

STARR COMPANIES

29 SEP 17

DIMASSIMO
GOLDSTEIN



STARR COMPANIES

Personas:

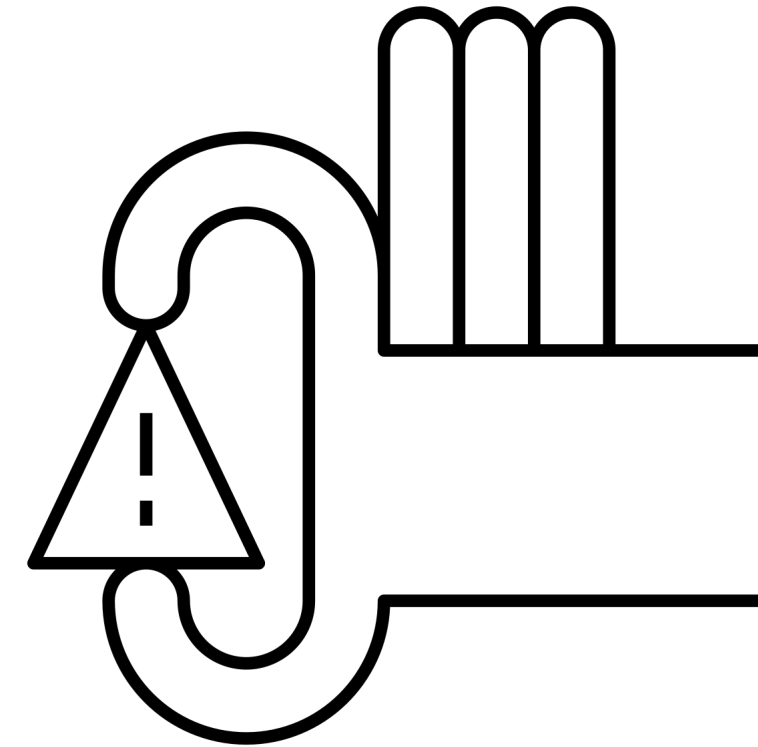
CHIEF RISK OFFICER, FORTUNE 500

At 55, Chad has lived through the dot-com crash of 2001 and the subprime mortgage crash of 2008, and as a CRO of a leading Food Service Corporation, he knows the math behind every human error and machine breakdown. His aim? Maintain business as usual, while supporting growth and innovation. He has spent nearly thirty years in business, starting as an underwriter and then moving to the client-side where his portfolio has grown to include international and diverse lines of business.

In his personal life, he is a power-player. While work takes him around the world for conferences, golf tourneys and boat races, he loves to travel with his extended family often to far-flung destination. Money is not an issue if the experience is unique. His night stand is stacked with the latest business books and every morning begins with NY Times and WSJ. He often listens to radio on his drive to work but is trying a couple of NPR podcasts to expand his horizons. He has a taste for the arts and culture and makes time to attend the opening night of his favorite local artist. He lives in the suburbs so that he has the space his family needs and easier access to the factory in case there is an issue on-site.

WHAT HIS TEAM HAS ALREADY

- An integrated risk framework for the entire organization
- Quantify risk limits
- Developed plans to mitigate risks
- Create and disseminate risk measurements and reports
- Communicate to key stakeholders regarding the risk profile of the business
- Existing relationships with brokers



WHAT HIS TEAM NEEDS

Company overview	
History of the company	
International presence	
Board of Directors	
Enterprise solutions	
Custom solutions	
General contact information	
Risk engineering	
Claims Management & Support	
Product Overview	
Contact information along product lines	
Thought leadership	
White Papers	

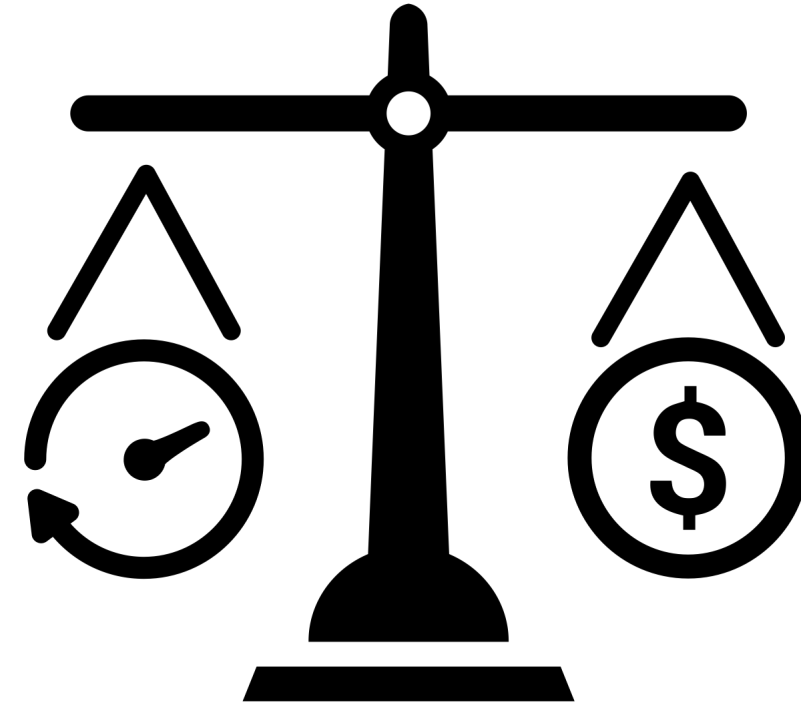
RISK MANAGER, FORTUNE 500

Jack is the Risk Manager at Diamond Resorts International. He went to school to specialize in logistics five years ago but never formally trained in insurance management. Instead in the time he has been at DRI, he has witnessed his portfolio of European properties take a hit from the tumbling economy, natural disasters and a disappointing number of tourists looking for timeshare. He has learned the toughest lessons on job and with a lot of input from his broker partner at Chubb. He knows the current system needs to be turned on its head, but he doesn't know where to start, as he is but a small voice in a global system with many rungs separating him and the COO.

Jack works out of the HQ in Las Vegas and enjoys a modest lifestyle with his wife, who also works in the accounting department at DRI. They are saving money so that one of them can go back to business school. They both take online classes and are trying to expand their knowledge base. They often drive to the Grand Canyon to hike around and do some dark sky viewing. They are using their combined employee discount to visit their first international destination, Ireland, this year.

WHAT HE HAS ALREADY

- Develops and administers risk-management and loss-prevention programs
- Policies to comply with safety legislation and industry practices
- Research and reports on the most cost effective plans to minimize asset liability
- Existing relationships with attorneys, brokers and insurance



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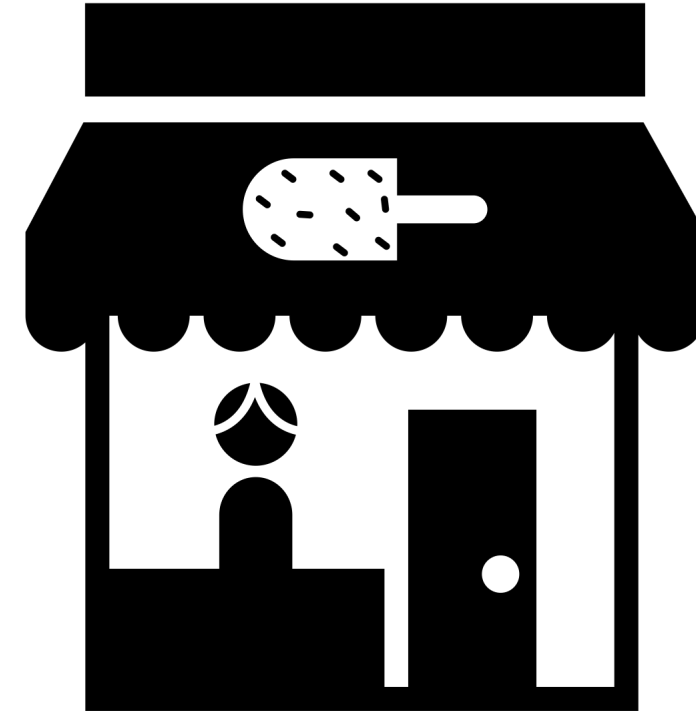
FOUNDER, SMALL SIZED BUSINESS

Andrea is the founder of a small chain of ice cream stores in New England, named Fresco. She went to school to at Colgate where she got her undergraduate in hospitality management, and then a Masters Degree in Food & Cook Design in Switzerland. Originally interested in restaurant management and planning, she quickly realized she was happier running things her own way and started a small restaurant. Over the course of a couple years, what had started as experimenting with innovative ice cream flavors, moved into a whole sale business. The next step was three stand-alone retail stores and she has plans for four more. She definitely needs help on how to manage her day-today operations as the business scales.

For the time being Andrea lives modestly, since she is putting most of her time and money into building the business. In her off time she enjoys watching cooking shows, and once a year she and her class-mates from the Masters program pick a destination city to explore the local cuisines and network.

WHAT SHE HAS ALREADY

- Relationship with a local insurance broker
- Insurance plans up for renewal
- Existing vendor contracts and contractor agreements



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BROKER, FORTUNE 500

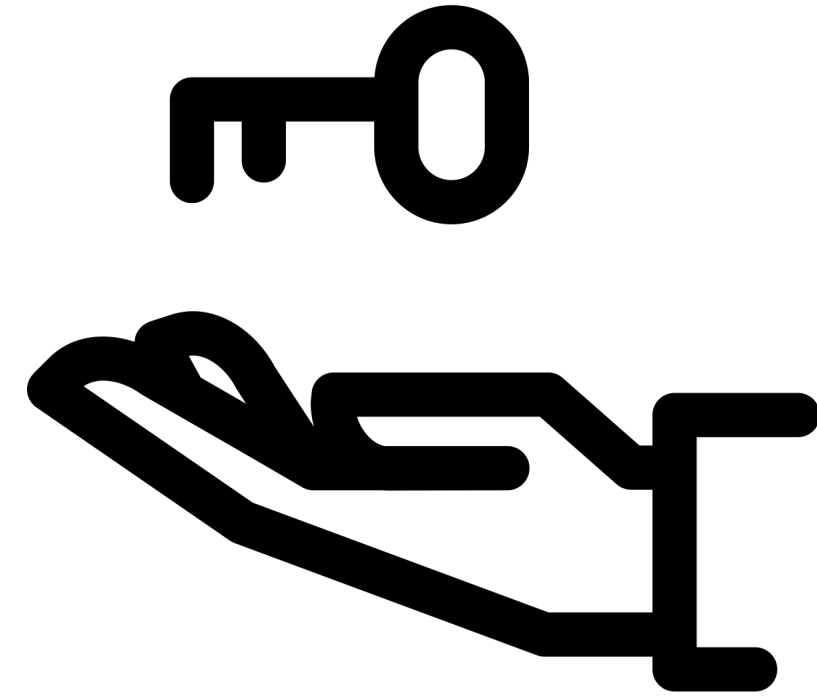
At 48, Julia has recently decided to join AON after running her own firm, with two former colleagues, for the last 10 years. Julia, herself, is based in Los Angeles and New York City, and has spent stints working in Rotterdam and Shanghai. Her speciality is marine coverage and construction. She has a vast professional network and many years of experience.

Since starting at AON, she has is less involved in the day to day minutiae and is focused landing new business. She also maintains her existing client base, many of whom followed her from her own firm. At the end of the day Julia knows her business is built personal relationships with her clients and their trust that she will seek out good solutions for them.

Given the international reach of the business, Julia enjoys mixing business and pleasure. When possible her husband accompanies her on trips, especially when she is visiting Shanghai where their twin sons have recently decided to do a study abroad program for their junior year of college.

WHAT SHE HAS ALREADY

- Existing relationships with large insurance companies
- Stable and growing client base
- International reach



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BROKER, LOCAL

John, 48, is a native son of St. Louis. He's been working at Traver's insurance since he graduated from college and loves his job. To say that aviation is in his blood would be an understatement. He went to school on an Airforce ROTC scholarship, his father is a flight instructor and his sister is a commercial airline pilot. While he's been more of a generalist in his career he wants to become more proficient in UAV and Drone insurance, as there has been a steadily increasing demand in the last four years.

John figures by broadening his own area of expertise it will help in the long run in supporting the family and be favorable to his own career.

An avid athlete, John is currently training for his first marathon and is also active in the local chapter Big Brothers Big Sisters. Their second child just started college, so John's wife has decided to go back to school to pursue her PhD in chemical engineering.

WHAT HE HAS ALREADY

- Existing relationships with local clients
- Regional focus
- General experience in aviation



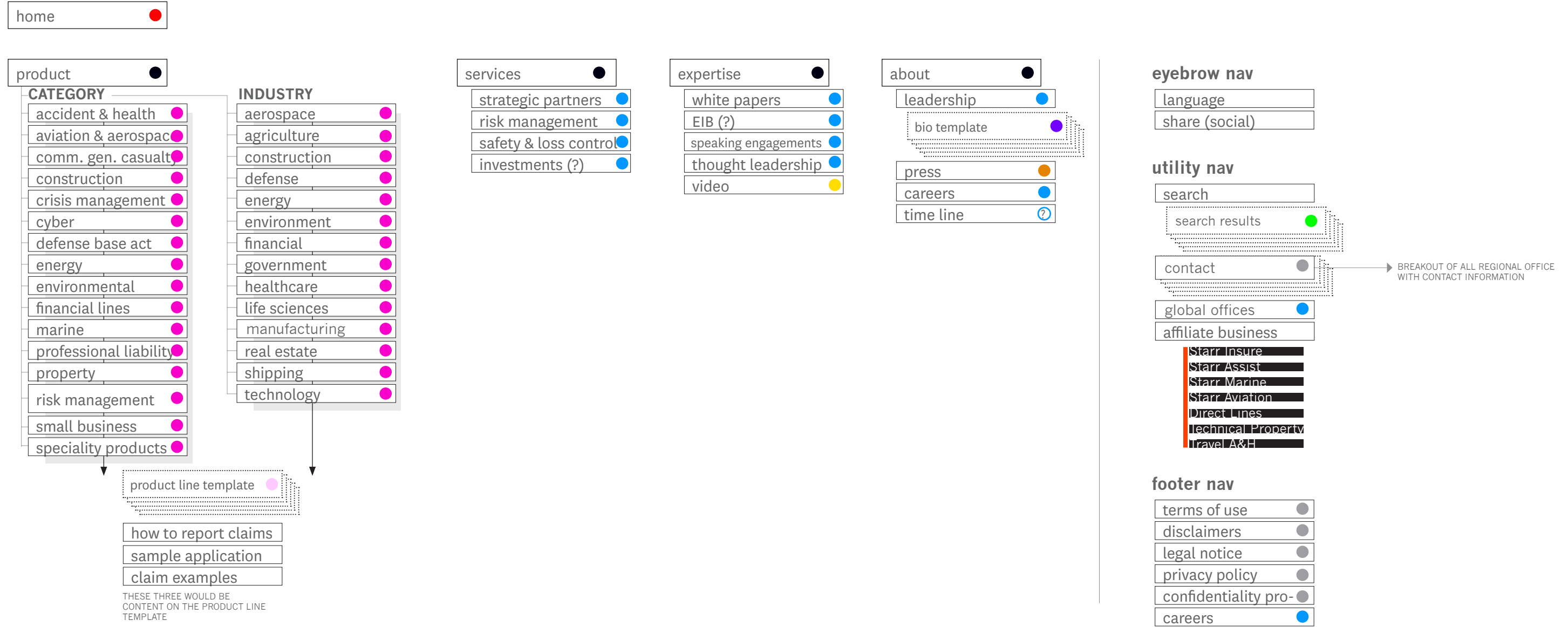
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STARR COMPANIES

Sitemap:

SITEMAP



- TEMPLATE KEY**
- general landing page template
 - bio template for leadership
 - general text template
 - product line overview
 - product line detail
 - overview template
 - article template
 - search results
 - video player
 - home page

STARR COMPANIES

Content Strategy

Overview:

CONTENT STRATEGY

DELIVERABLE	DESCRIPTION	RATIONALE
Inventory Audit	A comprehensive inventory of select current assets including audit of text, imagery, videos to take into account all elements to inform building a component based CMS framework.	<ul style="list-style-type: none"> • What is the current state of content and assets on Starr Companies web properties that require migration? • How will current content inform future state? • What are the content goals within the user journey?
Front End Taxonomy	Evaluate and document page types, content types, site navigation, metadata tagging hierarchy and vocabulary nomenclature in current taxonomy structure.	<ul style="list-style-type: none"> • How is taxonomy currently structured and being used for product and related product content? • How do you optimize front end taxonomy (product site map labeling) and nomenclature for a mobile-first experience in the new CMS?
Content Model	Content model captures responsive/adaptive variations for each component, to create a consistent user experience across all platforms. Content modeling will serve as a central point of reference to inform the implementation phase. It will be delivered as an annotated companion with the UX component prototypes.	<ul style="list-style-type: none"> • What are the content rules surrounding component modules to support responsive design experience across mobile, web and tablet in the new CMS?
Content Matrix	This document will capture future state content needs and will be the primary means to account for the super set of content. This will evolve into the document for the migration phase.	<ul style="list-style-type: none"> • How do we identify and track new and redesigned content in preparation for migrating in an implementation phase?
Content Migration Guidance	Using the matrix as a foundation this document is designed to account for migrated future state content and tracking the progress, review and approvals for launch	<ul style="list-style-type: none"> • No longer a 1 to 1 content design, how do we steward new and redesigned content though to a new platform?