

Personas



Name: Jennifer

Age: 28

Location: Jersey City, New York

Occupation: Cashier

Goals: Make good financial choices, being able to provide for her daughter and save for emergencies. Achieve a managerial position at work and get married in the future.

Frustrations: Does not have health insurance coverage. Being able to stay home on weekends.



Name: Jason

Age: 32

Location: Los Angeles, California

Occupation: Software Developer

Goals: Wants to create a new app to help people schedule play dates for their dogs. Loves animals, trying new recipes, and reading. Would like to settle down and have kids in the next few years.

Frustrations: His work schedule is really hectic. Wishes he had more free time.



Name: Alice

Age: 48

Location: Montgomery, Alabama

Occupation: Housewife

Goals: Purchase land with enough space for her grandkids, gardening, and animals.

Frustrations: Lives in a tiny apartment, noisy neighborhood.