Step 1: Inspiration

Imagine you worked for the companies in the square below. Your boss wants you to complete a competitive analysis of all the different companies in your new companies sector. Your boss has mentioned the other companies are finding different ways to make customers feel CONFIDENT, RELAXED, CALM, TRUSTING, and SECURE. Identify any way your competitors may be doing this. Take screenshots of the elements and place them below.

10 min

Designer 1	Designer 2	Designer 3	Designer 4	Designer 5	Designer 6	Designer 7
TurboTax	Verizon Phone Plan	Netflix	Chase Credit Card	Capital One Bank Account	Amazon	Apple Phone Insurance

Step 2: Crazy 8s

In each of the boxes below, sketch or write alternative ways GEICO might be able to make customers feel more CONFIDENT, RELAXED, CALM, TRUSTING, and SECURE throughout the purchasing process. The goal is not to have fully thought out ideas but to focus on a new idea every minute. Each minute you will be asked to move onto the next box. Even if you aren't able to complete your thought, just input something that you might be able to recall later on.

10 min

Step 3: Top 3

Identify your 3 favorite options from above that you believe have the highest likelihood of helping customers feel CONFIDENT, RELAXED, CALM, TRUSTING, and SECURE. Paste those options in the boxes below.

5 min

Option 1
Option 2
Option 3

Step 4: Share and Break

Sync up with another designer and share concepts from the 5 options created in **Step 2** that you did not select. As the other designer is sharing ideas, try to identify ways you could utilize their ideas to improve upon your options. After discussing, we will take a break. Please try to be back on this call by 11:00.

15 min

Step 5: Top 3 Alternatives

Using your 3 favorite options from above, identify 2 alternatives for each option. Here we will have a little more time to further refine your ideas. You will be given 15 minutes for this section, which means you will have roughly 2 minutes per sketch.

15 min

Alternatives for Option 1
Alternatives for Option 2
Alternatives for Option 3

Step 6: Movie Posters

Identify your 2 favorite options from the sketches above. Create 2 posters to explain these 2 concepts to the group.

15 min

Poster 1
Poster 2

Step 5: Voting

Place your stickers below on the posters you think are most likely to improve the quote process. You have stickers for feelings related to CONFIDENT, RELAXED, CALM, TRUSTING, and SECURE. If you do not see any that target that specific emotion, place them in the "Missed Opportunity" box below

15 min

Confident Relaxed Calm Trusting Secure

Missed Opportunity