

STARR Companies Personas

March 7th, 2013

This document will...

- **Define our 3 targets** and demonstrate how content supports their needs through an in depth persona
- **Propose a new site structure and re-organization of existing content** as we prepare to build out the interactive experience
- **Recommend the creation of new content** where gaps exist
- **Lay the groundwork for subsequent deliverables** that will define the specific content and design of the site
- **Deliverables to follow include:**
 - Content Matrix
 - Sketches
 - Creative Comps

Where we are in the process

I. Discovery and Strategy
Existing Materials Audit
Industry Research
Site Content Audit
Content & UX POV
II. Execution + Creative Design
Content Matrix
Sketches
Creative Development
Content & UX POV
Execution + Creative Design

Inputs

- Research Materials From RedWorks
- Broker Insights From Industry Best Practices
- Site Content Audit of Starrcompanies.com
- Broker Surveys
- Internal Starr Surveys

What are brokers saying about their experience today?

- **Before working with a company** they are considering, brokers look at:
 - 1) Product Descriptions
 - 2) General Information
 - 3) Contact Information

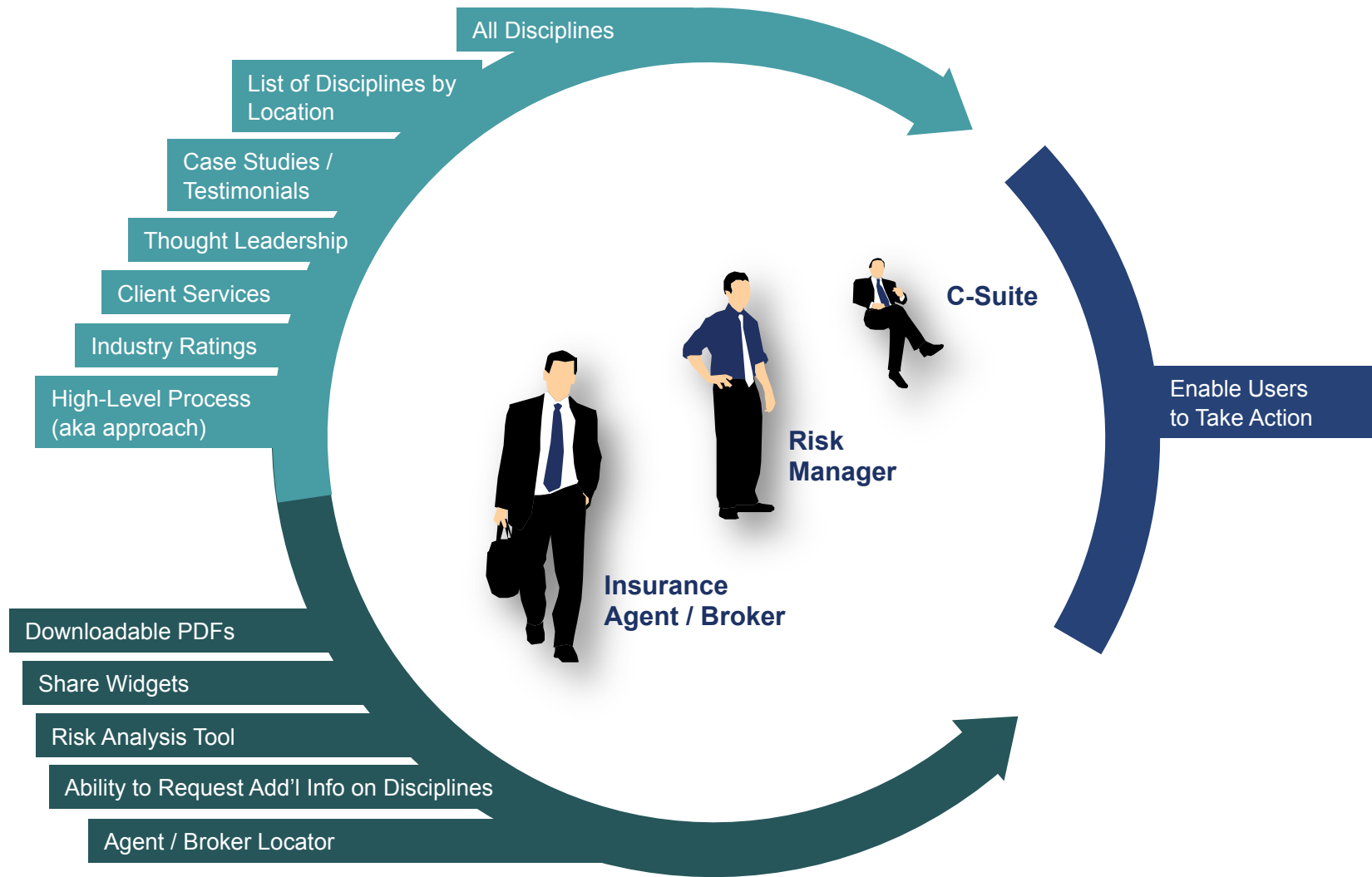
- Most brokers **do not go to starrcompanies.com after signing on** with Starr

- **Content that would be most helpful in supporting brokers' business needs** going forward includes:
 - 1) Product Descriptions (need more specific product info!!)
 - 2) Contact Information
 - 3) List of Coverages by Location
 - 4) Thought leadership

- According to Brokers, the following could be done **to improve the site**:
 - More specific product information
 - Improved search feature
 - Up-to-date Content
 - Better organization of information

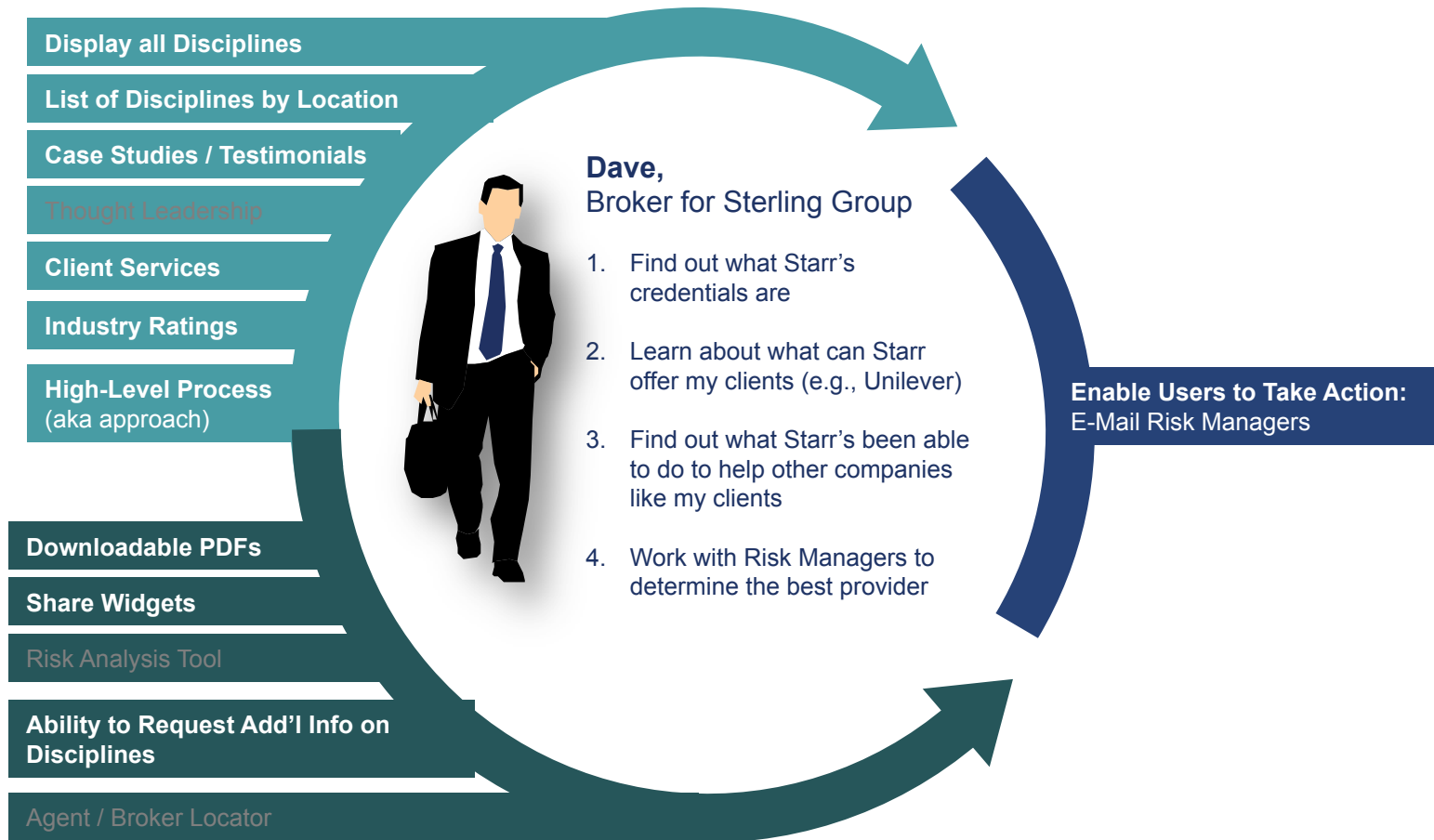
- **The Starr site plays the following role in brokers day-to-day business**:
 - 1) Enables them to research product information
 - 2) Provides information on Starr
 - 3) Helps them make a carrier decision
 - 4) Allows them to get in touch with someone at Starr

Experience Model



Insurance Agents / Brokers (Commercial Industry)

Show breadth and expansive business offerings for fast and detailed access



How Dave, a Broker for Sterling Group, interacts with Starr online



As a broker, Dave's primary responsibility is finding the best insurance company for his clients. To do so, he must be up to date on everything the company has to offer, how they're viewed in the industry and what they can do for his client.

Dave may find out about Starr through search, through his colleagues, or through his own knowledge of the industry.

Name: Dave
Occupation: Broker for Sterling Group

Homepage

1. Find out what Starr's credentials are

What We Do

2. Learn about what can Starr offer my clients (e.g., Unilever)

Case Studies

3. Find out what Starr's been able to do to help other companies like my clients

4. Work with Risk Managers to determine the best provider


1. Find out what Starr's credentials are

Homepage

Starr Companies
CAREERS CONTACT US

WHO WE ARE WHAT WE DO HOW WE SERVE YOU WHAT'S NEW MEDIA CENTER

Map of Coverages Environmental



Browse Coverages

Major Risk

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General Aviation

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Construction Property

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A.M. Best Financial Strength Rating




Starr Indemnity has an A.M. Best Financial strength rating of A (Excellent)(Financial Size Category) X.

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Case Studies

Major Risk




Company: CAS
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General Aviation



Company: USA 3000
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Construction Property



Company: Staten Island Expressway
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Latest News / Press Releases

3/2/12 - Starr Companies Appoints Hayman President
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2/26/12 - Starr Companies Appoints Hayman President
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Agent / Broker Locator

Choose Division ▼

Choose State ▼

Mark Smth (VP)



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EXPERIENCE:

- Breadth of Starr's coverages and wide reach is prominently highlighted
- Starr's credibility is showcased in 3-ways ('Testimonials', 'Industry Ratings', 'Case Studies')
- 'Agent / Broker Locator' tool enables users to quickly find someone to help them engage with Starr
- 'Latest News' and 'Thought Leadership' shows what Starr is currently doing (in their own words)

CONTENT:

Elevate Starr's Credentials

Ensure that Starr's ratings and industry accolades are clearly displayed on the site.

2. Learn about what can Starr offer my clients (e.g., Unilever)

What We Do

Starr Companies CAREERS CONTACT US

Starr Companies WHO WE ARE WHAT WE DO CAREERS CONTACT US

WHO WE ARE WHAT WE DO HOW WE SERVE YOU WHAT'S NEW MEDIA CENTER

What We Do

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Accident & Health E-Mail Download PDF

Accident & Health

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Assist-Card

Crisis Management

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Kidnap, Ransom and Extortion
Product-Recall
Contaminated Product

Marine

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Marine Hull
Marine Cargo
Marine Liability
Inland Marine

What We Do

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Accident & Health

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Assist-Card

Aviation & Aerospace

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Major Risk **Space Coverages**
Complex Risk **Aviation Workers' Compensation**
General Aviation **Non-Owned**
Light Aircraft

Casualty

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Construction
Energy
Environmental
Starr Excess

Crisis Management

Financial Lines

Professional Liability

Exploration & Production Home Foreign Casualty

Agent / Broker Locator

Choose Division

Choose State

Find

Major Risk
Capacity: 100-1000
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General Aviation
Capacity: 100-1000
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"Starr helped my company save money by assessing our needs and giving us a customized coverage."

"Starr helped my company save money by assessing our needs and giving us a customized coverage."

[Generic] Starr Contact info@starrcompanies.com 1-800-123-4567

EXPERIENCE:
Modularized layout gives users an easy way to quickly scan the page and immediately jump into a specific coverage page with one-click

CONTENT:
Simplify the Display of Starr's Offerings
Create a single landing page that provides a view of all Starr disciplines and their subsequent coverages. This will streamline site exploration and make the coverage structure clear.

3. Find out what Starr's been able to do to help other companies like my clients

Case Studies

Starr Companies
CAREERS CONTACT US

WHO WE ARE WHAT WE DO HOW WE SERVE YOU WHAT'S NEW MEDIA CENTER

Case Studies

Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel erat. Etiam auctor, nisl at pulvinar hendrerit.

Complex Risk

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Marine Hull

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Company: CAS
Division: Marine Hull

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General Property + Boiler Machinery

+

Chemical

+

[Generic] Starr Contact
info@starrcompanies.com
1-800-123-4567

Agent / Broker Locator

Choose Division

Choose State

Find

"Starr helped my company save money by assessing our needs and giving us a customized coverage." John D.

"Starr helped my company save money by assessing our needs and giving us a customized coverage." John D.

Major Risk
Company: CAS
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General Aviation
Company: USA 3000
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4. Work with Risk Managers to determine the best provider

Dave can now e-mail this page to help convince Tom (Risk Manager) that Starr is the company for him.

EXPERIENCE:

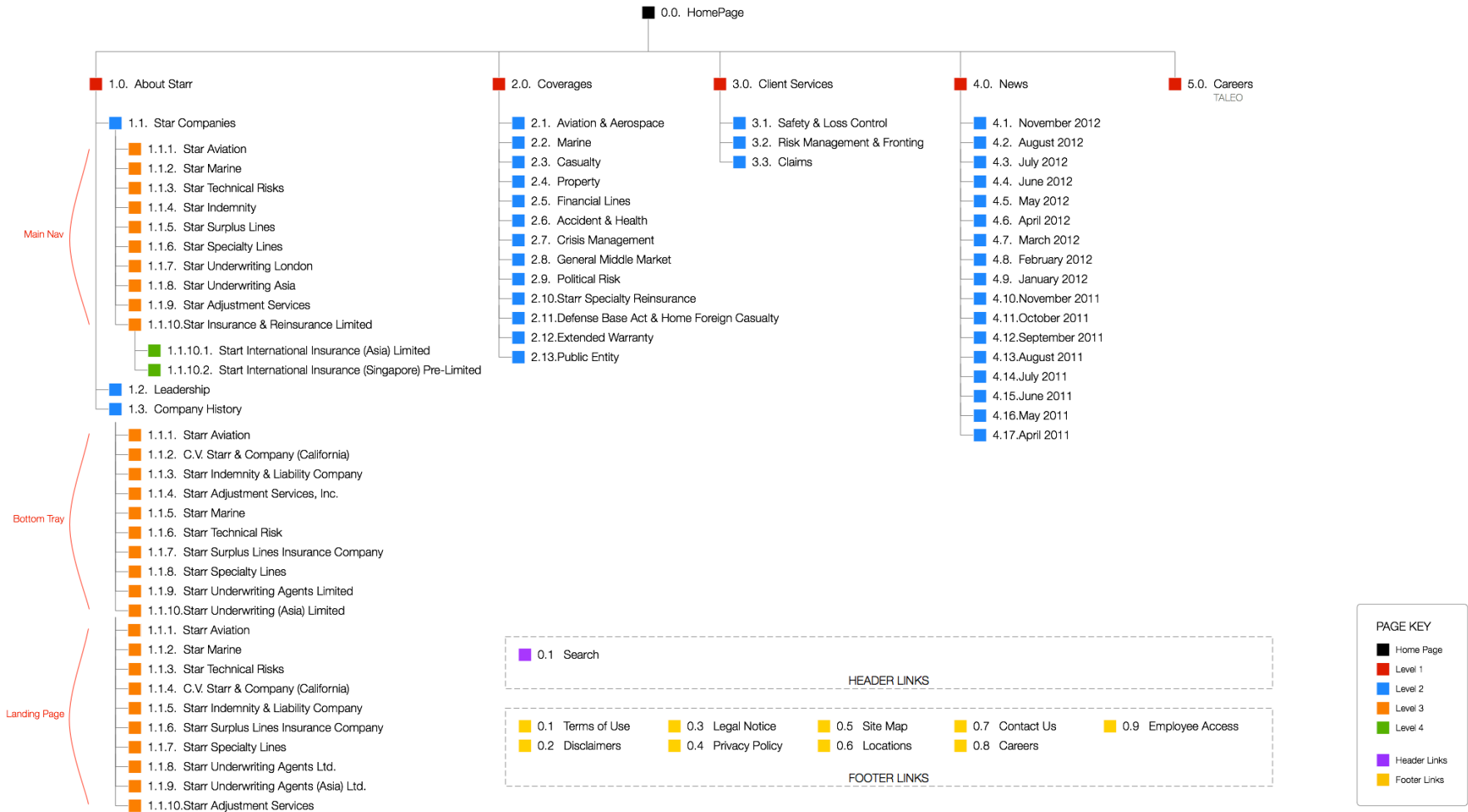
- By assembling each case study by discipline, this gives users an easy way to see which ones would be relevant to them.
- This page is also easily share-able via e-mail and downloading as PDF
- This content will also be sprinkled throughout the site and especially on the relevant coverages page

CONTENT:

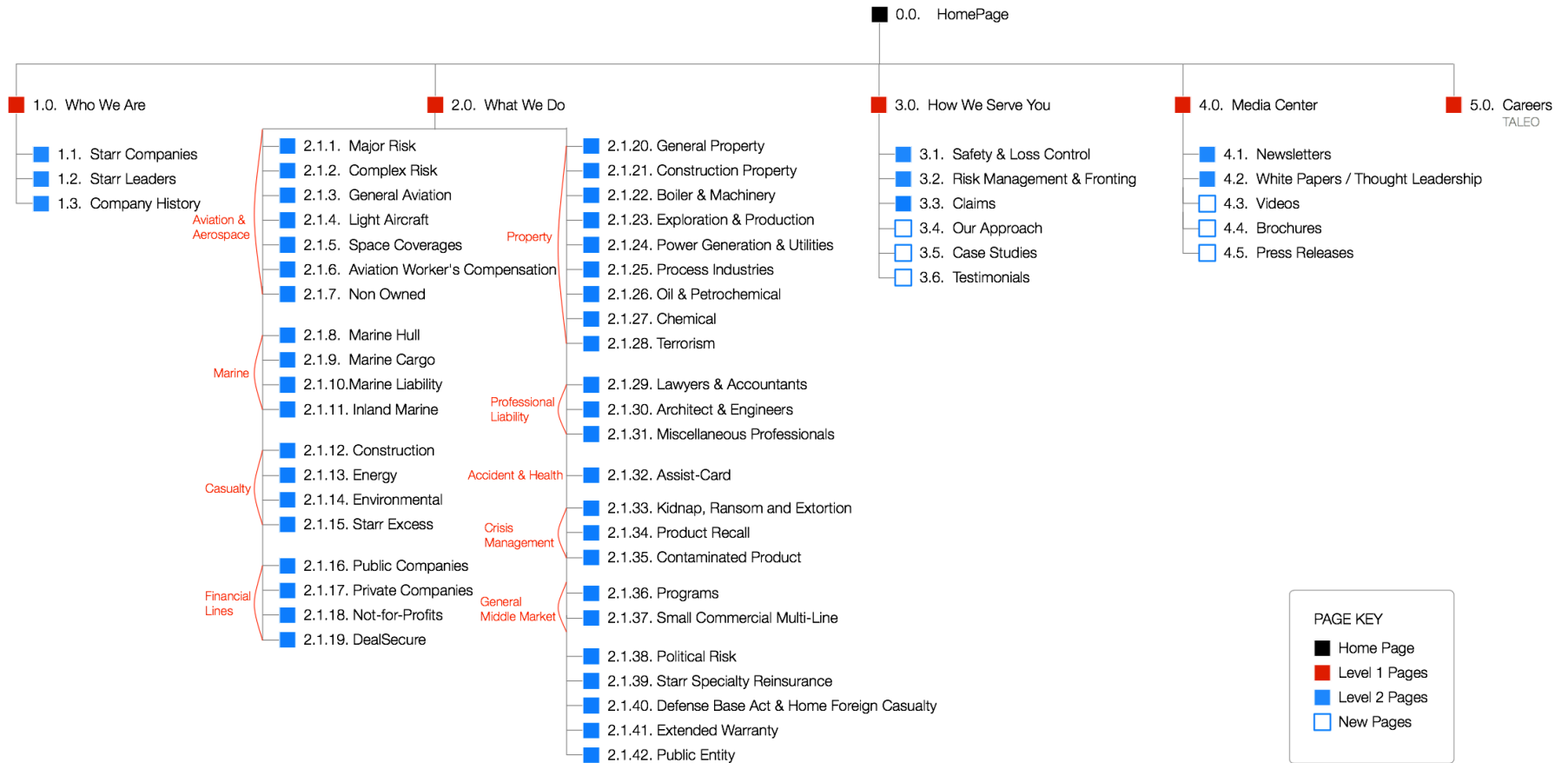
Provide examples of Starr's ability to help other companies

Develop case studies (ideally 1 per discipline) to depict how Starr has helped its customers. This will help users understand how Starr could work for them.

Current Site Map



Proposed Site Map



Next Steps

Feedback from Client - EOD Friday

Revisions from Feedback - Monday, 3/11

Finalized UXPOV sent to client - EOD Mon 3/11

UXPOV will inform...

Final CMS Reco (Client Review) - 3/14

Analytics Requirements - Begins on Friday 3/8

Content Matrix (and Model for CMS) - Client Review 3/29