

OVERWHELMED OLIVIA



“I’d like to understand what I’m buying but researching insurance is like drinking from a fire hose.”

42 Year old Nurse
2 Children (Married)
Honda Accord & Prius
Works Full Time - Drives to work
Likes to shop online (Amazon)
Renewing Policy (wants to double check rate)

Current Behavior

Does research before purchases
Consults friends
Online reviews
Compare auto online
Google recognizable brands
Starts quotes online, calls to finalize and purchase
Uses mobile for light searching, moves to desktop or laptop

Goals

Wants peace of mind
Wants good coverage and value
Wants a reliable and reputable provider
Want to feel comfortable with coverage + What I am buying

Frustrations

There isn’t an easy way to compare so many options.
Doesn’t understand policy coverage or jargon
Insurance buying process is a hassle
Worries that company isn’t trustworthy and transparent
Online lacks personal touch