

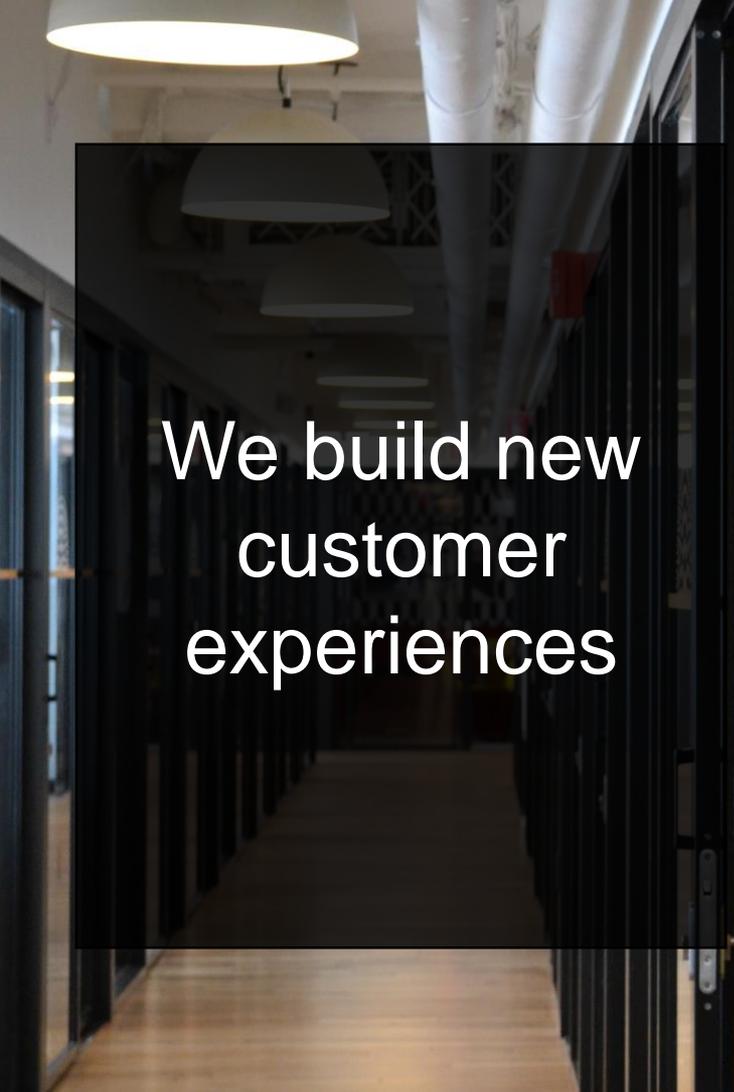


# Becoming Human-Centric

## Using Design Thinking To Innovate In Insurance

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*VP – Product Management & Innovation  
Liberty Mutual, Solaria Labs - Singapore*



We build new  
customer  
experiences



SOLARIA labs  
A LIBERTY MUTUAL ENDEAVOR



Meet Janice

# The Future of...



Mobility



Work



Health



Travel



Cyber

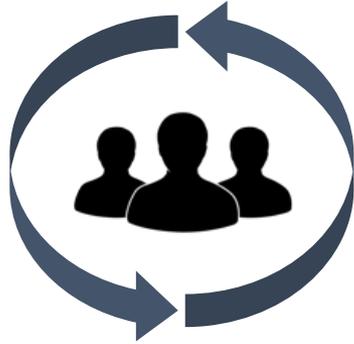
# Presentation Objectives

- (1) Understand what is Human-Centered Design and how it can be applied to insurance
- (2) Understand how to make innovation relevant to the customer

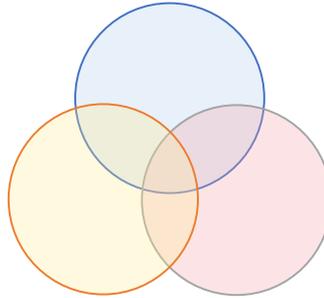
# What is Human-Centered Design?

*An approach to designing concrete solutions that solve real problems for specific people*

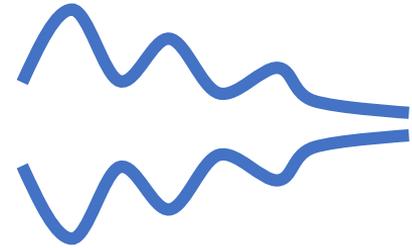
# What is Human-Centered Design?



**Focuses on  
Real People**

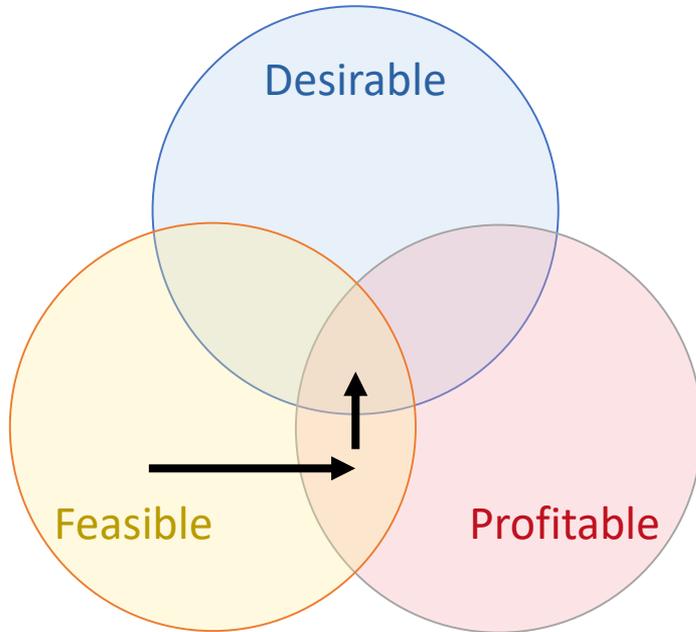


**Starts with What  
is Desirable**



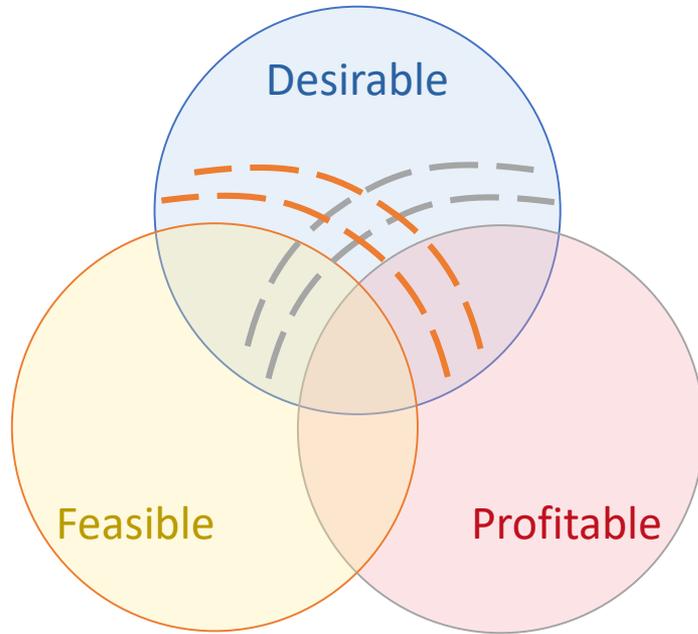
**Iterates Towards  
a Solution**

# Typical Corporate Innovation



- What new products or features can we introduce?
- Which of those could be profitable?
- Which of these profitable solutions could we sell the most of?

# Human-Centered Design



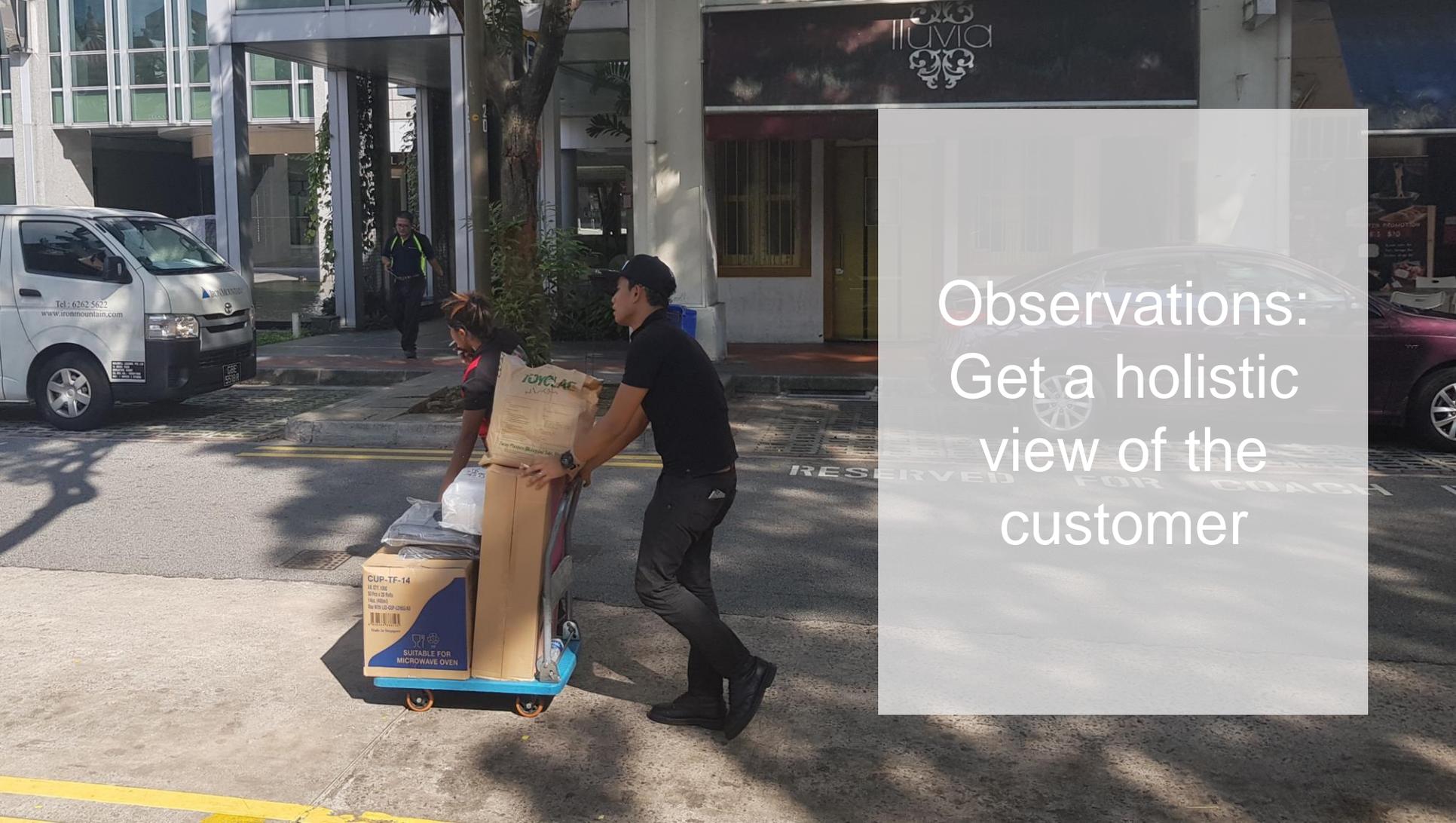
- What do people really need and want?
- What can we profitably build today?
- How can we push the boundaries of what's possible?

# Em • pa • thy

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*Noun*

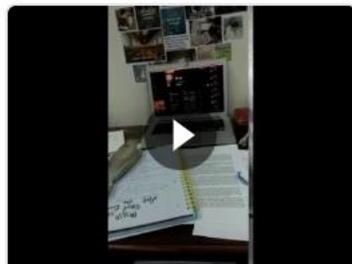
The ability to understand and share the feelings of another.



Observations:  
Get a holistic  
view of the  
customer

Ethnographies:  
Understand their  
life journey

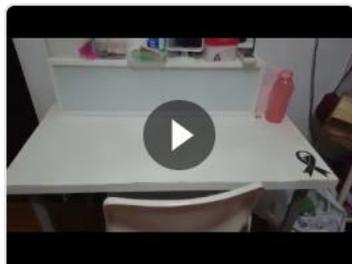




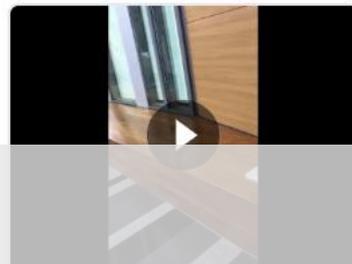
18. Rachel.mp4



17. Liu Xin.mp4



16. Xue Li.mp4



15. Warren.mp4



14 Eunice.mp4



12. Mandy.mp4



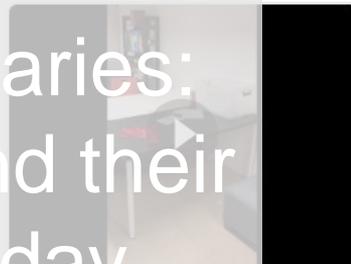
11. Bernice.mp4



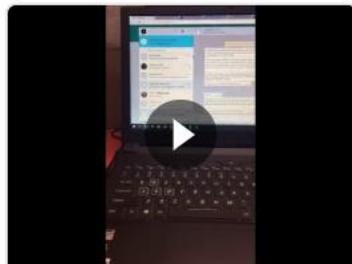
10. Xue Er.mp4



09. Sarah Chan.mp4...



08. Tan Qi.mp4



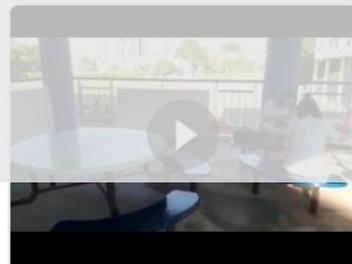
05. Wei Yang.mp4



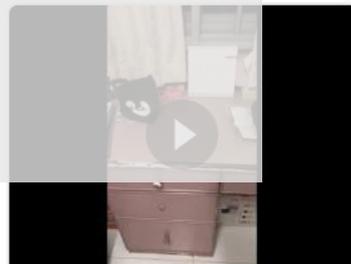
04. You Han.mp4



03. Darwish.mp4



02. Wei Yang.mp4



01. Clarence.mp4

# Digital Diaries: Understand their day-to-day



Co-Creation  
allows you to to  
test and create  
solutions with  
your customer

# Job To Be Done (JTBD)

Customers are not buying your product or service.  
They are paying you with an end goal of completing a job.

# Unmet Consumer Need

When a customer struggles to get their job done, they purchase your product or service.

Consumer need is a metric customers use to judge how quickly and accurately they can execute the job.

# JTBD: Get to a destination on time

- Determine the fastest/cheapest mode of transportation
- Figure out the route(s) which has the shortest distance
- Determine if I have to make any stops on the way to run errands
- Determine the amount of time it takes to run errands
- Ensure that the route doesn't have any traffic

# IDEATION



# How do you ideate?

## **Brainstorm**

Generate as many ideas as possible based on JTBDs and Consumer Needs following the brainstorming rules

## **Analogous Situations**

Investigate other sectors and spaces that face similar challenges to incorporate their solutions

## **Bundling**

Group together similar ideas and see if there is a more comprehensive solution

# Life insurance that makes sense.

The only **dynamic term life insurance** that fits every stage of life

Completely digital instant quote

Get your recommended coverage in 10 minutes

[Start Now!](#)



We spoke to people to really understand their perceptions on life insurance and planning for the future

# Job To Be Done

I want to make sure that my family is provided for and can maintain their quality of life if something happens to me.



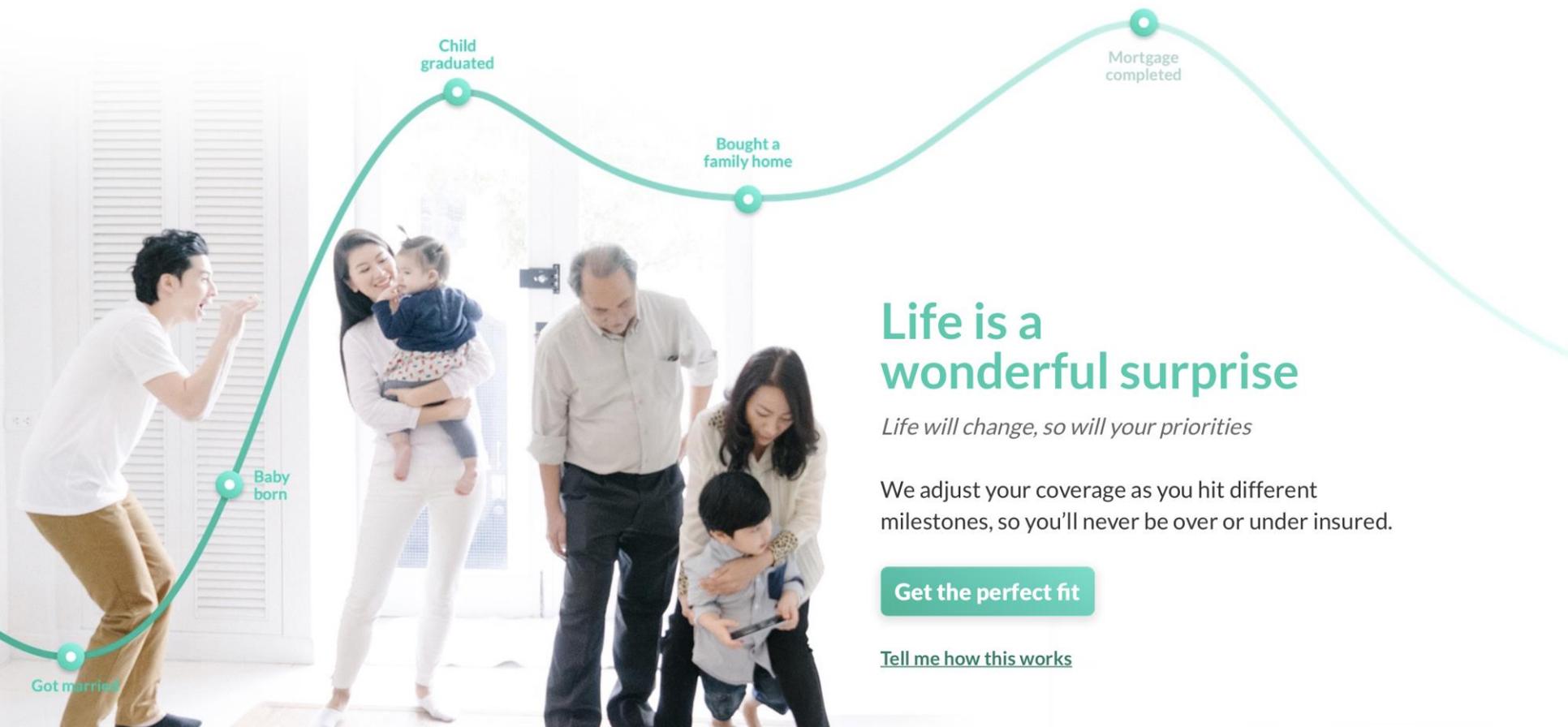
Consumer Need 1: I need an easy-to-understand product and application process.



Consumer Need 2: I need to determine the right amount of protection and product that best suits my situation.



Consumer Need 3: As my life changes, I need to adjust the amount of protection I have.



## Life is a wonderful surprise

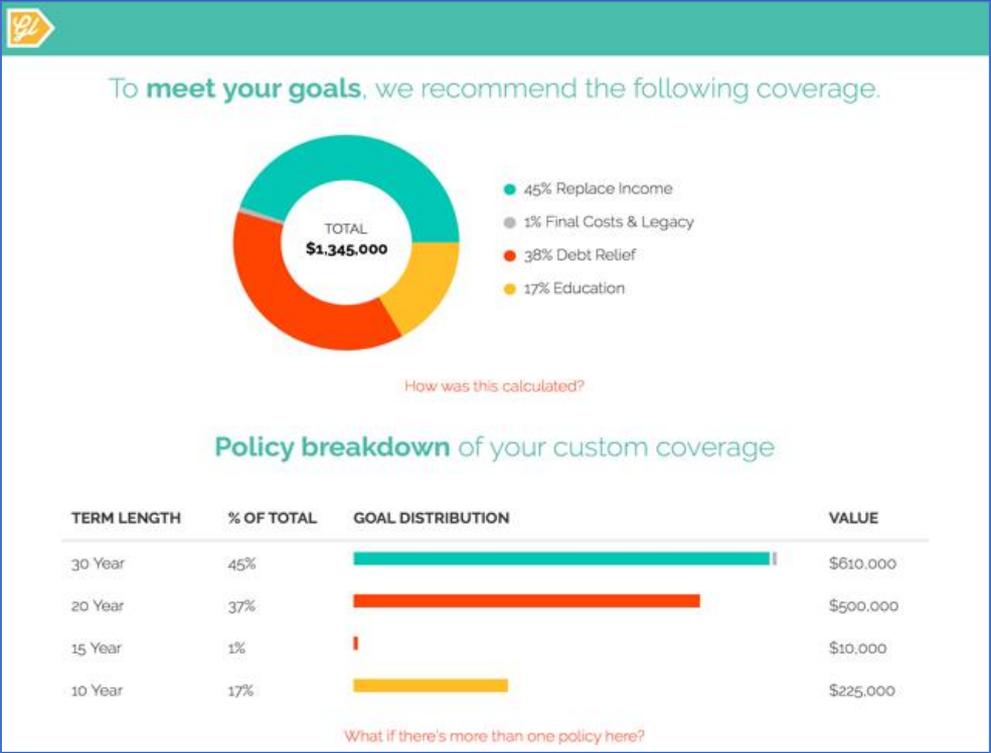
*Life will change, so will your priorities*

We adjust your coverage as you hit different milestones, so you'll never be over or under insured.

[Get the perfect fit](#)

[Tell me how this works](#)

As we were working towards launch, we constantly tested our designs and user experience and made iterations to the website



# Despite many iterations, we are still making tweaks to our design based on user feedback and data

Your recommended coverage is **HK\$5,600,000** How was this calculated?

**64%** **Income Replacement**  
Replace lost income and cover living expenses for your family

**18%** **Education**  
Fund college expenses for your children and kids' care

We've calculated the coverage you need based on your selection below:

00 **1** children **Overseas** **Total amount: HK\$1,000,000**

**18%** **Debt Relief**  
Help your family pay debts you may leave behind like your mortgage.

This amount is calculated based on the amount of your mortgage and how many years are remaining on it.

Mortgage: HK\$1,000,000 **Years left: 10** **Total amount: HK\$1,000,000**



You are under-insured by **HK\$4,600,000**



You currently have **HK\$1,000,000** in life insurance coverage

Based on our calculations, you will need another HK\$4,600,000. Being under-insured means that if anything were to happen to you, your family will likely be unable to sustain their current lifestyle.

You can get **HK\$4,500,000** of coverage right now

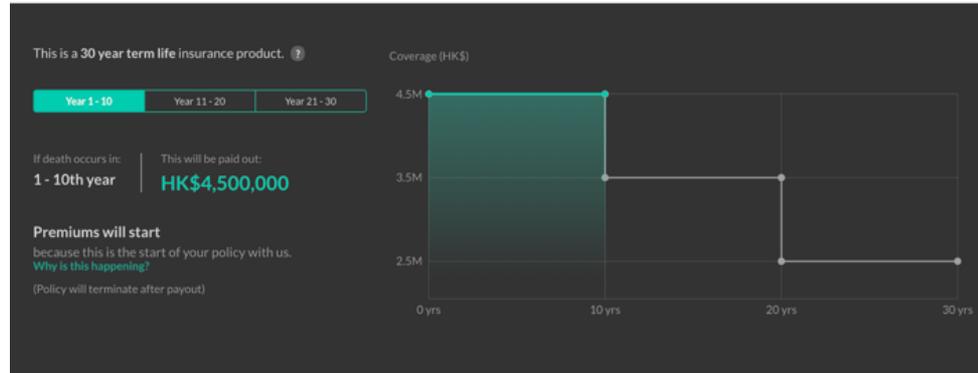
We wanted to make this as simple and as affordable as possible.

- No medical checks
- Instant purchase online
- Cancel at anytime with no penalty

Prices start from HK\$611.48 / month

Coverage that changes with your life

Worry less about being **over** or **under-insured** What do you mean?





# The Future of...

- Mobility** (Icon: Car)
- Work** (Icon: Person at laptop)
- Health** (Icon: Plus sign)
- Travel** (Icon: Airplane)
- Cyber** (Icon: Shield with keyhole)

Questions?