



CROWDSOURCING CONTEST



Empathy: Personas



Personas of each group

Student Persona



Similarities

Age range: 24-27

Motivation: Travel, Independency, finding her/himself, connecting with other people, family

Character: Optimistic, focused, time efficient, loving, kind

Goals and objectives: Job position/ career, figuring out aduly, enjoy life

Requirements and needs: Orientation in life, financial stability, social status, mental health

Differences

Experiences: lifestyle, culture

Life goals: kids vs no kids, family vs career

Career path: different directions (industries, business units,...)



Personas of each group

Family Persona



Similarities

Age range: 31-36

Motivation: Financial stability, family, health,, good work-life balance

Character: Curious, open minded, friendly, extrovert

Goals and objectives: Buy house, improving work-life balance, stable job, take care of family, success

Requirements and needs: Health, stable income, parenting, safety of family

Differences

Career importance: family vs career



Personas of each group

“Young Professional” Persona



Similarities

Age range: 27-31

Motivation: Career, financial security, high job position

Character: well educated, excited about new technical possibilities, willing to sacrifice work-life balance

Goals and objectives: Job position/career, not worrying about money

Requirements and needs: financial stability, social status, general security, being flexible, spend the earned money

Differences

Importance of free time: more important vs less important

Work-life-balance: more working vs more living

Hobbies: different hobbies and different prioritisation

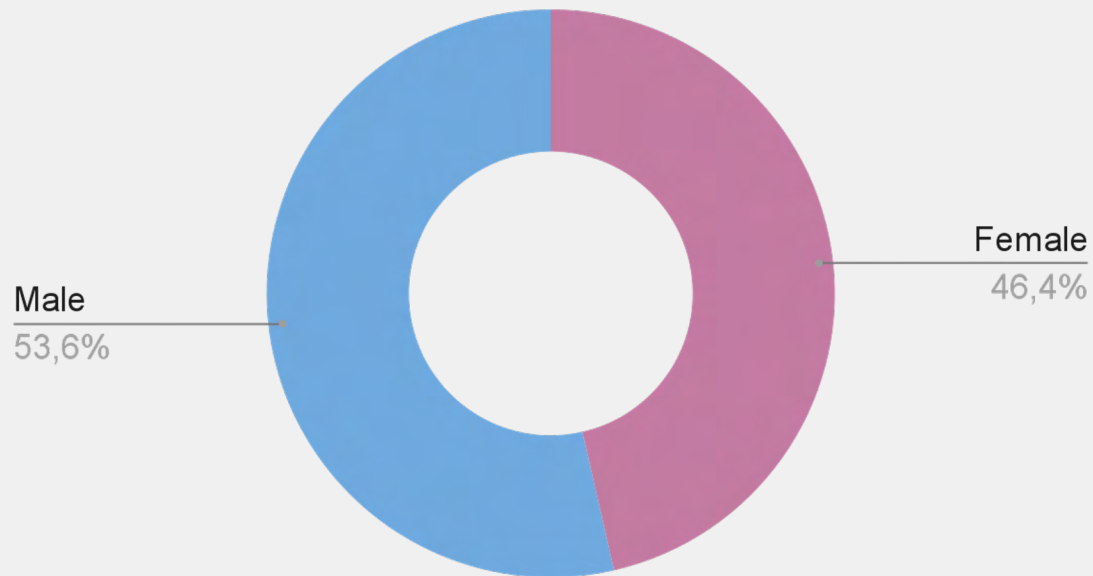


Empathy: Interviews



Sample size = 112

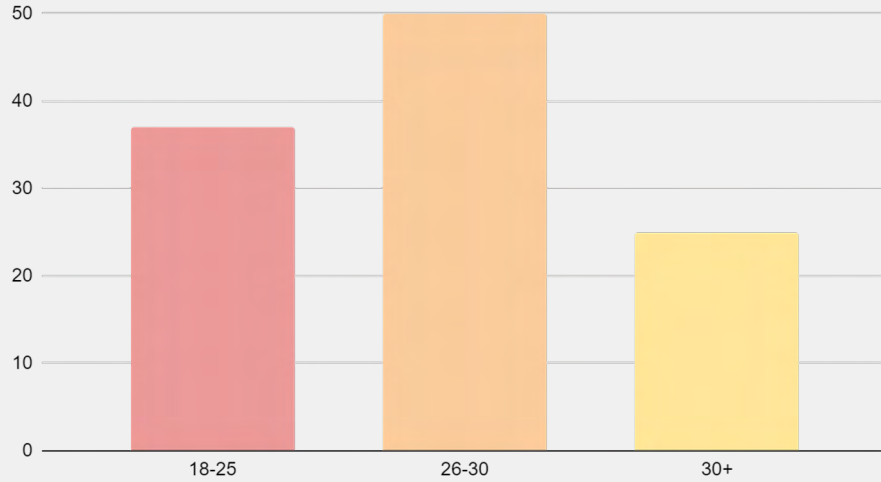
Gender distribution



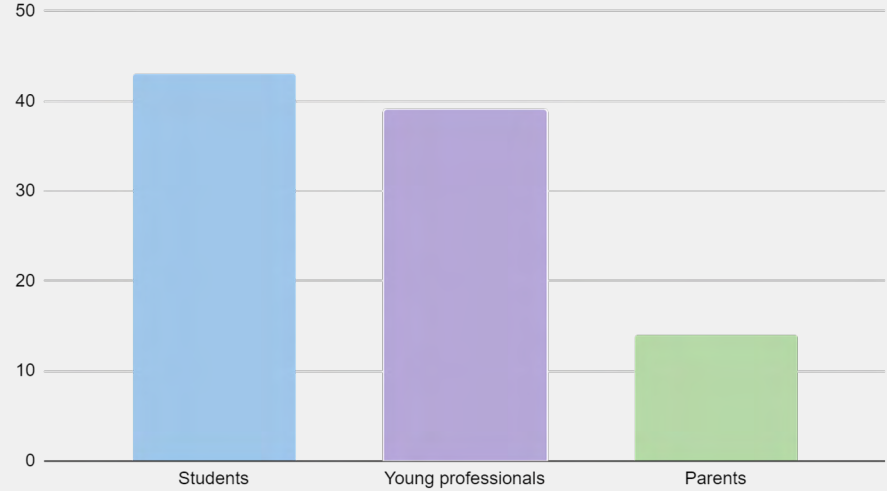


Sample size = 112

Age



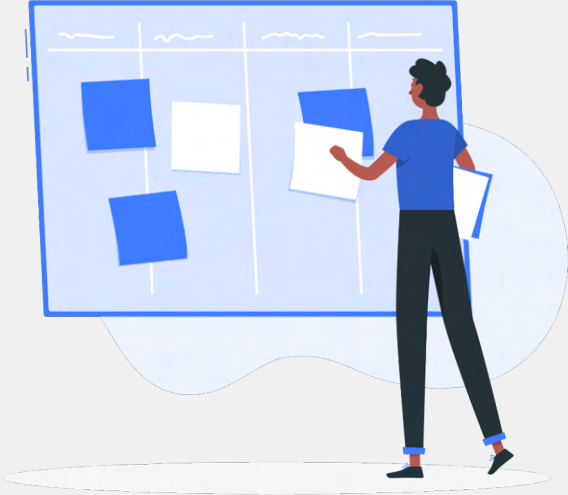
Profession



Interviewees most frequently talked about...



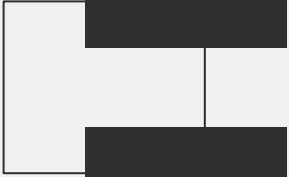
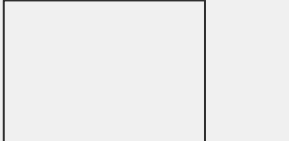
Key topics we wanted to figure out



How millennials feel about the city lifestyle and their home

Work-life balance and quality of life

Future perspectives and life goals



How their typical day/week looks like and what problems they face on a regular basis

What their main priorities in life are

Insurance topic awareness and how millennials feel about it

Interview Guideline

average interview duration - 30 minutes



01

Introduction

Icebreaker, Warm-Up questions,
purpose of the interview

02

General info about interviewee and their background

Status, Living situation, Family, Job, Travel
situation, hobbies, Mental Health

03

Questions about city life

Week plan, daily routine, main advantages
and disadvantages of living in the city,
work-life balance, their feelings

04

Future life goals

Plans, perfect home, career
goals, where they wish to live,
dreams, concerns

05

Insurance

Financial stability, general
attitude about insurance

06

Housing situation

Rental/owning issues, main problems
they experience at home, lockdown
effect

Interview Goals

How millennials feel about the city lifestyle and their home

How their typical day/week looks like and what problems they face on a regular basis

Interview Results



City life may be stressful

"City life feels stressful sometimes because of pace and competition. You need to fight for things"



Housing problem

"My main hobby currently is looking for a house. The whole process is so exhausting and time consuming"



Flexibility and mobility

"I enjoy moving to other cities. I usually visit sport centres and local events in different countries/cities to blend in surrounding"



Lack peace, personal time and space in a city

"I wish to have more time to do all the things that I want to do."

Interview Goals

What are their main priorities in life

Work-life balance and quality of life

Interview Results



Time is crucial

"Time is a commodity that becomes more and more valuable"



Community, networking and friends play a significant role in millennials' life

"Not so much the city is important as living in an interesting environment"



Work-life balance, healthy lifestyle and mental health are important for millennials

"I want to have more time to cook something healthy, feeling super stressed to do this next to job and hobbies"

"Sometimes I feel that I manage to do anything, and sometimes everything is falling apart"

Interview Goals

Future perspectives and life goals

Insurance topic awareness and how millennials feel about it

Interview Results



Future concerns about own flat, finding a right job, free time, better living situation

"Flat may be an investment rather than throwing money away each month"

"I want to change my job and do something that really makes an impact."



Lack of knowledge about insurance, bureaucracy and lack of transparency of insurance companies

"I think like it's a necessary evil"

"I did not care about insurances until i really had to"

"Insurances are time consuming"

"I would wish, to have better knowledge in case of insurances"



Thank you!