








Primary Persona

Overwhelmed Olivia

Design Thinking: Digital Garage
Primary Persona Journey Map

Phases	Time to Renew (price went up)	Research online/friends/family <i>*may call</i>	Quote and compare selected carriers	Consulting with partner	Finalize quote (online) <i>*may call</i>	Purchase On or offline <i>*may call</i>	Final thoughts
Emotional Experience							
Feelings	Angry, confused	Overwhelmed	Impatient, frustrated	Inquisitive, relieved	Happy	Happy Relieved	Annoyed
Quotes	Why has my price gone up?	What company should I look at? Why discounts are available? What are thoughts of friends and family?	Why is this so time consuming? Why does the price change? The process is difficult. Hassle to enter info on many sites. Do I have enough coverage?	Will they agree? Which do they want? Relieved to near the end. I'm confident in the one I choose.	So close... Let's get this done. Do I have enough coverage?	Yay, it's done I got a good deal.	Glad it's over. That wasn't fun. What a chore.
Goals	Keep the same price	Find companies that might be a right fit.	Get online quote easily Understand coverage Get a good rate	Agreement on carrier and coverages.	Same price Finalize quote	Purchase online Quick and easy process Be content with purchase	Not having to do this again for a long time.