

# Sophia

age: 18

residence: New Jersey

education: First year student at Rowan University

occupation: part time job as a waitress

marital status: single



*"Just trying to find my path in life"*

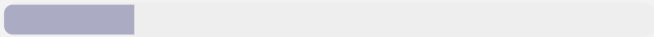
A new student who just turned 18 that is helping pay for her college. She wants to make a difference in the world but her financial struggles are holding her back. Sophia is majoring in health care but she struggles with commitment and will most likely change her major.

## Comfort With Technology

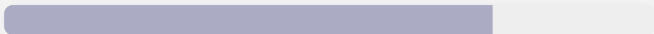
INTERNET



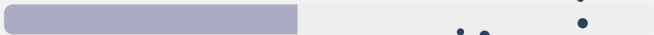
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

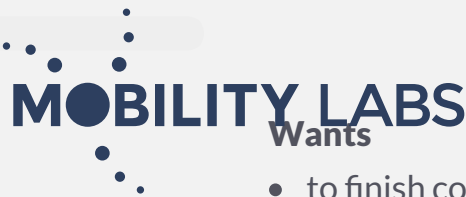
She hopes to graduate in the next four years and hopes that the world will guide her to find the right career.

## Needs

- Financial support
- Money management

## Wants

- to finish college
- financial stability
- to meet new people and make friends



**Values**

- making a difference in the world
- being successful in her career

**Fears**

- disliking/changing her major
- affording college
- graduating early
-

# Rey Hannity

age: 27

residence: Wisconsin

education: high school diploma

occupation: Farmer

marital status: Married, 1 child (newborn)



*"I make a lot of mistakes, but at least I tried."*

Rey has always neglected the commodities of modern life, only using modern inventions when necessary, such as for online delivery of goods. For as long as he could, he was content with living on his ranch, which he inherited from his grandfather and making a living off of the land. However, his wife has had the desire for them to retire by 60 and move into the city, so Rey needs to keep the farm running until his child is old enough to take over, as well as grow a retirement fund.

## Comfort With Technology

INTERNET



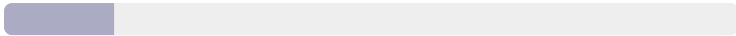
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Way to manage/budget his money.

## Values

- Independency
- Reliability
- Finding out the best way to do things personally (though trial and error)

## Criteria For Success:

Securing the funds to be able to continue to keep the family farm running so his brother can take over, Create a retirement fund for his wife and he to live off of.

## Wants

- Keep the farm running for the next generation.
- Large retirement fund

## Fears

- Not being able to provide for his growing
- Being the one to lose the family ranch

# Leeroy Jenkins (by Max)

age: 18

residence: SC

education: high school diploma, currently attending college

occupation: full-time student

marital status: single



*"Mommmmm, get me tendies!!"*

An avid gamer that moved a short distance away from college, Leeroy doesn't really know nor care much about money management. However, after spending \$3,000 on a new PC, his mother decided to give him a very small allowance. Now, Leeroy has to budget his money for the first time in his life.

## Comfort With Technology

INTERNET



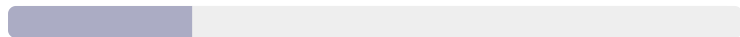
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- budgeting tips
- money manager

## Values

- simplicity
- not time-consuming

## Criteria For Success:

Leeroy used to spend a lot of money on video games and wants to keep up his habits without running out of money.

## Wants

- purchase suggestions

## Fears

- getting his parents' ire

# Brad the Guy

age: 19

residence: The Beach

education: High School

occupation: Partying

marital status: Bachelor



"Brah"

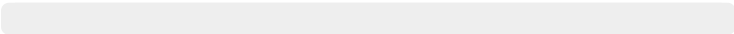
Brad lives to party. He breathes it. He wants it. He needs it.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Successfully using his fake at the local convenience store.

### Needs

- To Party
- 

### Values

- Partying
- 

### Wants

- To Party
- 

### Fears

- His fake gets taken
- Failing the exam he never quite studies for
- That he peaked long ago