



TEXAS WINDSTORM
INSURANCE ASSOCIATION

DISCOVERY

Marketing Engagement

prepared by



FOUNDRY



AGENDA

For Today

01 Agenda

02 Intro & Roles

03 Project Timeline

04 Defining the Problem

05 Approach

06 Defining Persona

07 Brand Identity

08 Next Steps



INTRO

Roles & Responsibilities



- Weekly Checkin Presentation delivered by email or teleconference
- Project Management
- User Research with Usertesting.com
- Discovery Download
- Weekly Checkin Presentation
- Project Management
- Moodboard and Tone Synthesis
- Visual Direction
- Screen Design Production
- Wordpress Development and Deployment
- Mobile and Desktop implementations
- Sketch and Keynote source files

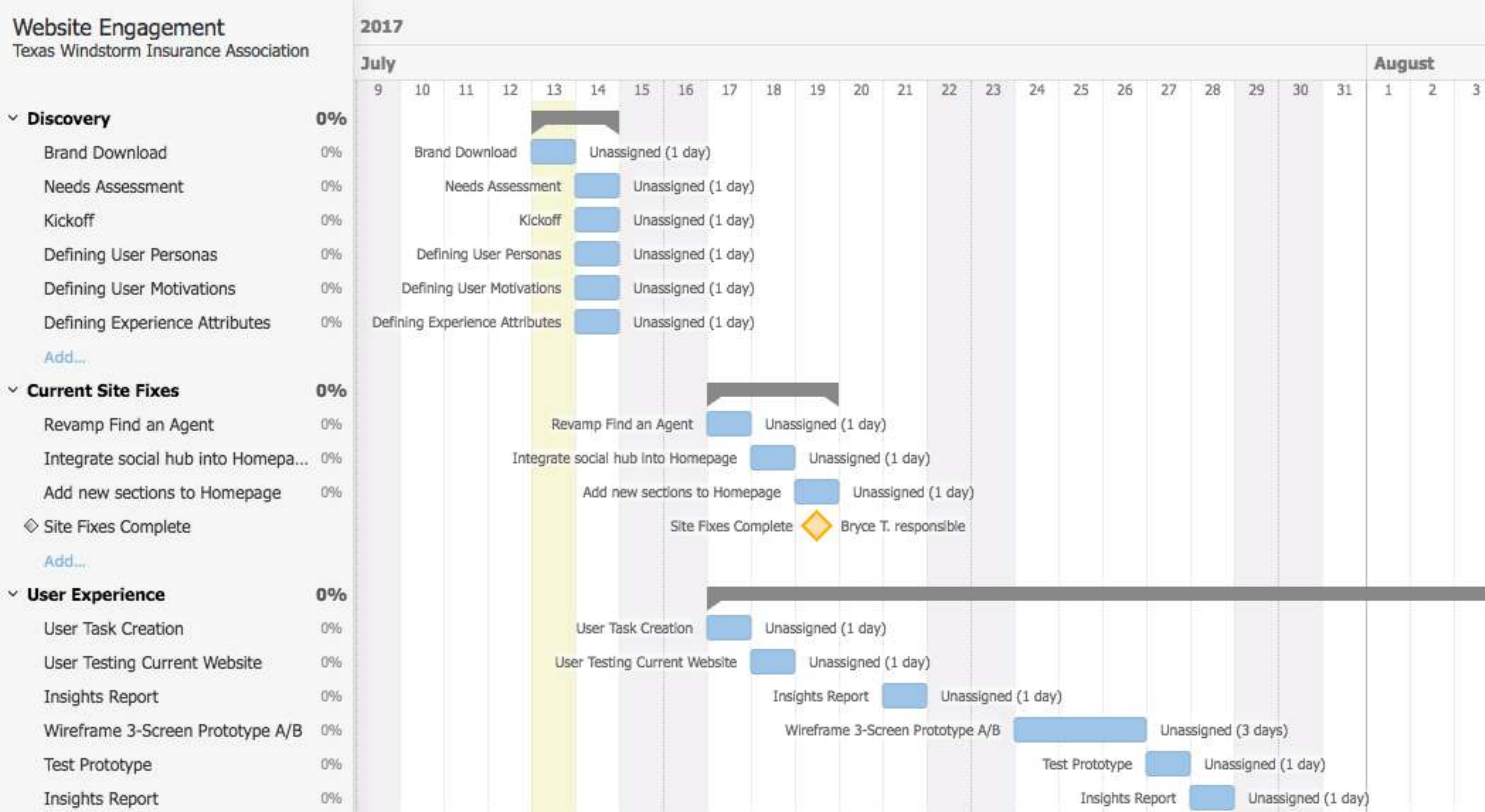


- Feedback not covered during any meetings from TWIA will be handled by Sarah Edstrom
- Any surveys sent out for TWIA team members will need to be filled out.
- Hosting and delivering that information
- Keeping a consistent group for checkin discussions.



PROJECT

Timeline





PROBLEM

Identity

What are we trying to solve?

- We don't know exactly what is or isn't wrong with the current website because previously TWIA was not actively engaged with visitors and painpoints.
- Current site organization isn't reflective of user needs
- Currently there is no prioritization around which visitors TWIA is appealing to.
- Modernize web standards and develop a site that connects with users but is easy to maintain and update.



APPROACH

The Problem

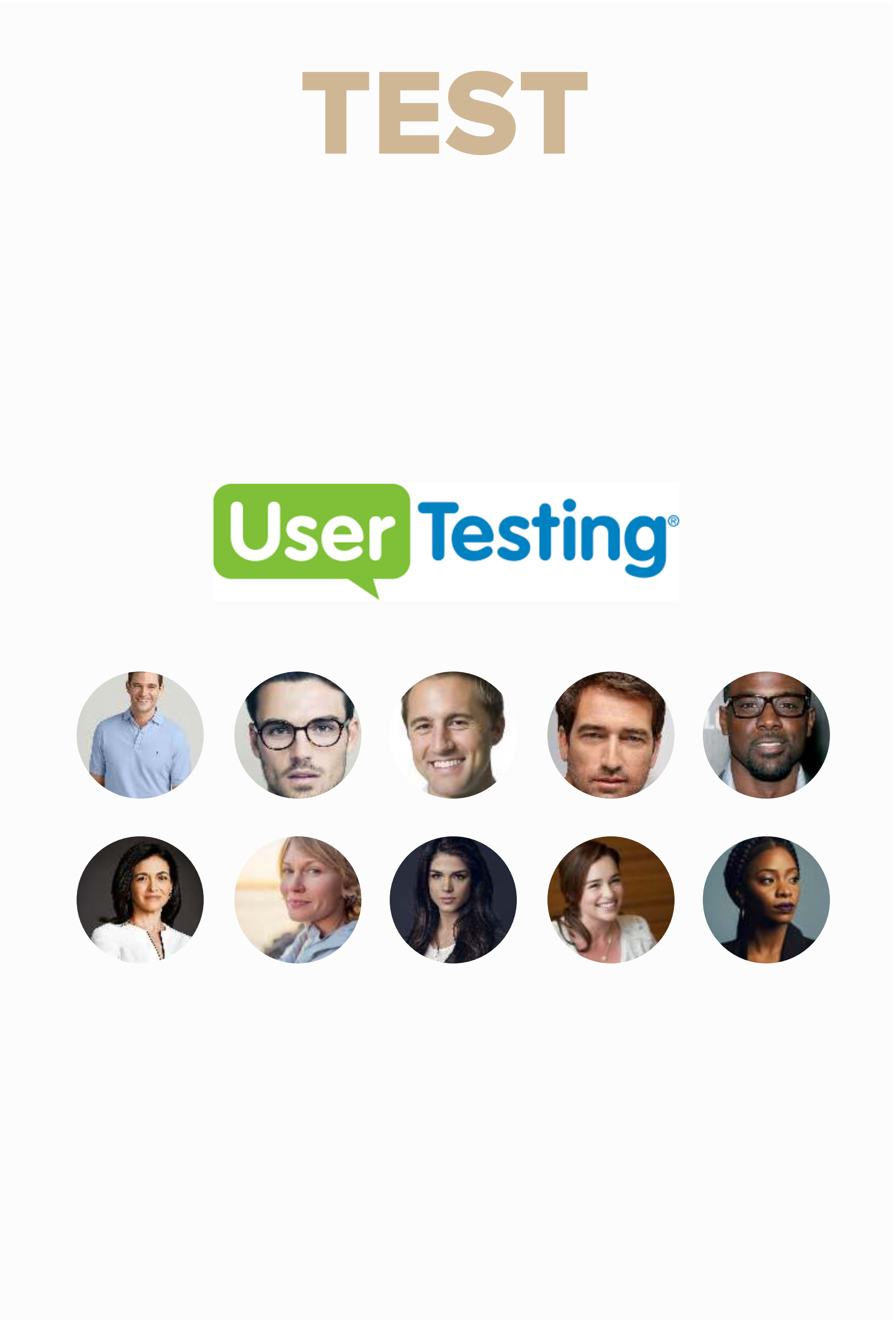
DEFINE



HYPOTHESIZE

- Tasks
- Stories
- Userflows

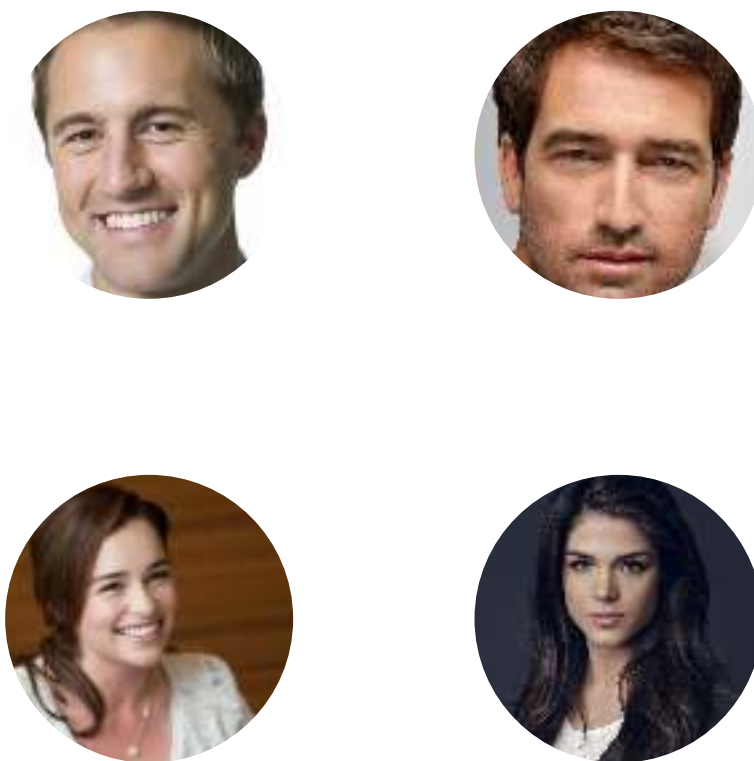
TEST



The 'TEST' phase section features the UserTesting logo, which includes a green speech bubble with the word 'User' in white and 'Testing' in blue. Below the logo is a grid of ten circular avatars of diverse people, arranged in two rows of five.



4 Agents



4 Policy Holders



2 ??????



PERSONA

Definitions

I

AGENTS

II

POLICYHOLDERS

III

????

I

AGENTS

Answer the Following:

What is the median or range of age?

Do they typically skew female or male?

What are their key goals when visiting the website?

Can you describe the conditions that prompted them to engage?


How technically literate are they?

What frustrations would you guess they have?



What common tasks need to be performed?

I

AGENTS




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AGENT LOGIN



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EMPLOYMENT

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Every year on the first day of hurricane season, June 1, TWIA reports its funding that is available to pay...

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Depopulation



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II

POLICYHOLDERS





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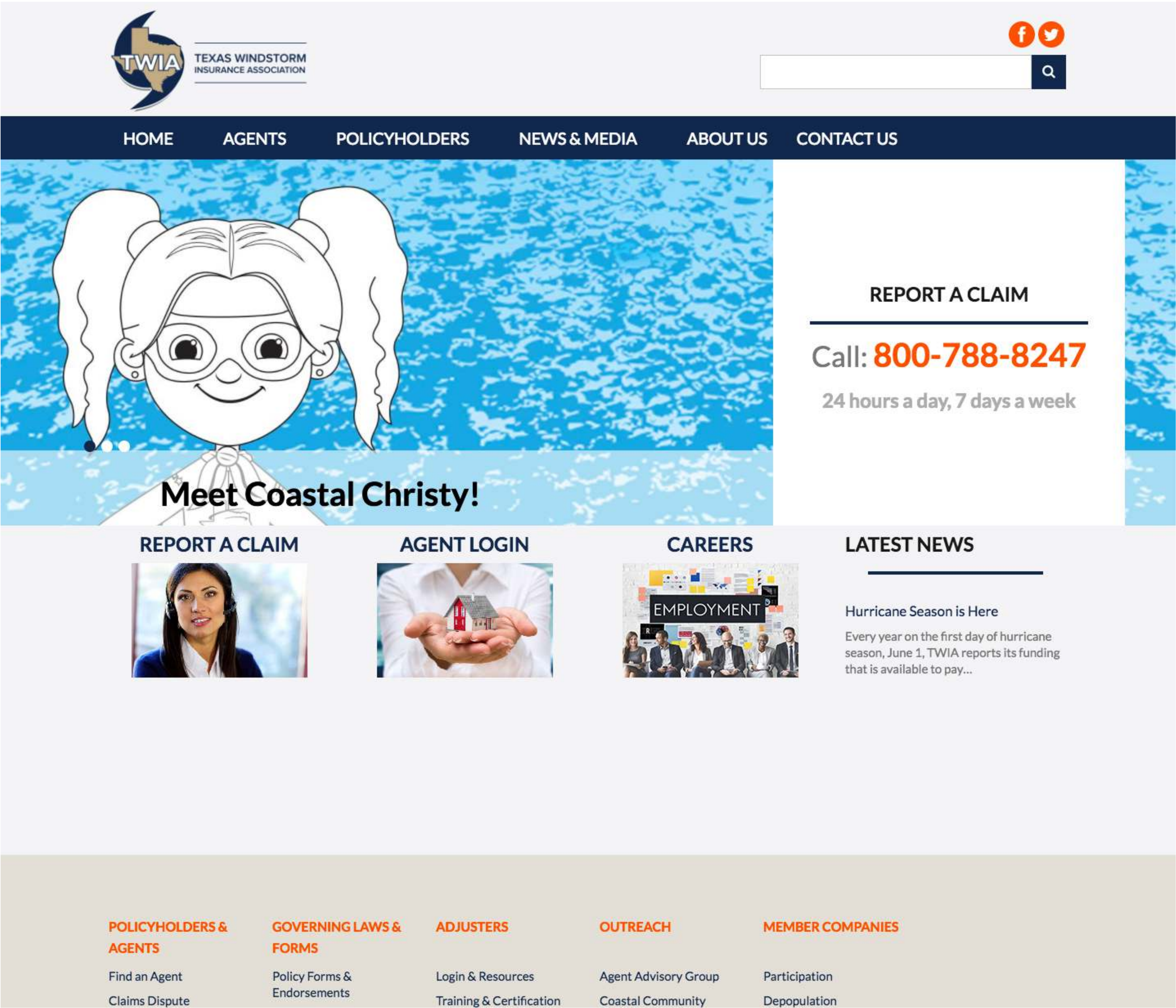
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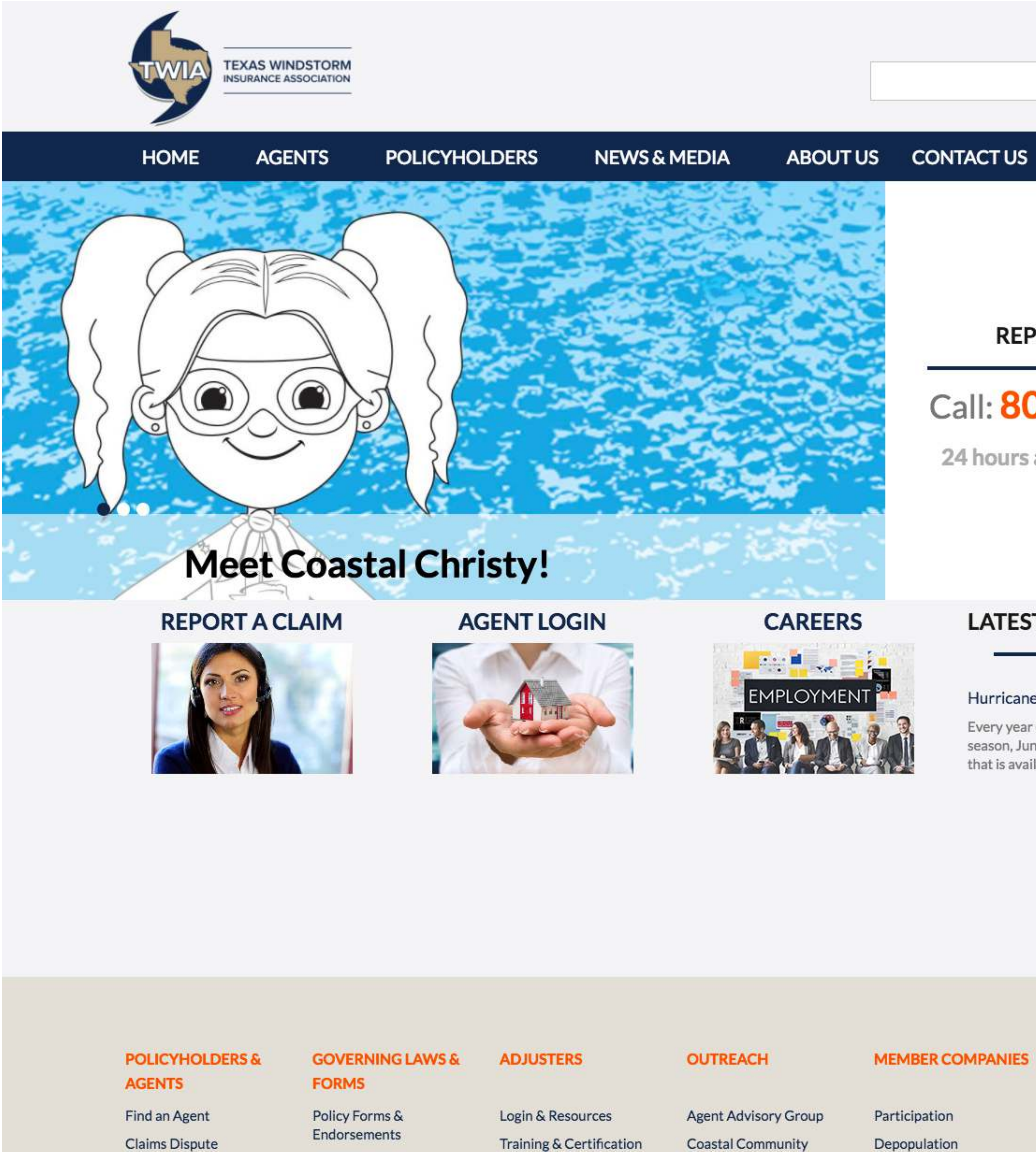


BRAND

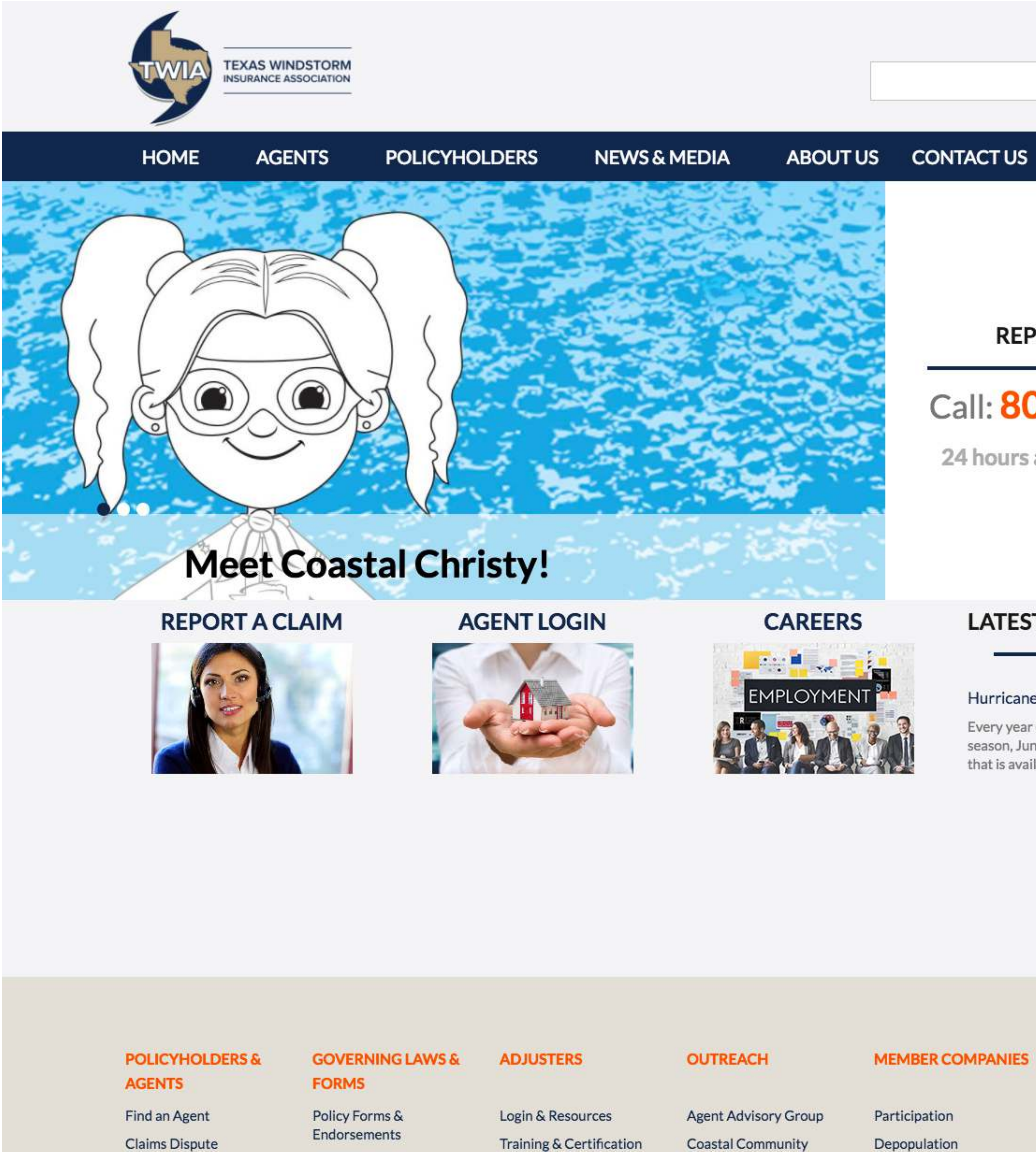
Identity



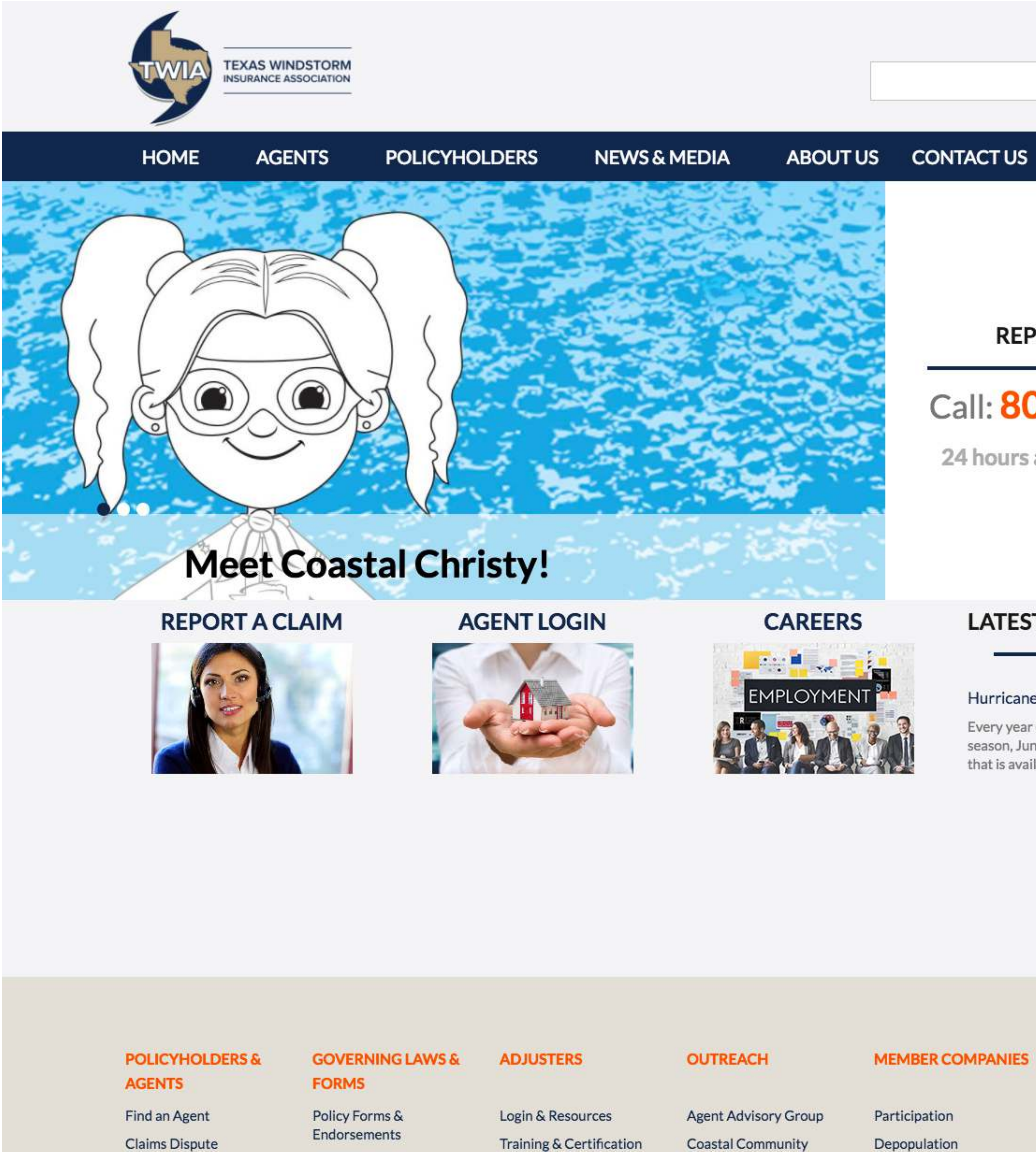
In terms of brand, on a scale of 1-5, how **FORMAL** is the **CURRENT TWIA Marketing?**



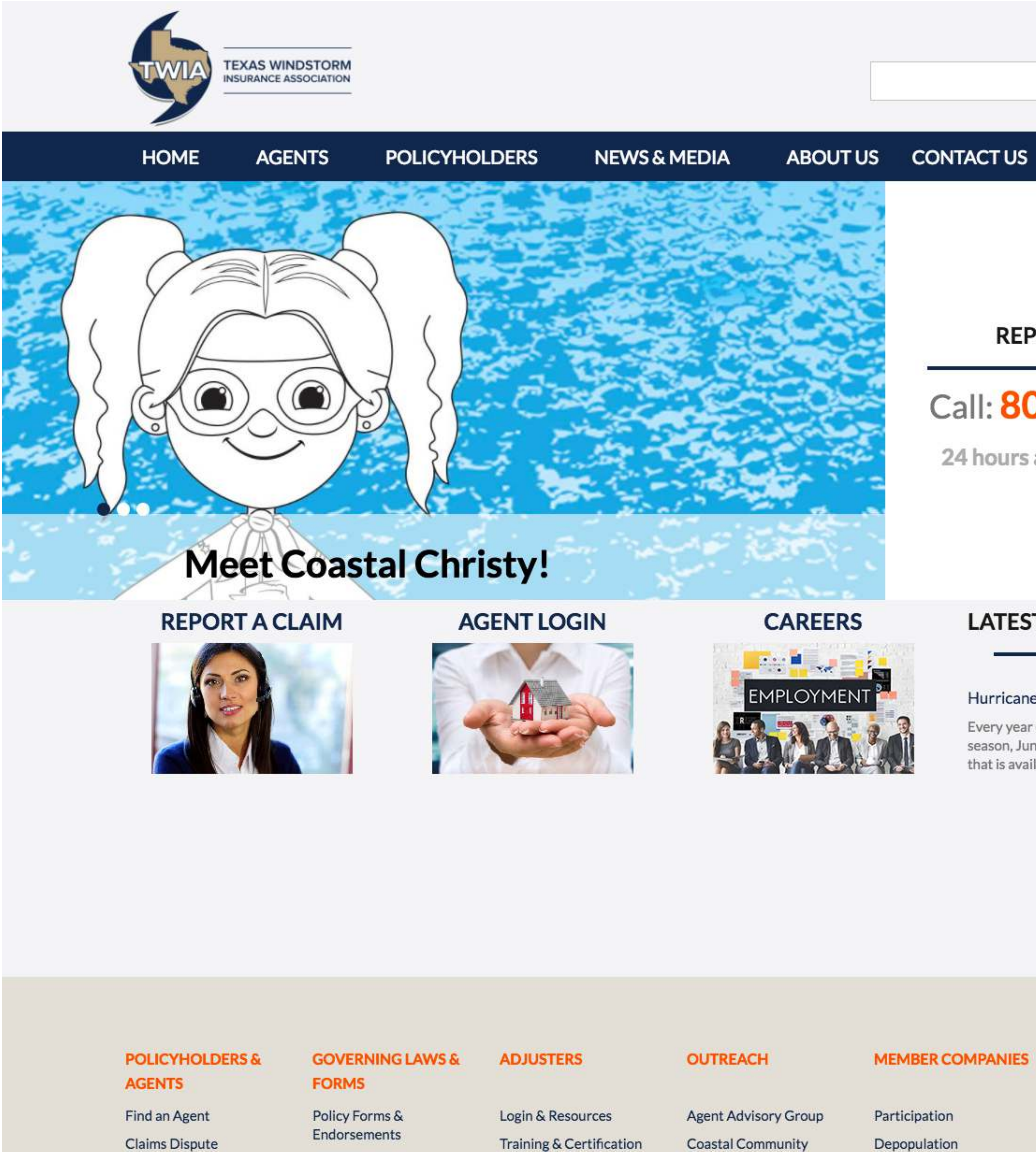
In terms of brand, on a scale of 1-5, how **FORMAL** is the **NEW TWIA Marketing**?



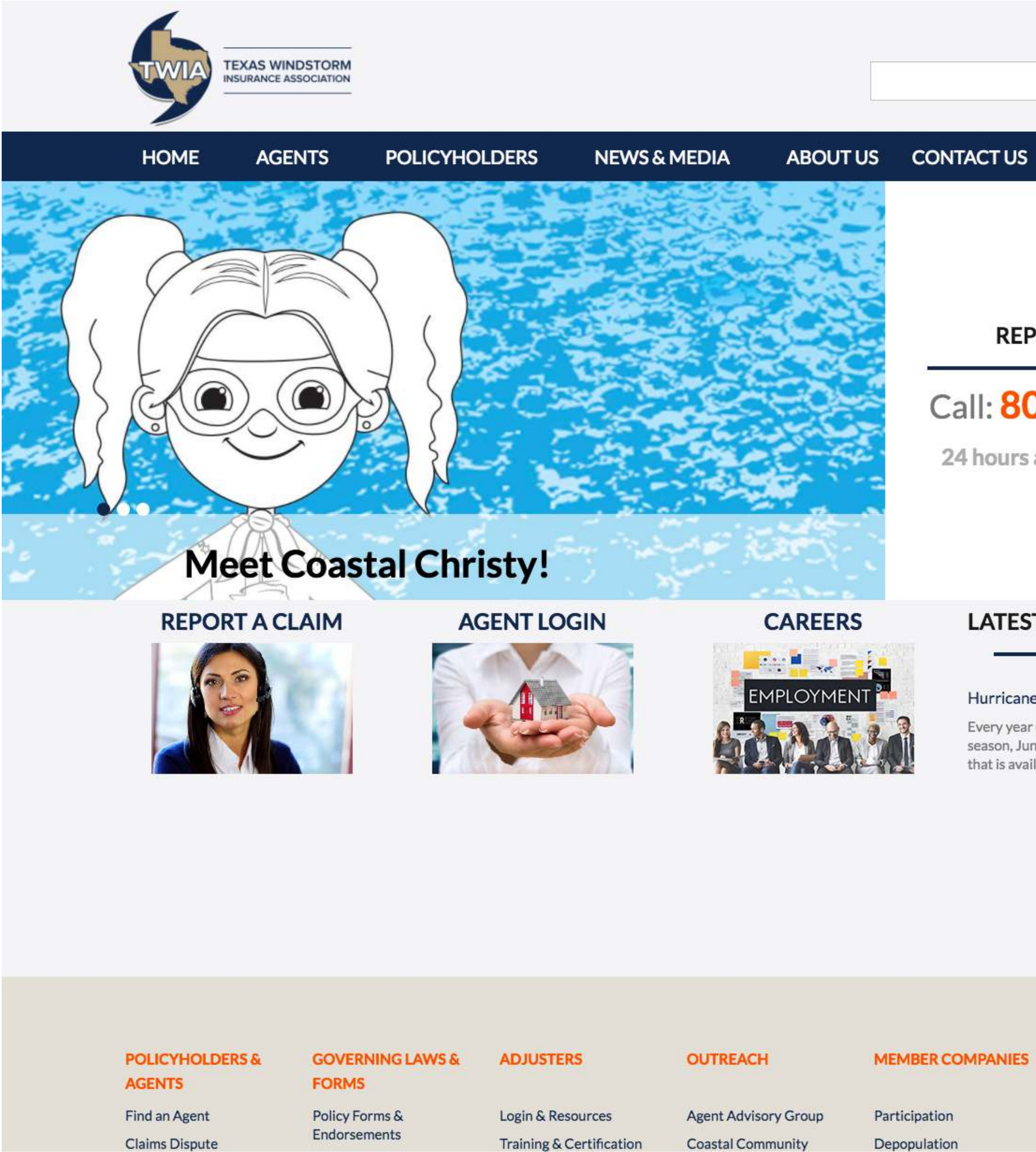
In terms of brand, on a scale of 1-5, how FRIENDLY is the CURRENT TWIA Marketing?



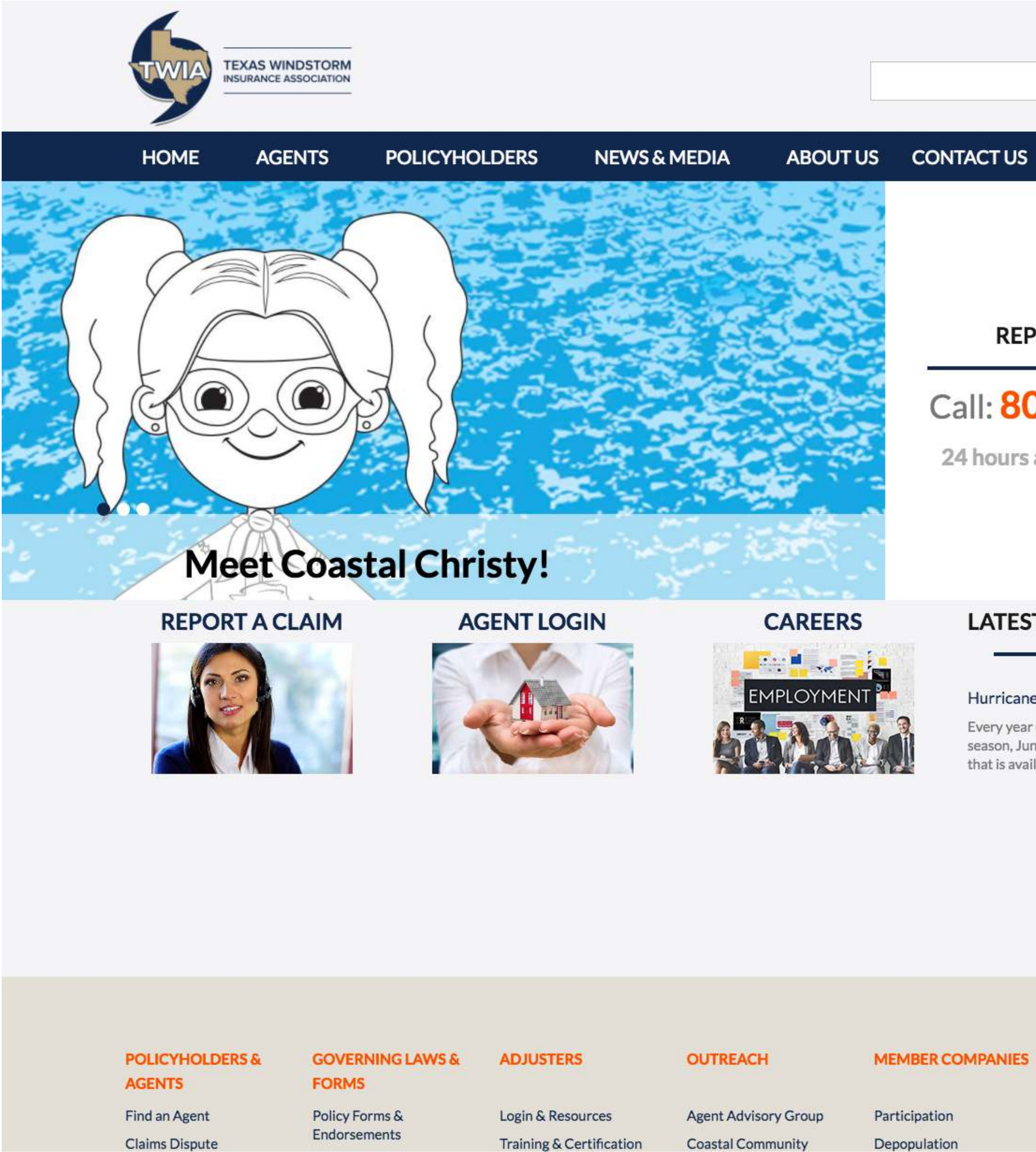
In terms of brand, on a scale of 1-5, how FRIENDLY is the NEW TWIA Marketing?




What is not working about the current marketing site design when you first arrive?



What is working about the current marketing site design when you first arrive?

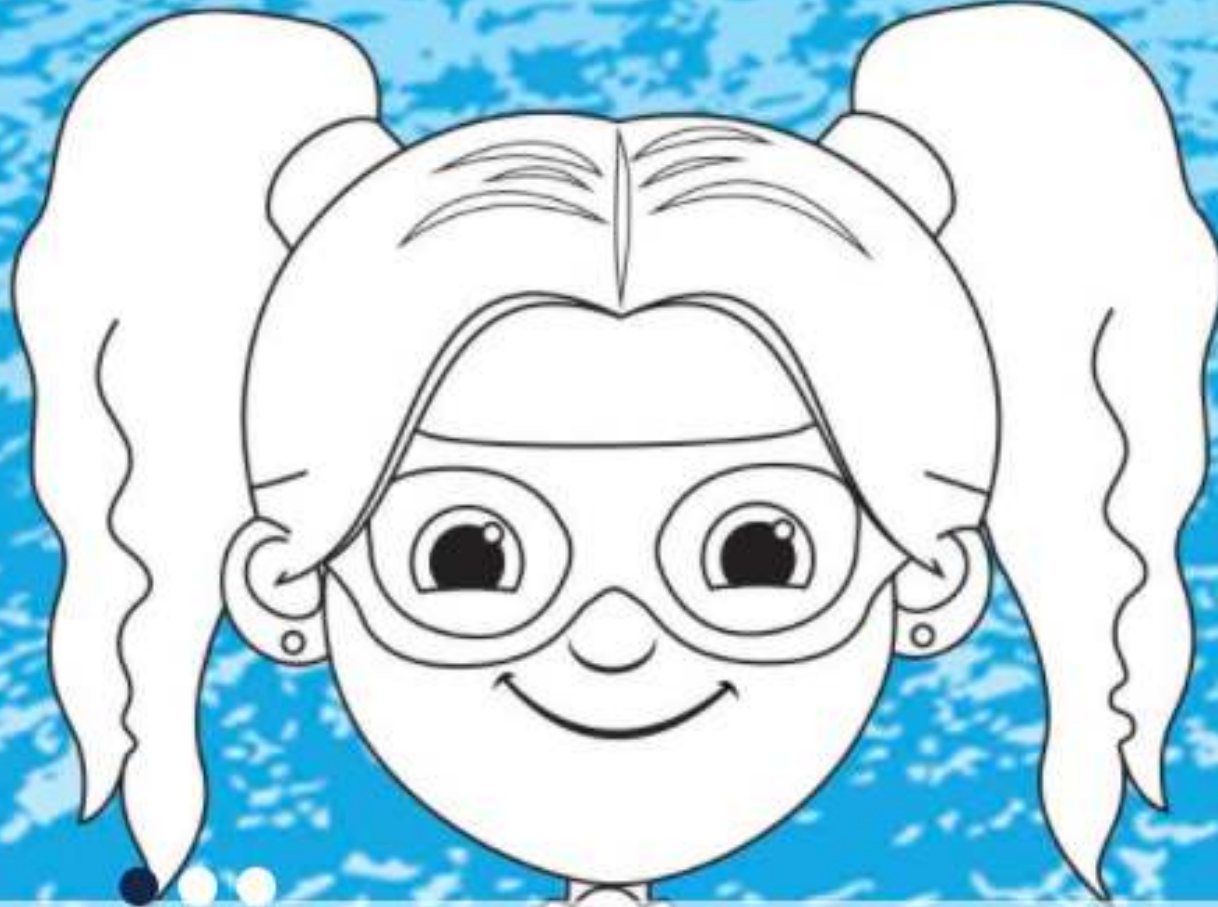


How would you best describe the main conversion or call-to-action on the marketing site?





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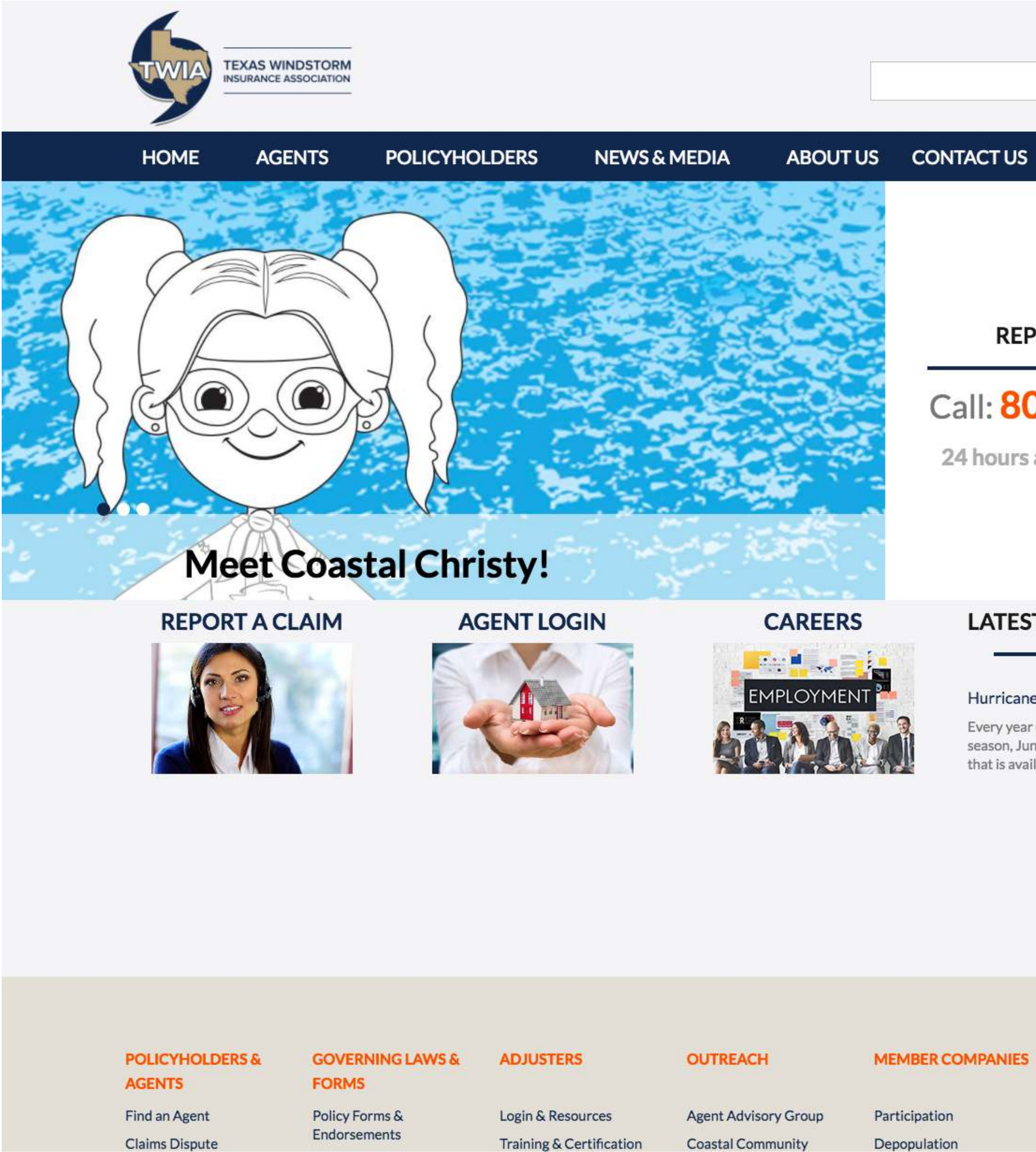
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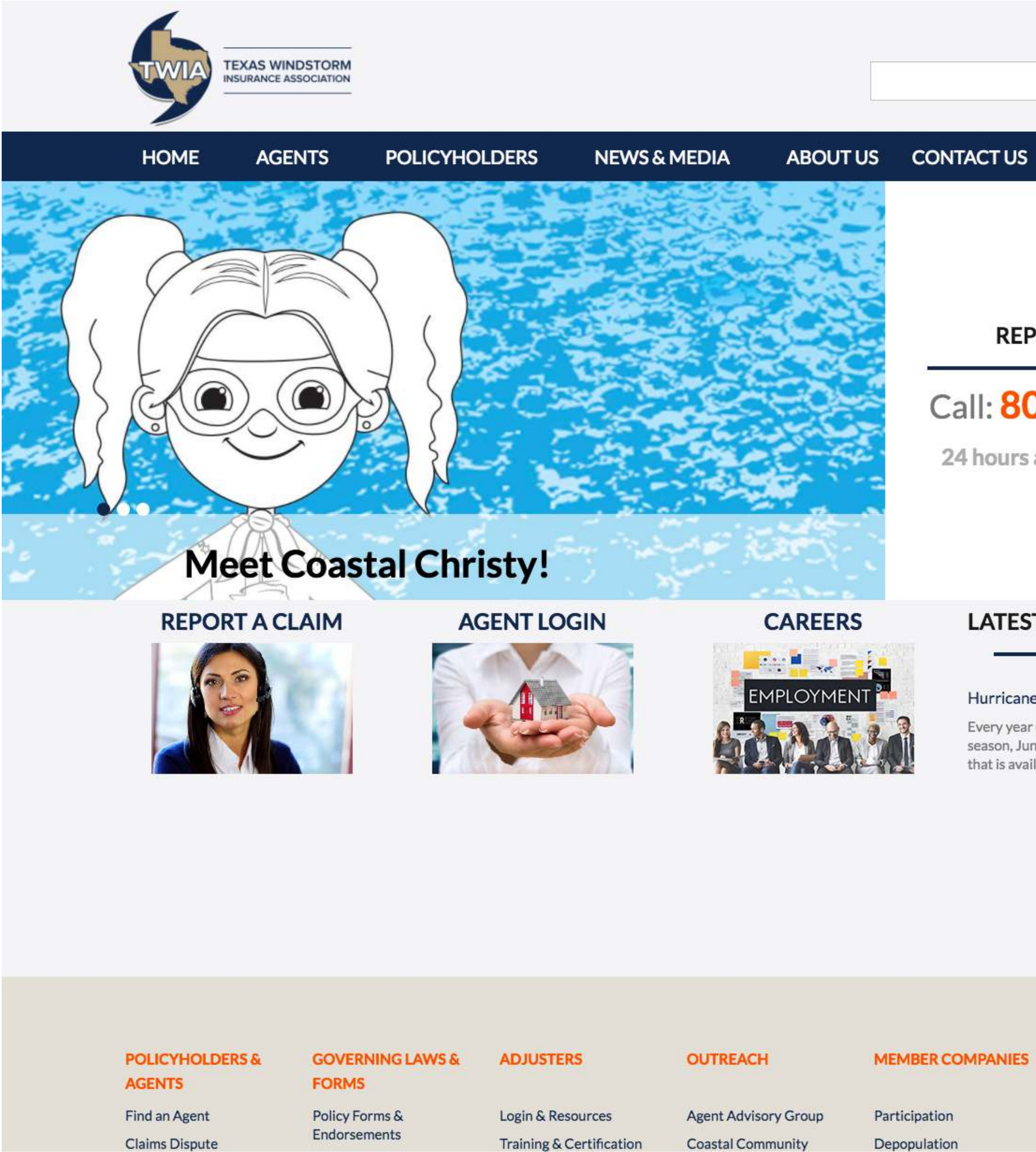
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What is the main message that you're trying to convey through the marketing site when you first arrive?



Is there anything you don't want on the site in terms of text, content, etc?

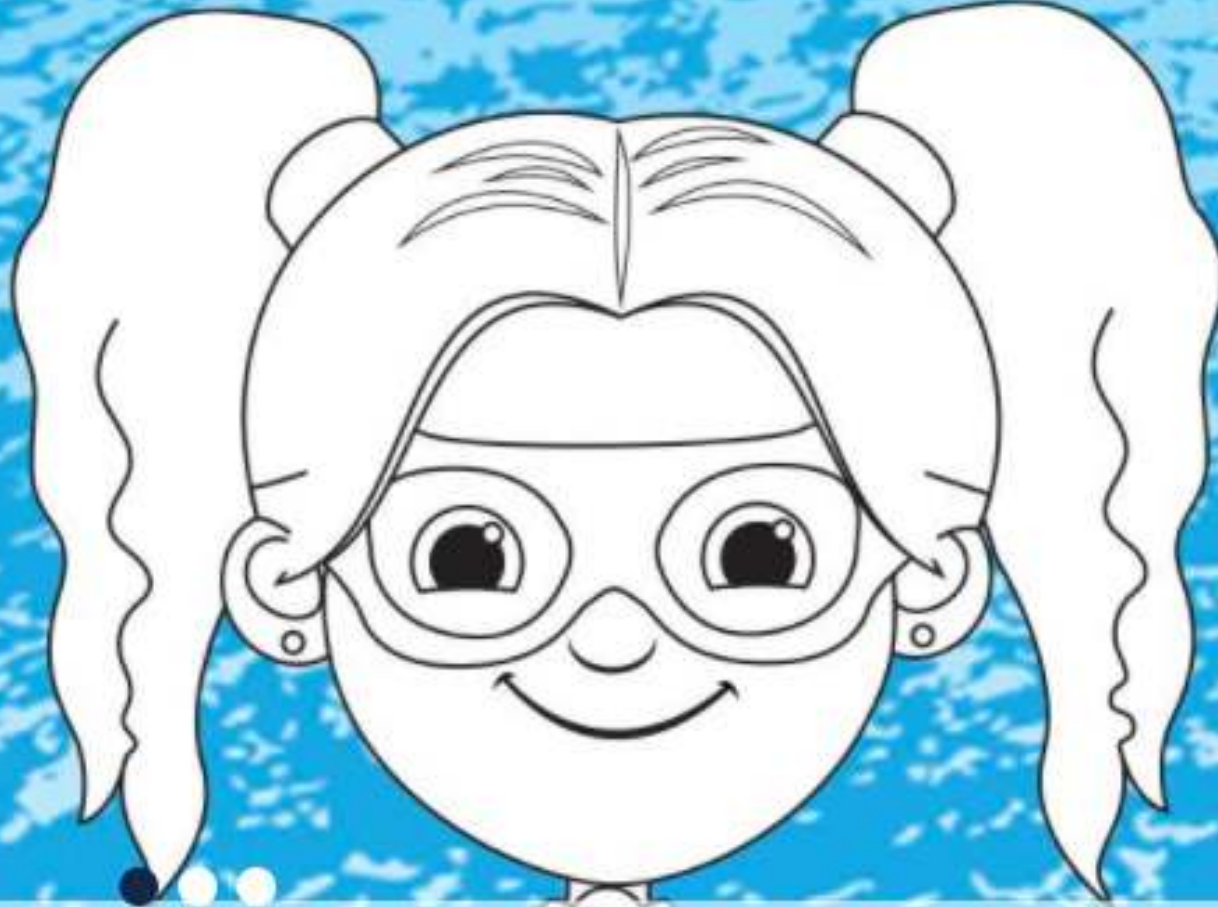


What problems do your prospects have that TWIA solves?





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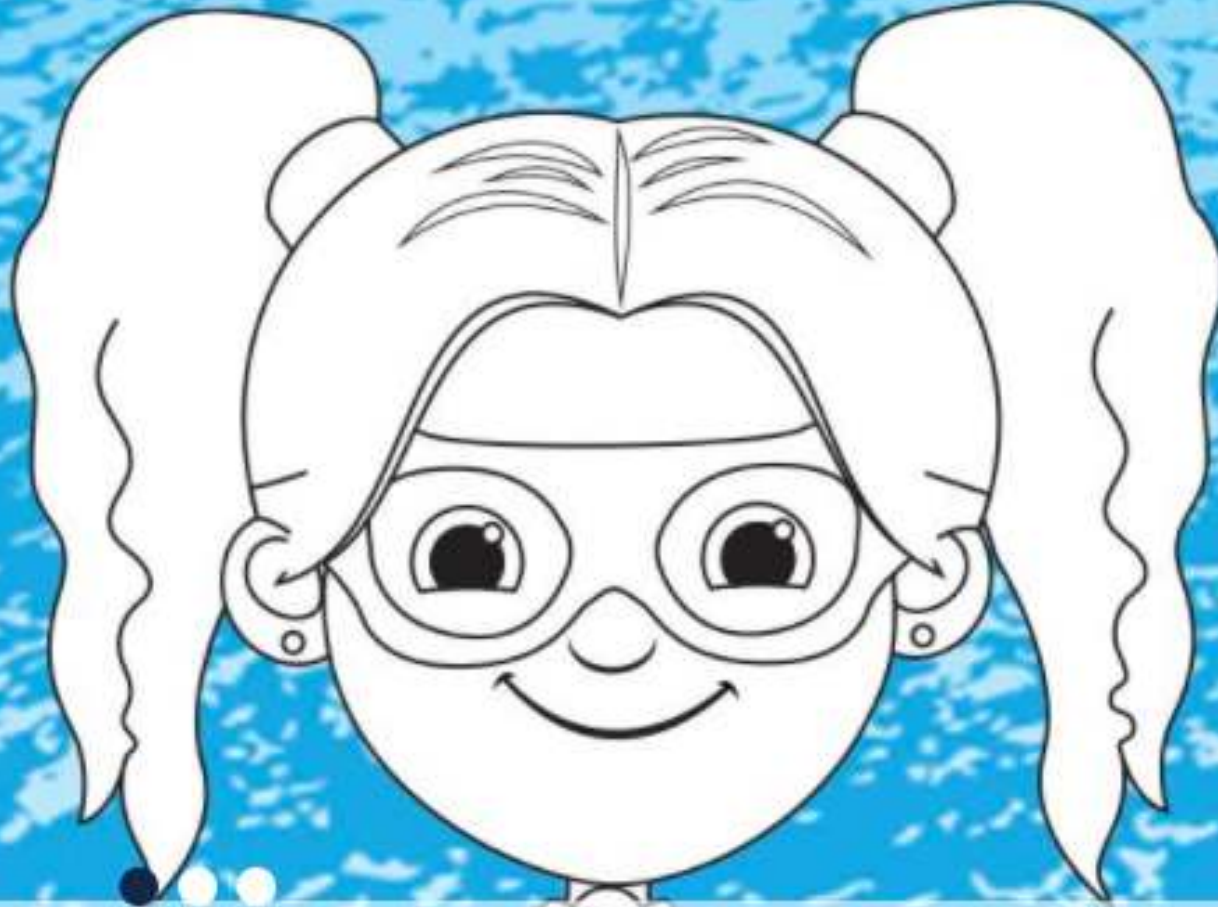
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Why do people keep coming back to TWIA.org?





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NEXT

Steps



- 01 Complete Survey (7/17)
- 02 Submit Feedback to Sarah if applicable (7/17)
- 03 Share website hosting information for site fixes (7/17)
- 04 Confirm next Friday checkin (7/17)
- 05 Share any user analytics and surveys (7/17)



- 06 Usertesting.com Sessions (7/18-7/19)
- 07 Insights Presentation (7/21)

