

Chad Jockinson

age: 18

residence: Florida

education: High School Diploma

occupation: Local Fast Food Resturaunt Employee

marital status: Single

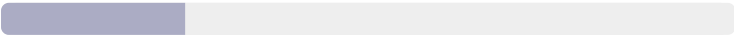


"Why do I need to budget, I'm doing fine on my own!"

Chad simply doesn't do much. He wakes up, goes to work at the local fast food joint, and goes home to his parents at the end of his day. After he didn't get an athletics scholarship for college, he decided it would be best to stay in his hometown and forgo higher education. But now, his parents are attempting to force Chad to go out on his own. Chad is looking for something that can provide structure/stability to his lifestyle, but not make him feel overwhelmed.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Make him feel gratified for saving money. Hook him onto it, and push him to continue using this app, so that he doesn't fall back into stagnation.

Needs

- Easy-to-use UI
- Recommended spending regimen

Values

- Making himself feel as if he's accomplishing something.

Wants

- Some way to compare with others, as he is extremely competitive

Fears

- This will be a complete waste of my time, this app doesn't do anything, etc.