

### **Persona #1**



Persona 1: Riley Purse, age 28, is a soon-to-be doctor who is currently in her residency at Valley Medical Center in Renton, WA. Riley is known for being a diligent worker who keeps an extremely busy schedule, and therefore her free time is limited.

Riley was born and raised in a small town near Burlington, VM, but always dreamed of living in a big city on the West Coast. Her supportive parents always encouraged her to be successful and work hard to achieve her dreams, which has made her a diligent worker and caring person.

Riley now lives with two of the other residents at Valley Medical Center in a house where they split rent. Their busy schedules mean that they help each other out when they can, such as getting everyone's groceries for the week, taking someone's car to get looked at, or picking up food for someone after work.

Riley has found it difficult to keep track of all the payments she owes and is owed. She has tried calculating how much everyone is owed manually week to week, but she is just too busy to commit time to doing that. Riley is looking for a service where she can easily track the purchase she makes for her roommates, and where she can easily see how much money she owes/is owed.

### **Persona #2**



Persona 2: Jake Smeltzer, age 23, is a junior studying business who participates in Greek life and plays football at a small liberal-arts college in Indiana. Jake is known at his frat for acting wild during parties and is nicknamed "PK" (pong-king) because of his talents in beer pong.

Jake was raised by a stereotypical nuclear family in a suburb of Indiana. After college, Jake will use his dad's connections to get a job, so as a result he is only really focused on football and having fun. One summer Jake had a job working as a lifeguard, but mainly relies on his parents for education, housing, car payments, and spending money.

Jake and his frat are known for the best parties on campus. The better the football team does, the more Jake drinks that weekend. Since Jake and his friends are always hosting, members of the frat take frequent trips to the local liquor store to pick up alcohol, mixers, solo cups, and other party supplies.

In the aftermath of parties, Jake and his frat struggle when it comes to ensuring everyone pays their fair share. The group is failing to keep track of which purchases each individual makes and how much they are owed from everyone else. With the high frequency of group purchases and no accountability system, the frat is constantly getting into arguments and accusing one another of owing them money. Since Jake's parents pay for his spending money, he does not understand the concerns of his frat brothers and just wishes there was an easy way to track payments so they can avoid arguments and throw more parties.

### **Persona #3**



Persona 3: Shirley Wimbledon, grew up in New York city, to a progressive family in 1938. She was the first woman in her family to go to college. She attended the Rochester Institute of Technology majoring in electrical engineering and got a job at Raytheon shortly after graduating. She met her husband, Frederick Wimbledon at a casino card table, where they both became

avid low stakes poker players. After having children they played cards less, but after their two children went off to college and got themselves married, they got back into it a little.

Frederick died 5 years ago and now Shirley is 84 and lives in a nursing home. Shirley spends most of her time building wire sculptures for her grandkids and to enter into art shows, but on Mondays and Thursdays she Plays poker with a group of her friends and on Saturdays with a different group. They play for small stakes in these games. Since they don't play for much they prefer to just pay up in batches as giving small change isn't as satisfying as they would like. They usually keep track on paper but if they go a while without starting fresh, it is a pain to total and figure out who gets what. In addition, Shirley also confuses which payment goes with which game, although infrequently, it is a cause for embarrassment.

Persona 4: Sylvie Shakalaka, age 20, is a junior at UCLA and spends her summers working at a sleepaway summer camp. Growing up, Sylvie spent 9 years as a camper at Camp Naplewood and has now worked her way to being a counselor. She loves Camp Naplewood and sees herself as a member of its community.

Sylvie grew up in Hoboken NJ, but her dad's job forced her to move across the country to Los Angeles, California. She did not know anyone and felt lost and in search of a needed sense of community. She came across Camp Naplewood in a brochure at school. She signed up to attend the following summer and had the time of her life while she was there.

At Camp Naplewood, the counselors are working tirelessly to make sure the campers have the best summer ever. They have action packed days that are filled with numerous activities like kayaking and face painting! Despite their hard work, counselors are often left underpaid and overworked.

Every two weeks at Camp Naplewood, counselors are rewarded one day away from camp grounds. On their day off, a group of counselors head to a camp owned "day off" house and will spend their off day however they please. Each group will decide what they want to spend their money on. For instance, one person will buy dinner, another will buy snacks, and someone else will buy any other miscellaneous necessities. To ensure that everyone is paying an equal amount for the items being shared amongst the group, Sylvie wants an easy and organized structure to figure out who owes what amount to each other.