



# JENNIFER HIGGINS

20 YEARS OLD

"I want to lower the cost of my insurance but the only way is to be on my parents insurance"

Currently studying at university and travels in each day for her course. She has been involved in an accident after one year of driving which has caused her insurance costs to increase. She is now on her parents insurance to try and reduce this cost.

## GOALS

- Wants to be on her own insurance
- Would like to find a way to keep her premium to a minimum

## PAIN POINTS

- Black boxes and dash cams can be frustrating to install
- Insurance costs are too much and has no simple way to keep them down

## CURRENT FEELINGS

Anxious, Concerned, Worried, Hopeful

## NEEDS

- A passive solution that can always be 'on' and in the car when she is to ensure she doesn't forget to use it
- A simple way to track and monitor her driving and any accidents that may happen in case it is not her fault
- No hassle fitting a system to monitor driving or add dash cam functionality

## PERSONALITY

Outgoing, Shy, Hardworking, Optimistic

DASH.



# LEWIS COOPER

35 YEARS OLD

"I was advised by a friend that I should get a dash cam to record evidence if I am in an accident"

Lewis commutes a long distance for work each day and has to deal with a lot of drivers on the road. He doesn't have the time to argue with someone on his journey and a camera would clear up any details.

## GOALS

- Wants to protect himself from other drivers causing accidents
- To not have to worry about manually starting recording if involved in an accident

## PAIN POINTS

- Most dash cams aren't convenient to use due to untidy wiring and SD cards that aren't easily accessible
- Typically the interface isn't user friendly making it difficult to understand

## CURRENT FEELINGS

Concerned, Impatient, Confident, Busy

DASH.

## NEEDS

- Simple to install solution that doesn't make fitting a difficulty
- An intuitive user interface that anyone can use regardless of their ability with technology
- Passive recording that uses impact and vibrations to start recordings

## PERSONALITY

Protective, Money-conscious, Hardworking, Social

## Wanting to keep insurance low

### Says

- I'd like to get off my parents insurance
- How will it improve my driving?
- Will it be able to track me properly?
- All these dash cams look so costly with extra navigation
- Will paying for one save me money overall?
- What's available in my region to use?

### Thinks

- I didn't think that accident would've had an impact
- Will this help reduce the cost of my insurance?
- What happens if I do something I shouldn't with a dash cam/black box?
- I'm not sure if I can afford my insurance it is staying high
- Will I look weird having a dash cam in my car?
- sometimes others in my family use the car, a black box would be annoying for them!

### Does

- Looks at the cost of dash cam online
- Uses online comparison tools for insurance
- Gets on parents insurance to lower cost
- Researches about the best and if she would be eligible
- Drives at a slower pace with more caution after the accident

### Feels

- Cautious
- Uncertain
- Hopeful
- Anxious
- Embarrassed
- Dependent

## Want to prevent accidents and have evidence if needed

### Says

- My friend advised me to purchase a dash cam
- The SD card can fit up quickly and is a hassle to be wiped
- I would hate my SD card to be full and to have an accident
- Having a dash cam could encourage people to drive more carefully
- The wiring for my dash cam always gets in the way when I'm driving
- I should check if having a cam affects my insurance

### Thinks

- My current dash cam is confusing to use so I just do the basics with it
- How could reviewing my driving benefit me?
- Is there any work in having a dash cam?
- I don't have time on my commute for the wait/the such business
- Even a dash cam would generate any arguments after an accident
- There are so many bad drivers out there on the roads

### Does

- Shops around each year to get the best insurance deal
- Put other family members on his insurance
- Talks to friends and colleagues when looking for new tech
- Clean his SD card in his camera regularly to ensure it has space
- Only uses the basic function on the dash cam, doesn't understand it's other features
- Commuter by car each day to and from work during the hour

### Feels

- Concerned
- Impatient
- Concerned
- Busy
- Confident
- Frustrated