Liam Taylor

AGE	**22**
GENDER	**Male**
LOCATION	**Austin, TX**
ARCHETYPE	**The Dreamer**

BACKGROUND

Liam is a recent college graduate who works as software engineer. Liam want to have better management of his finances and plans to be debt free with two years. His aim is to achieve early retirement which ideally is age 40.

Goals

- Buy first year in two years
- Adopt a dog.
- Propose to girlfriend by Christmas 2023.
- Cut down on unnecessary spending.
- Pay off student loan debt in 2 years.
- Early retirement

PERSONALITY TRAITS

Experience
▼71%

Patience
85%▼

Technical skills
90%▼

Pet Peeves/ Motivation

- Frustration: Managing an excel spreadsheet for expenses
- Disappointment: Current available application required a lot of time
- Content: Minimal estimate of spending to achieve goals

Technology

Search engine app

▼51%
Social app

86%▼
Productivity app