Key Areas to Cover in Customer Storyboard

Goal:

* Create a numerical metric that gauges their ability and shows progress in their abilities.
* Determine if the words used here line up with #hastags that can be used to drive growth.
* Create a metric from the first bullet to match the same characteristics of their potential mate, which I hypothesize will create a better dynamic to increase their financial status.

Key Areas To Test:

* **Relationships:** your significant other (or one that’s on the shortlist), your children, and your immediate family will impact how you spend money.
* **Health:** one of the leading causes of financial trouble is ill health. You cannot build a future if you are physically and mentally unwell.
* **Housing:** where you can afford to live now, and where need to live to have the best future possible, are critical considerations you have to plan around.
* **Transportation:** what you use to get around, and your ability to get to the job or side-gigs you use to create income, is a factor that must be maintained.

**Skills:** the things you can do to generate income must always be fine-tuned and focused on, given how our world works.

Relationship(s) – Fill in the blanks

I am a \_\_\_\_\_ (#) year old that values \_\_\_\_\_\_\_\_ (traditional/modern) relationships between \_\_\_\_\_\_\_ (men & women/women & women/either). I value having a relationship that \_\_\_\_\_\_\_\_ (makes me better/comforts me/provides financial security/represents a partnership). I am currently \_\_\_\_\_\_\_\_\_ (single/living with someone/married). The usual type that I am attracted to and have had relationship success with is someone that was \_\_\_\_\_\_\_\_\_\_\_\_ (physically active/homebody/coach potatoe) and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (came from a stable home/had some issues but grew/street dude), lived \_\_\_\_\_\_\_\_\_\_ (near within a 5 min drive/within a 20 min drive/long distance), \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (with their own place/had roommates/lived at home), and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (had a career/was figuring it out/doing whatever) and had \_\_\_\_\_\_\_\_\_\_ (resources to take us to dinner 1x a week/vacations and dinner dates/splurge on me)

My goal is to have a \_\_\_\_\_\_\_\_ (lifelong/drama free) relationship. My parents \_\_\_\_\_\_\_\_ (were/were not) good role models for having the type of relationship that I want. I feel that it is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (unlikely/likely) that I can find that living in \_\_\_\_\_\_\_\_\_\_\_ (city name).