

ANALYTICAL THINKING DRIVEN BY DESIGN THINKING

OBJECTIVE: Understand user needs for tracking and managing personal finances

Persona Name : mark chen

DEMOGRAPHICS : 32, Software devoleper , lives in a metro area , earns \$70,000/year

GOALS : Wants to see where his money goes and reduce unnecessaary spending

BACK GROUND : Recently started budgeting to save for a house. Finds it hard to track spending across different accounts

PAIN POINTS : Struggles with setting up a budget that's easy to stick to. Finds most budgeting apps too complex

BEHAVIOURS : Prefers an app that's quick, simple, and visually shows spending trends. Needs reminder to stay on track.

QUOTE : I need a budgeting app that's straight forward and helps me save without much hassle