James Elam

SWDV 691-1

Personas: Student Loan Calculator

1. Sarah Ramos
   1. Occupation
      1. Early Education Teacher
      2. $65,000 Household Income
   2. Demographic
      1. 23 Years Old
      2. Lives in Saint Louis, Missouri
      3. Engaged
      4. 25,000 in Student Loans
   3. Behaviour
      1. Sarah is as tech-savvy as any other millennial who browsers social media in her down time.
      2. Prefers a mobile experience over a desktop website.
      3. Finished up most of her socializing in College and would rather spend her money at a Coffee shop than a night out.
   4. Goals and Needs
      1. Wants to start a family within the next 4 years only after getting her finances under control
      2. Often finds financial applications to be hard to understand.
      3. Needs an application explains industry specific lingo and words.
   5. Pain Points
      1. Fiancé has an equivalent amount of Student Loans through a different provider and they struggle to get an overview of the total picture.
      2. Don’t have much money left over at the end of the month but want to see what happens when they put their tax return and bonuses towards the loans.
2. Aaron Mehrings
   1. Occupation
      1. Software Developer
      2. $95,000 Salary
   2. Demographic
      1. 26 years old
      2. Lives in Chicago, Illinois
      3. Single
      4. $70,000 in Student Loans
   3. Behaviour
      1. Very tech-savvy and has downloaded every financial application imaginable.
      2. Prefers a good web application of the mobile site.
      3. Has a very analytical thought process.
   4. Goals and Needs
      1. Wants to min-max his student loan repayment vs throwing his money into the stock market. Feels that he’ll get a better return on his money.
      2. Wants to see the impact of making substantial lump sum payments vs just bumping up his monthly recurring payment.
   5. Pain Points
      1. Doesn’t like having to login with his actual bank login information in order to link his current applications with his loan information.
3. Connor Wallace
   1. Occupation
      1. Journalist
      2. $75,000 – $105,000 income
   2. Demographics
      1. 27 years old
      2. Lives in Los Angeles
      3. Single
      4. $120,000 in Student Loans
   3. Behaviour
      1. Knows how to operate a MacBook like no other and his words per minute are through the roof.
      2. Very impulsive spending habits.
      3. Always on the go and isn’t going to be happy when an application requires much setup.
   4. Goals and Needs
      1. Wants to begin knocking out his student loans
      2. Wants to make random lump sum payments rather than increasing his monthly auto-payment.
      3. Wants to schedule out his lump sum payments and see how they will put dents in his loans.
   5. Pain Points
      1. Has difficulties understanding long term effects of his decisions, so he needs them laid out in front of him.
      2. Is regretting putting his loans on cruise control and only paying the minimums for 5 years.