difficulty lies opportunity." - Albert Einstein

PERSONA

6b

INTERESTS

- Rock Climbing
- Sports
- Food
- Travelling
- Cars

VALUES

- Caring
- Loyal
- Caring
- Solving problems
- Being of service
- No fear of failure

KEY CHARACTERISTICS

- Personal growth
- Family
- Fulfillment
- Open to change
- Ambitious
- Passionate
- Adaptable

NAME	AGE	GENDER
TIFFANY	22	FEMALE

STATUS	CHILDREN	FOCUS
SINGLE	0	B2C Marketing Manager

LOCATION	SAVINGS/SEED MONEY	GOAL INCOME
TORONTO	250K	60K

GOALS

- Making people's lives better
- Do things better
- Ability to test
- Design creative solutions
- Be a leader in my area
- Be financially independent
- 500k GOAL!

FRUSTRATIONS

- Unclear and uninformed about insurance plans
- Hard to deal with insurance websites
- Everything takes a long time
- Sometimes talking to the wrong people
- Too expensive premiums that make insurance unaffordable
- Too many options of insurance plans, can't decide
- Being impatient

NEEDS

- Being heard
- Mutual respect
- Partnerships!
- Progress new business
- Validation
- Deeper relationships
- Appreciation for her innovative solution
- Network

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JOURNEY MAP: TIFFANY'S NAVIGATION OF LIFE POST-GRADUATION

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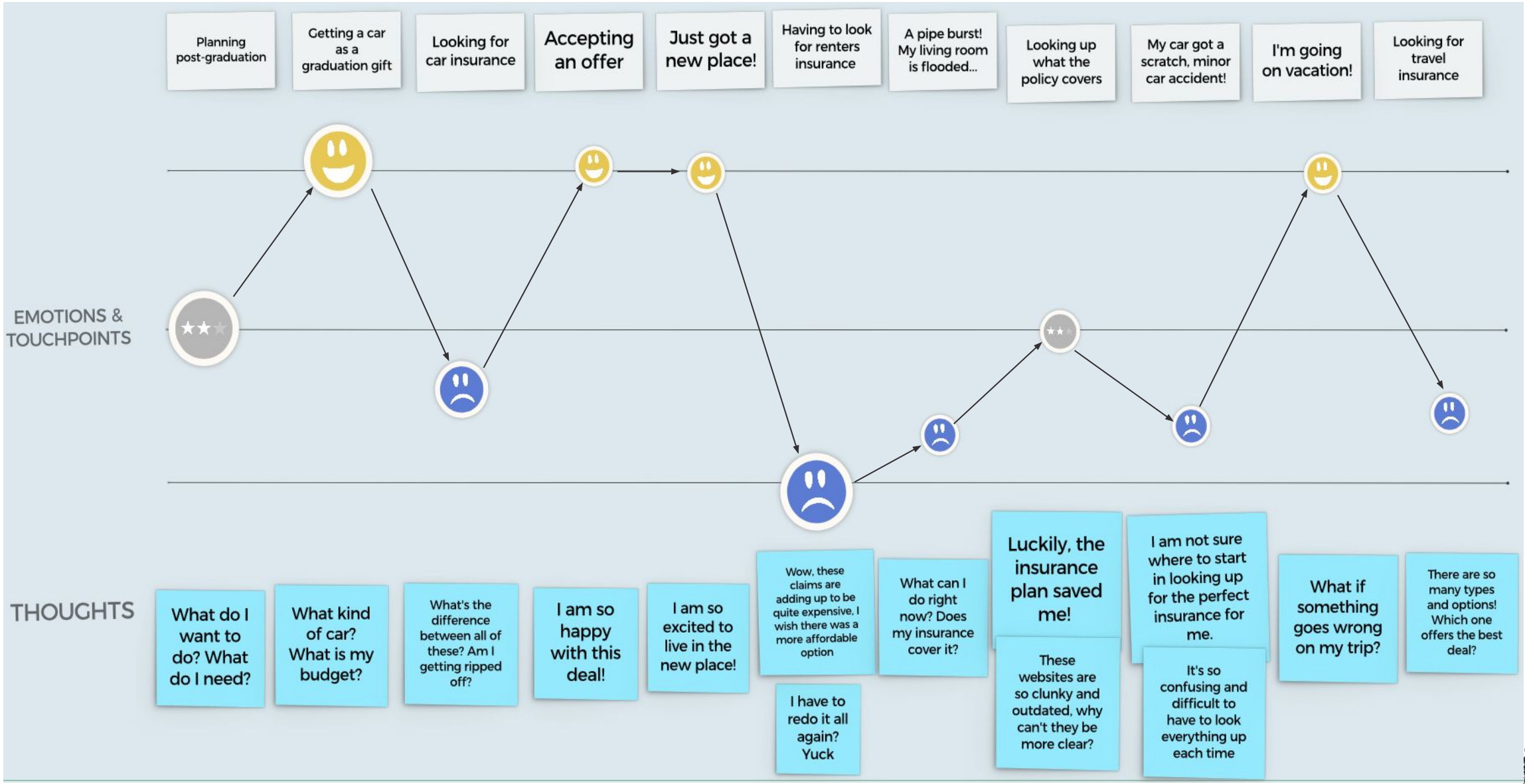

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How might we help Tiffany make the process of **acquiring** and **updating** multiple insurance policies **clear**, **simple**, and **affordable**?

SUMMARY OF IDEAS

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An application/webpage that generates suggested insurances to get based on collecting personal info (age, no. of dependents, health concerns etc.) with costs listed

A platform that simplifies/clarifies policies and premiums of the insurance the consumer sends in

An app that organizes each insurance and its policy separately

A dynamic and interactive questionnaire that helps you pick out what plans you need to get

An application that keeps track of your policies and gives you the info you need every time you have to use it

A chatbot that knows what policies you have and can help you out

An browser extension that keeps track of you policies

An app that customers could select service issue from the list, follow procedures to resolve query, and connect to 7/24 chatbot and professionals to help them out

An application/webpage that the person can contact 7/24 as soon as possible to find out the solution

The app page has several categories. Under each category, there are details to policy of each type of insurance. Easy to find and access

A page on the app where recording the history of their insurance. how they use the insurance, or how much is covered. In case they forget. The agent can also access to with permission to help you make monthly plans

BUSINESS CANVAS

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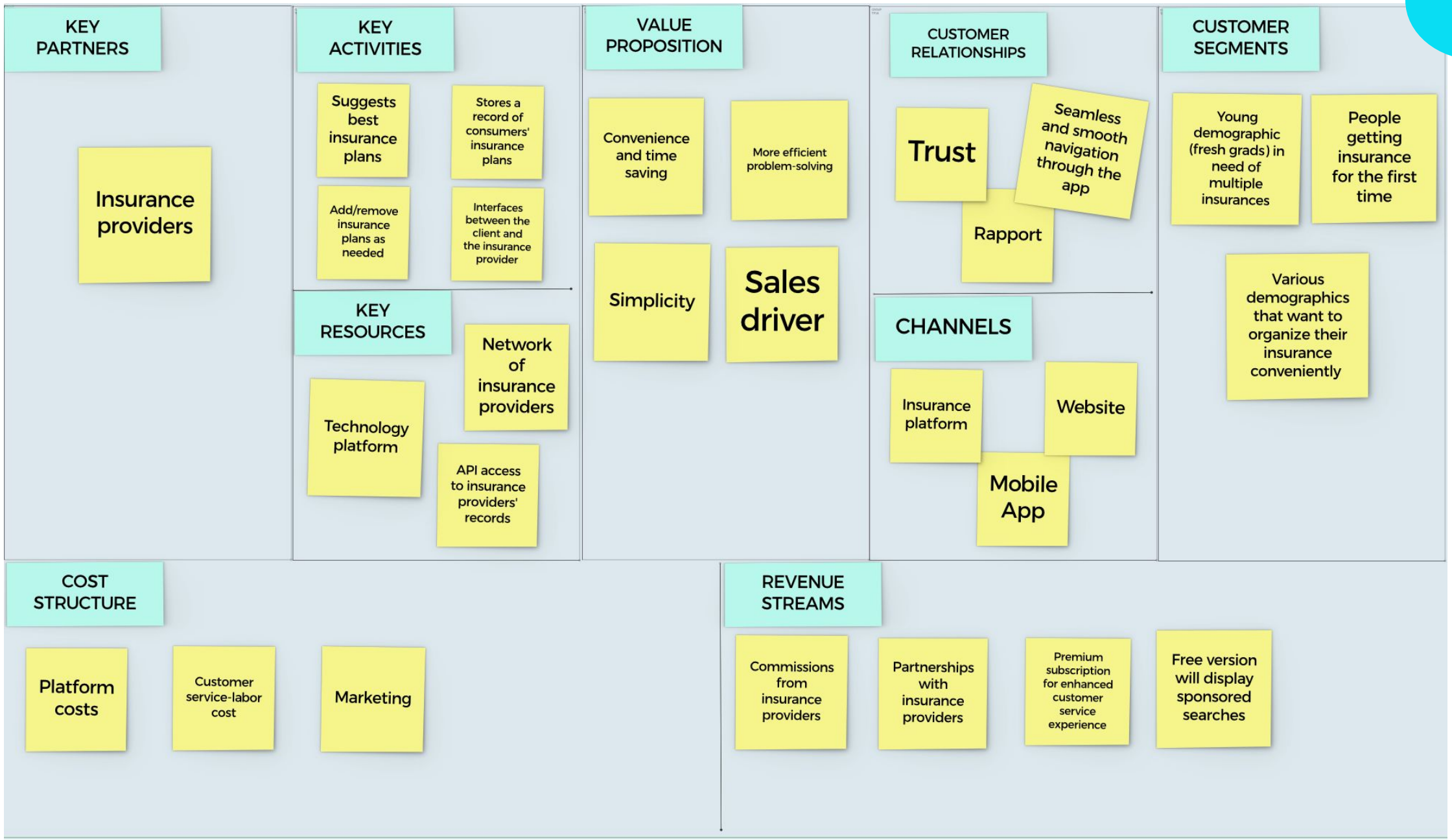

SOLUTION USER FLOW SKETCH

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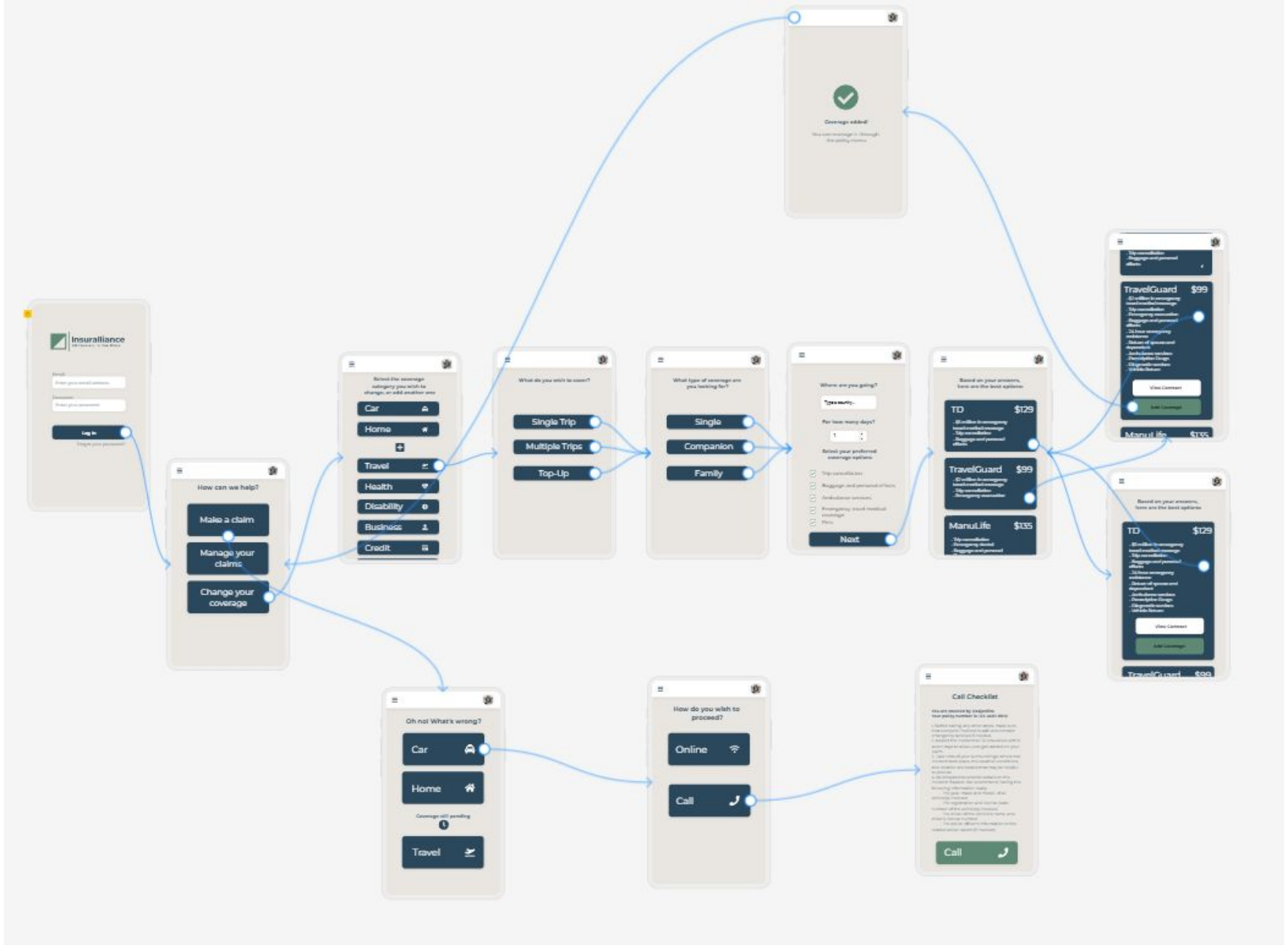

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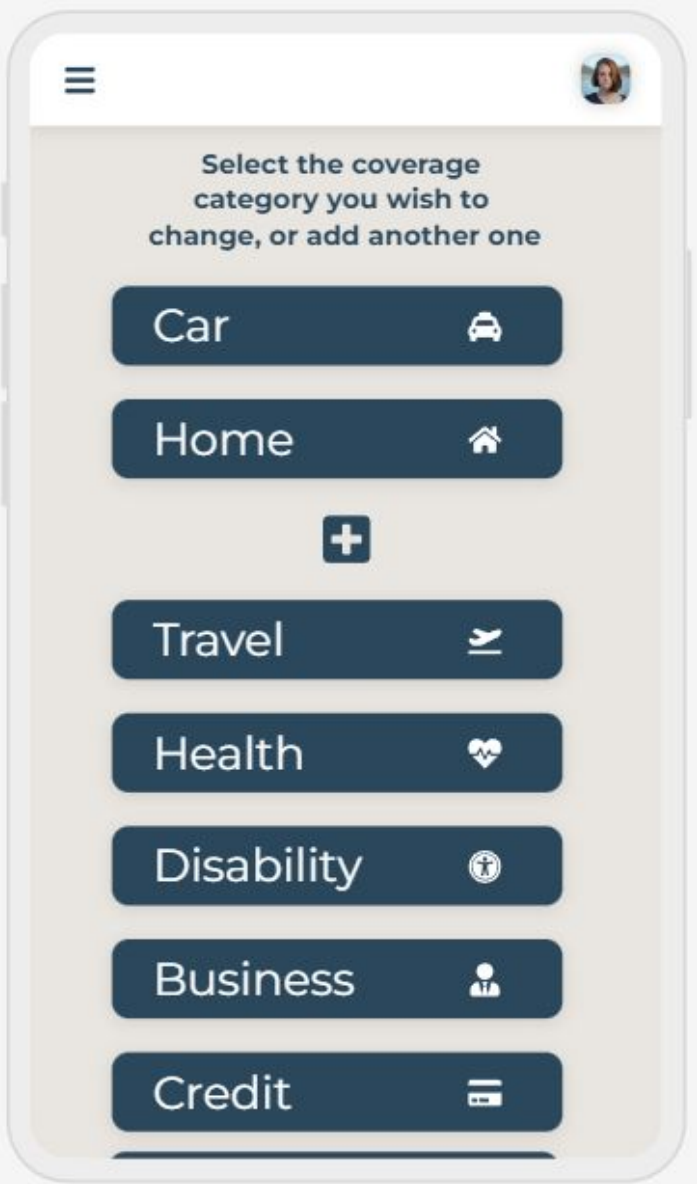
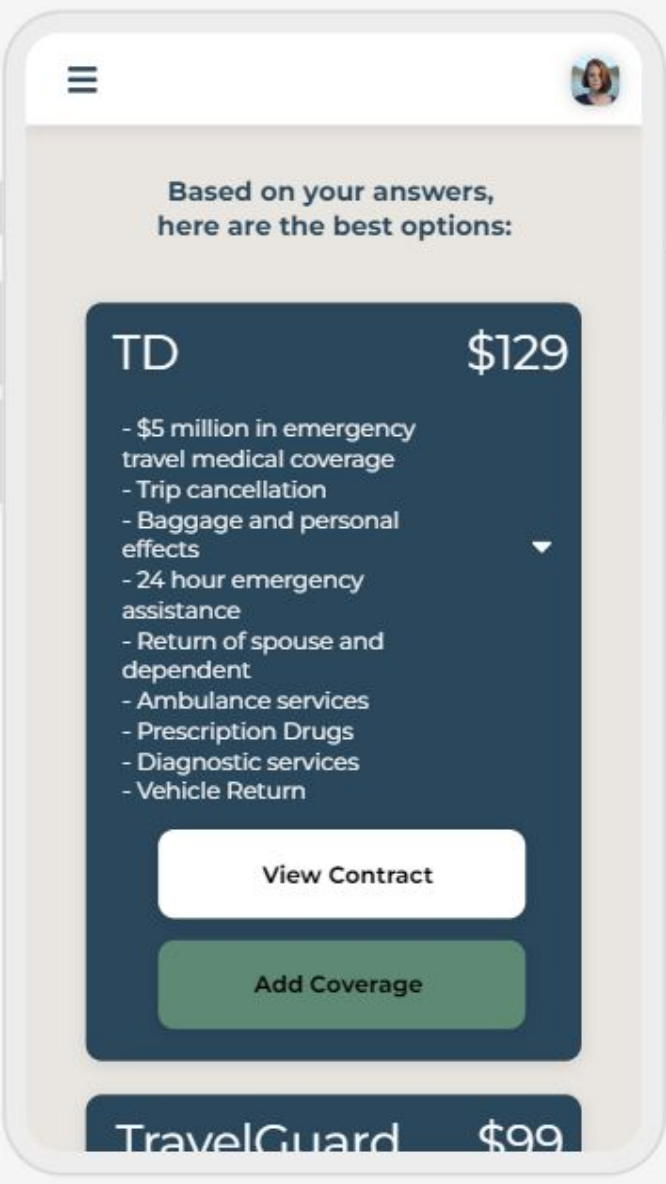
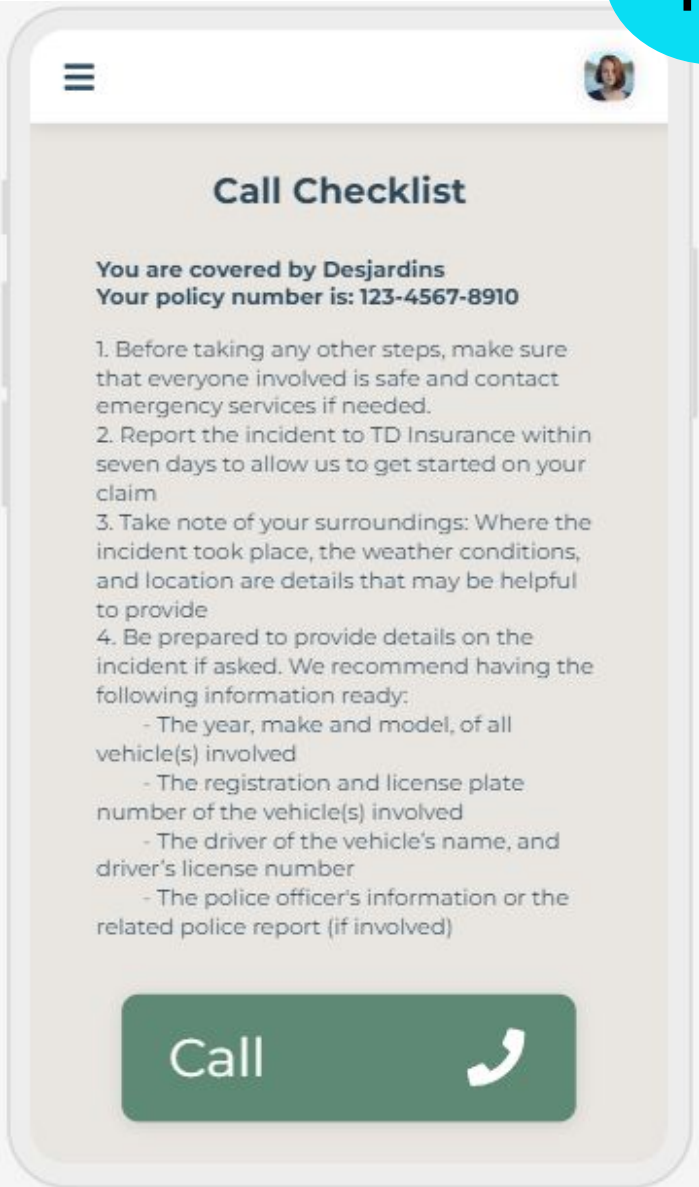
CAPTURE OF LO-FI PROTOTYPE

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