

# Name

age: Mary Brown

residence: Columbia, SC

education: Bachelors

occupation: Server/Waiter

marital status: Single



## *Managing money is a journey*

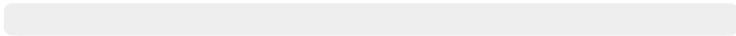
Mary, a typical college student, struggles to manage her finances but aspires to find a balance between enjoying her college life, paying bills, and planning for her future.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- Financial stability to cover basic living needs
- access to educational resources for improving financial literacy

### Values

- responsible financial management
- balancing social enjoyment with future financial security

### Criteria For Success:

To make Sarah feel successful, the app should provide clear feedback on her financial progress and offer personalized guidance, simplifying financial concepts to help her understand her finances better and make informed decisions. Additionally, reinforcing her achievements and will boost her confidence and sense of success in managing her money.

### Wants

- Enjoyment of college life, including social activities and experiences
- progress toward financial goals, such as savings

### Fears

- financial instability and inability to cover essential expenses
- accumulating excessive debt or making poor financial decisions

# Amy

age: 27

residence: Columbia, SC

education: Bachelor's in Finance

occupation: Banker

marital status: Single



*"I look after people."*

Amy loves to sing and read in her free time.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- - A group of people to teach.
- - A place to teach.
- - To help young adults so that I may be well-equipped to help my own children one day.

## Values

- - Financial literacy
- - Education
- - Efficiency

## Criteria For Success:

Teaching others how to be financially literate makes me feel good.

## Wants

- - To see students succeed
- - An easy, efficient way for my future children to learn
- - A better economy.

## Fears

- - Economic failure/poor economic choices
- - Not being able to educate people