



SYNOPSIS

WHY “HUMAN CENTERED DESIGN” SHOULD MATTER FOR ACTUARIES

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Key words: Design thinking, Pricing, Human centered design, Innovation Behaviors, Control Cycle, Problem solving, Communication and Collaboration

Purpose of your paper: Helping actuaries think differently and work differently to achieve better outcomes with the help of design techniques through a case study.

Synopsis:

A story of how the Insurance pricing team formed part of the core 'design' team and used design techniques to work with other teams. This environment and techniques delivered a product but also improved their work experience for them and other around them.

We will discuss how a team of pricing actuaries were challenged to work in a new way through human centered design and test just how collaboratively and engaging they've been previously. We will cover what worked well, how it has changed their approach of other work, and how it turns out that actuaries and designer have more in common than we might first think.