

USER JOURNEY

Chris Gonzales, 54



Married professional with two young adult children, Chris is decisive yet mindful of his future finances, specifically with health (medical costs) and housing costs (assisted living). He's apprehensive about spending all his children's inheritance and/or outliving his income, as well as the possibilities of economic uncertainty.

GOALS

Ensuring income down the stretch, and uphold his family's lifestyle and live comfortably without too much financial worry. Savings / investments should be allocated to specific use, like housing, vacations, or potential medical costs.

FINANCES

salary: \$150k  
savings /portfolio: \$1.5M

SCENARIO

Chris has done well for himself financially, but recently he's had to think more mindfully of his future finances due to some unexpected life circumstances involving family. Specifically, he's acutely aware of costs involving healthcare (medical costs) and housing (assisted living), and as a result he's become wary of inadvertently spending all his children's inheritance and/or else outliving his income. With retirement on the horizon, he wants to buffer against economic uncertainty or downturn.

Chris is in a stable job and his wife works, so as a dual income household they are less price-sensitive, value diversification, work closely with a financial advisor, and can occasionally make large sum investments. They'd heard about guaranteed future income investments, but the up-front stakes were often too expensive. Chris recently heard from a friend about a company called Second Half, where future income is affordable and a "sure bet." His friend sent him a referral link.

Curious, he follows the link...

BEFORE APP

AFTER APP

STAGES

Discovery

Compare

Consider

Sign Up / First App Engagement

Adopt

Retain

Doing

Clicks referral link from friend, which brings him to marketing (query string to know referral



Thinking

What's the catch? There's always a catch...

I could definitely get a bigger return on stocks or other investments, but I like that this is a known amount. I can make concrete plans to move forward.

Month-to-month, is this more or less cost effective than an annuity?

Feeling

Skeptical  
Doubting  
Methodical



Hearing /Seeing

Referral from friend; trusted source  
Marketing on SH page

Pain

Impatience - Cutting through the marketese to get at the bottom line takes time

Making the wrong decision affects more than just himself  
Unknowns on annuity value vs. SH product

Touchpoints

Referral link  
Marketing page  
Registration

SH marketing web site

Opportunities

Messaging on Site  
Email Newsletter  
Blog Postings

Searching - Financial sites & forums for advice  
Comparing annuities as alternative-- insurance sites  
Talking to a SH customer agent via chat or email

I don't see anything about SH on these insurance sites. Is that suspicious?

Annuities aren't as attractive as the SH product-- greater cost upfront, higher prices (TBD), less flexibility on month-to-month, not diversified (all from one provider, versus ability to buy different months from different providers)

How does this fit into my overall financial picture?

Analytical  
Open-minded  
Thoughtful  
Skeptical (Insurance Companies don't have SH on site)

Web Pages  
Opinion Pieces  
Insurance Company / SH Provider sites

FOMO - Not getting in at all or early enough to receive really favorable SH prices

Competing cost centers - Where should my money go and why?

SH Web Site  
SH Chat / Support  
Insurance companies' sites  
Forums & financial articles

Online - Speak user's language at this stage in the buying lifecycle  
Marketing site - comparison to other products & ideas on how to use SH / allocate funds  
Offline - Ensure points of contact, social media, PR use consistent words, tone

Reviewing current portfolio  
Assess available capital  
Determining what percentage of IRA he could reallocate to a guaranteed income solution, if that is the right call for him  
Assessing funds and rationalizing division of assets for investment etc.

Is this the right investment for me now?

Contributions to SH aren't really earning, but are offering security and peace of mind, which I do value. What do I value more?

What info am I missing to make a final call? What other due diligence should I do?

Objective  
Indecisive / uneasy  
Speculative  
Intentional

Cable / TV, Radio, Online ads  
Portfolio account log-ins, all have competing information on product splits?

Self-Doubting - Is SH the right solution? Do I value return on investment or security in known future value more?

Previous economic situations (downturn, uncertainty, etc.) nagging at confidence in stocks or other investment vehicles

Others like me who have invested in similar products / testimonials

Online reviews from trusted sources

SH customer service

Calculator / impact visual on marketing site (compare annuity vs. SH; IRA vs. SH etc.)

Case studies/Real world examples / Testimonials

Objective reviews from user-trusted 3rd party sources of news and info.

Goes back to friend's referral link & follows to SH Registration & Onboarding (TBD)  
Goes to pricelist and selects years for bulk purchase  
Links funding method  
Completes purchase

Wow, that was easy.

Do I really have to make one bulk purchase with the same provider? That doesn't help me diversify at all! If I want 3 providers for these years, then I have to make 3 different transactions? Ugh.

How do I keep track of this investment? Is this something I have to actively manage? Can I add other portfolio items as read-only to this, so I have a full picture? I may want \$10,000 for each month in my 80s and 90s, but this isn't my only fund source, just a foundation to work from.

Satisfied  
Authoritative  
Smart  
Forward-looking & in control of future  
Uneasy (this is another account to keep track of...)

Pricelist - Already in his SH, so very high prices in earlier years (50s); return exists, but lower than other alternatives

In back of mind, reality he may not live to see future funds

FOMO of worrying too much about security, not enough about enjoying his retirement years

Purchase confirmation page  
SH emails to receipt purchases  
Provider emails / account creation  
App dashboard  
Others like you content

Later stage: Gifting accounts or funds to others (spouse, children starter account, etc.)

Referral tell-a-friend discounting?

Post-purchase in-app experience; visual of what Chris "has" in months and consumption lens benefit (TBD); encourages user to engage with visual, make additional purchase, or create plan [PATH option]

Prompt to create a SH funding account and direct deposit to it; auto-draft

What else should I buy and when? In 6 months? In a year? How much should I pay for my next purchase?

Accomplished  
Uncertain-- won't use app for a while after this initial purchase - What drives him to come back?

Visual experience post-purchase (in-app; email)  
Folllow up correspondence from SH if not returning in given time period

Fear of doing too much in one area of investment vs. another (not enough diversification)

Fear of not diversifying within SH (if bundled, TBD)

Post-transactional experience & communications  
Monthly report from SH

Let the user know we know them and their unique needs (i.e., plan, if created)

Sending invites (with or without funds "gifting", tbd) to spouse, children, close friends

On subsequent buys, looking at other providers for diversification

I should tell my kids to get in on this... the prices will be much lower for them if they start early! Better yet, it would be cool if I could help them get started while they're entering the workforce



Aspirational  
Mindful  
Benefactor / generous

Notifications  
Email  
Comms on referral & gifting

He and spouse need separate accounts (MVP single-life product), manage multiple accounts

Point of friction for "reciever" of funds who are not yet SH users -- account set up, new app, etc.

Push Marketing  
Gifting accounts

WoM Marketing  
Gifting of accounts or funds