



Persona1

Name: Josh Silva, Photo, Age:35, Gender: Male

Josh Silva is a 35-year-old event organizer living in a middle-class neighborhood in Southern California. Married with a 2-year-old son, Josh is a hard-working and outgoing person who thrives on social interactions and has a large circle of friends. His days are filled with the hustle and bustle of planning and coordinating various events, with a particular passion for organizing social meet-ups, party events, and car racing games.

Josh's exceptional socialization skills and knack for arranging events make him a sought-after organizer. He has a unique talent for bringing people together and creating memorable experiences, whether it's a small gathering or a large-scale car race. Living in an expensive area, Josh understands the importance of financial management and transparency, especially when it comes to handling large-scale events.

Every morning, Josh wakes up at 7:30 am to the cheerful sounds of his son, who is always eager to start the day. After a quick breakfast with his family, he heads out to meet clients or negotiate with vendors. Josh spends about 5 hours each day planning every detail of upcoming events, ensuring everything runs smoothly.

Around lunchtime, he met John, a client from Texas who attended one of his events a month ago. During their conversation, John introduced him to a startup called Splitease, which piqued his interest with its promise to revolutionize the payment process. Josh quickly saw how it could simplify group payments and benefit both his professional life.

In the afternoon, Josh meets up with his team to discuss logistics and final touches for the events. His evenings are often spent socializing with friends, attending networking events, or watching a NASCAR race with colleagues.

Around 7 pm, he returns home and briefly thinks about his work. He realizes the growing difficulty of tracking and splitting expenses as his business expands.

Persona2

Name:Jasper Yuen , Photo, Age: 21, Gender: Male



Jasper Yuen is a 21-year-old male who lives in downtown Toronto with two roommates. He's an outgoing student from uoft and loves to travel, particularly with friends. Jasper is budget-conscious when it comes to travel, which is why he prefers traveling with companions to share expenses. His frequent travels mean he often stays in Airbnbs when he's on the go.

He has a passion for photography and works part-time as a photographer, often capturing stunning moments from his travels to share on social media and with friends. His photography skills are well-regarded among his peers, and he enjoys documenting his adventures through his lens. He sometimes uses this part-time job to cover his travel expenses.

Jasper loves traveling with friends and enjoys the social aspect as well as the cost savings. Splitting bills with his travel mates is important to him. He's interested in trying an app to share expenses like car rentals, hotels, meals, gas, and plane tickets. This helps him stick to his budget and makes sure everyone pays their fair share.

Every weekend and during summer holidays, Jasper can be found exploring new destinations, both near and far. Last year, he spent 1 month traveling through South America, including Argentina, and this year he plans to visit Japan and Korea for five weeks. Always with his camera in hand and a group of friends by his side, his active and adventurous lifestyle means he's always on the go, looking for new experiences and capturing memories along the way.

Persona3

Name: Juliet Clark , Photo, Age: 25, Gender: Female



Juliet Clark is a 25-year-old medical student in her first year at Queen's University. She lives in a university residence in Kingston, sharing a townhouse with three roommates. Her life is extremely busy and demanding, filled with long hours of studying and attending classes. Juliet is very hardworking and often finds herself studying overtime to keep up with her coursework.

Personality-wise, Juliet is not overly meticulous with her finances; as long as her expenses are approximately accurate, she is satisfied. Grocery shopping is a bit of a hassle for her, requiring coordination with her roommates to share trips to the supermarket, which is 2.4 km away. They often need to take a bus or share an Uber to get there, which is more difficult during winter.

Every morning, Juliet starts her day with a quick bus or Uber ride to the university. Last Friday, she joined her roommates on a trip to the nearby supermarket to pick up groceries. They find it easier to shop together, not only for splitting costs but also because they can carry back a lot more items as a group. For breakfast, Juliet usually grabs a quick coffee and a piece of fruit before rushing to her classes. Lunch is typically a simple sandwich or a salad, and for dinner, she enjoys cooking a meal with her roommates, often something easy that they can all share. Despite her hectic schedule, Juliet values these small routines and the time spent with her friends.