

Customer Archetypes Assignment

Project Title:

AI-Driven Budgeting Suite: Intelligent Forecasting and Dynamic Budget Management

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Customer Archetype 1

Name:

Small Business owner

Demographics:

- **Age:** 25-60
- **Gender:** Male or Female
- **Occupation:** Local Restaurant Owner
- **Location:** Tempe

Duties: The customer will use the app to track sales and expenses and compare budgets with the actual performances. The app can also be used to run forecasting keeping various scenarios in mind to understand what the future could hold financially. The customer relies on dashboards to monitor cash flow, plan purchases and adjust budgets in response to the real time performance.

Motivations: The customer wants to use this product to save time by reducing hours spent on manual spreadsheets, to gain confidence in forecasts that guide business growth and to manage finances without the need of an external accountant. The customer is motivated by the need for efficiency and better insights into profitability.

Pain Points: The biggest pain point is that the customer could be frustrated with outdated tools that don't update in real time. Additionally, the customer could be concerned about trusting AI predictions and could be anxious about missing signals that could warn about overspending or any drops in the revenue.

Customer Archetype 2

Name:

Medium-sized Business Financial Manager

Demographics:

- **Age:** 27-50
- **Gender:** Any gender
- **Occupation:** Financial manager at a retail chain
- **Location:** Arizona

Duties: This customer oversees financial planning and reporting for their company. They will use the AI Budgeting and Forecasting system to centralize multiple revenue streams, monitor cash flow, and forecast seasonal sales fluctuations. The dashboard will help them compare performance across store locations and prepare data-driven reports for executives and investors.

Motivations: The consumer would want to streamline budgeting processes that would normally need hours of manual spreadsheet work. They would be attracted to the potential for increased accuracy, faster forecasts, and insights that allow them to allocate resources more strategically. They would want to ensure that their company is well-prepared for growth and able to avoid financial emergencies, and this is made easy by our system.

Pain Points: The consumer may be frustrated by outdated tools and errors that slow down the budgeting cycle or give inaccurate predictions. They may be concerned about whether the forecasts are reliable enough to present to the higher-ups. Another pain point is ensuring that sensitive company data remains secure while using the AI system.

Customer Archetype 3

Name:

Individual User

Demographics:

- **Age:** 20-60 years
- **Gender:** Any
- **Occupation:** Entry to mid-level professional
- **Location:** Austin, Texas

Duties: This customer manages his personal income, expenses, and savings goals. He would use the AI-Driven Budgeting Suite to track spending, set financial goals (e.g., saving for a car, paying off student

loans), and receive AI-driven forecasts on cash flow and future financial health. He would also know how much his savings would last him realistically in case he loses his job.

Motivations: He wants to build good money habits, avoid overspending, and feel in control of his finances. He is motivated by a desire for financial independence and likes the idea of an intelligent assistant giving him recommendations without needing to hire a financial advisor.

Pain Points: He feels burdened by tracking his bills and spending manually. He may not have enough financial knowledge to understand the financial jargon, so he worries the tool could feel too “business-focused.” He also wants reassurance that his personal banking and spending data will stay private.
