

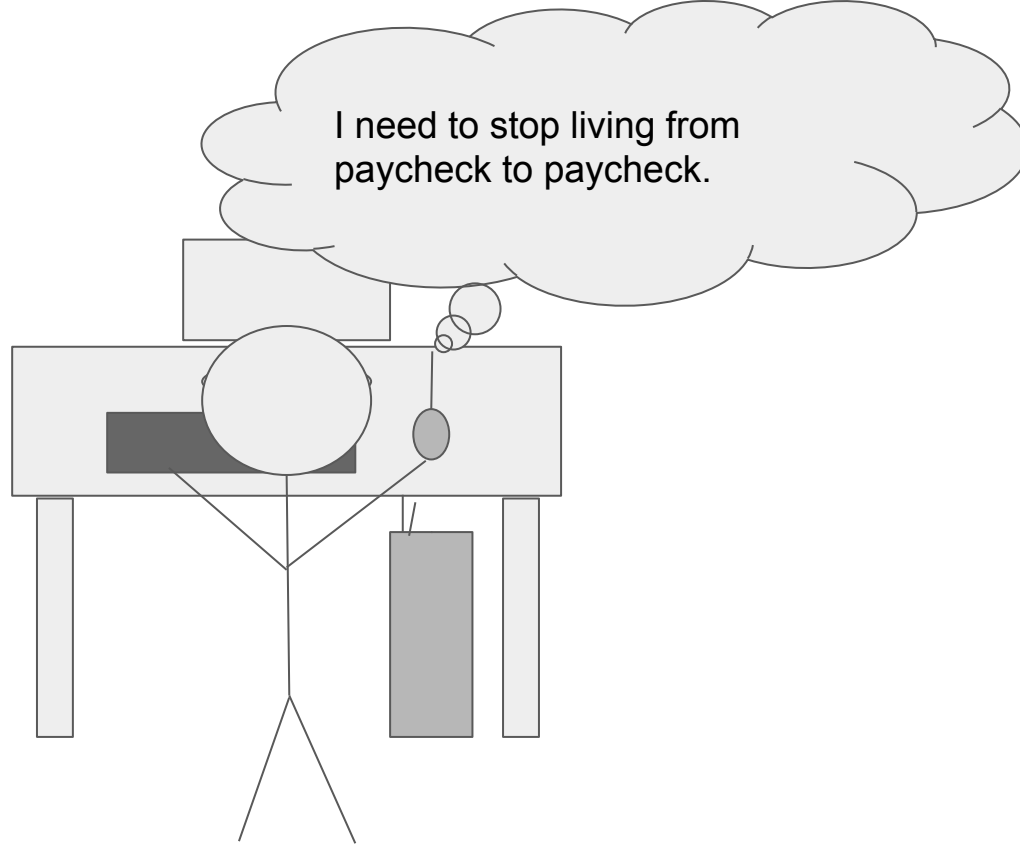
Persona Storyboards

Group Umbrella Bird



Vicky Sharpton - Storyboard

By: Aaron Thompson



Vicky has a habit of spending all of her money between each paycheck on entertainment and trips with her family.



Vicky's husband wants a safety net before each paycheck. He saves some from his paycheck each time and encourages his wife to do the same.

Budget Assistance

Please enter monthly income, expenses and goal.

You can spend \$0 before your next paycheck.

You currently have \$0 dollars saved

You will reach your goal of \$0 by next year.

My husband recommended this app to me, it seems easy enough to use and very useful!

The diagram shows a 'Budget Assistance' form with a light blue background and rounded corners. It contains four white rectangular input fields stacked vertically, each with a black border. The fields contain the following text:

- Monthly income: \$2500
- Monthly rent & insurance bill: \$1000
- Monthly loan payments : \$250
- Pay periods per month : 2

Basic pay questions, it's good that it doesn't ask for bank information or employment records.

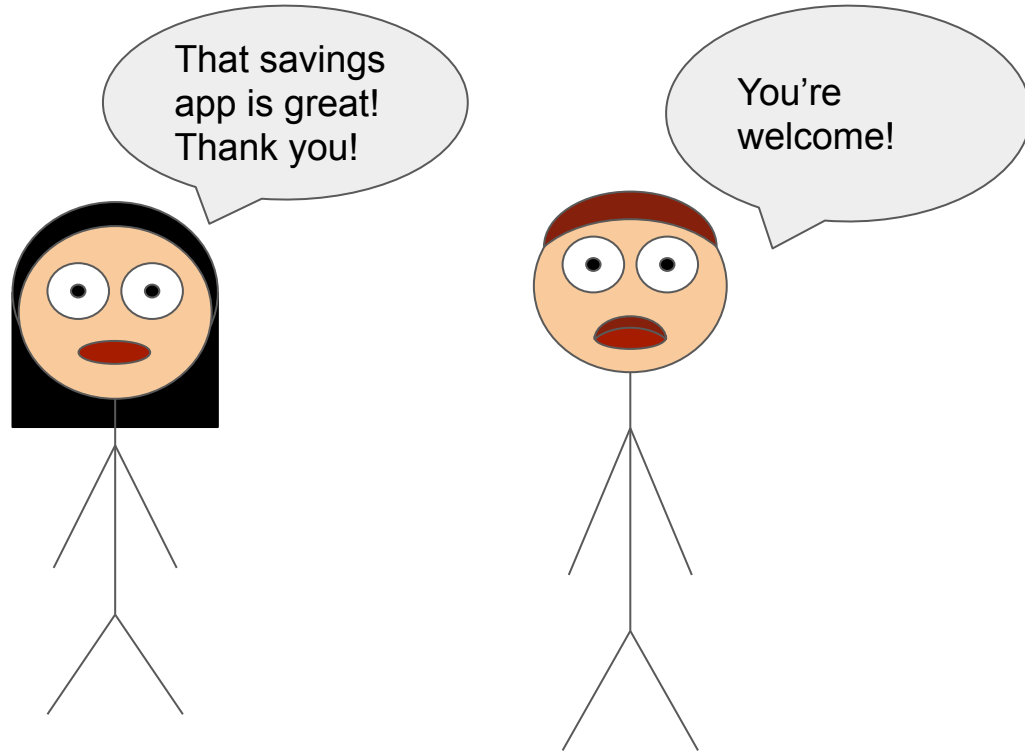
Budget Assistance

You can spend \$500
before your next
paycheck.

You currently have
\$300 dollars saved

You will reach your
goal of \$5000 in
about six months.

Once I entered basic information, the app calculated what I can spend as well as how long it will take to reach my goal.

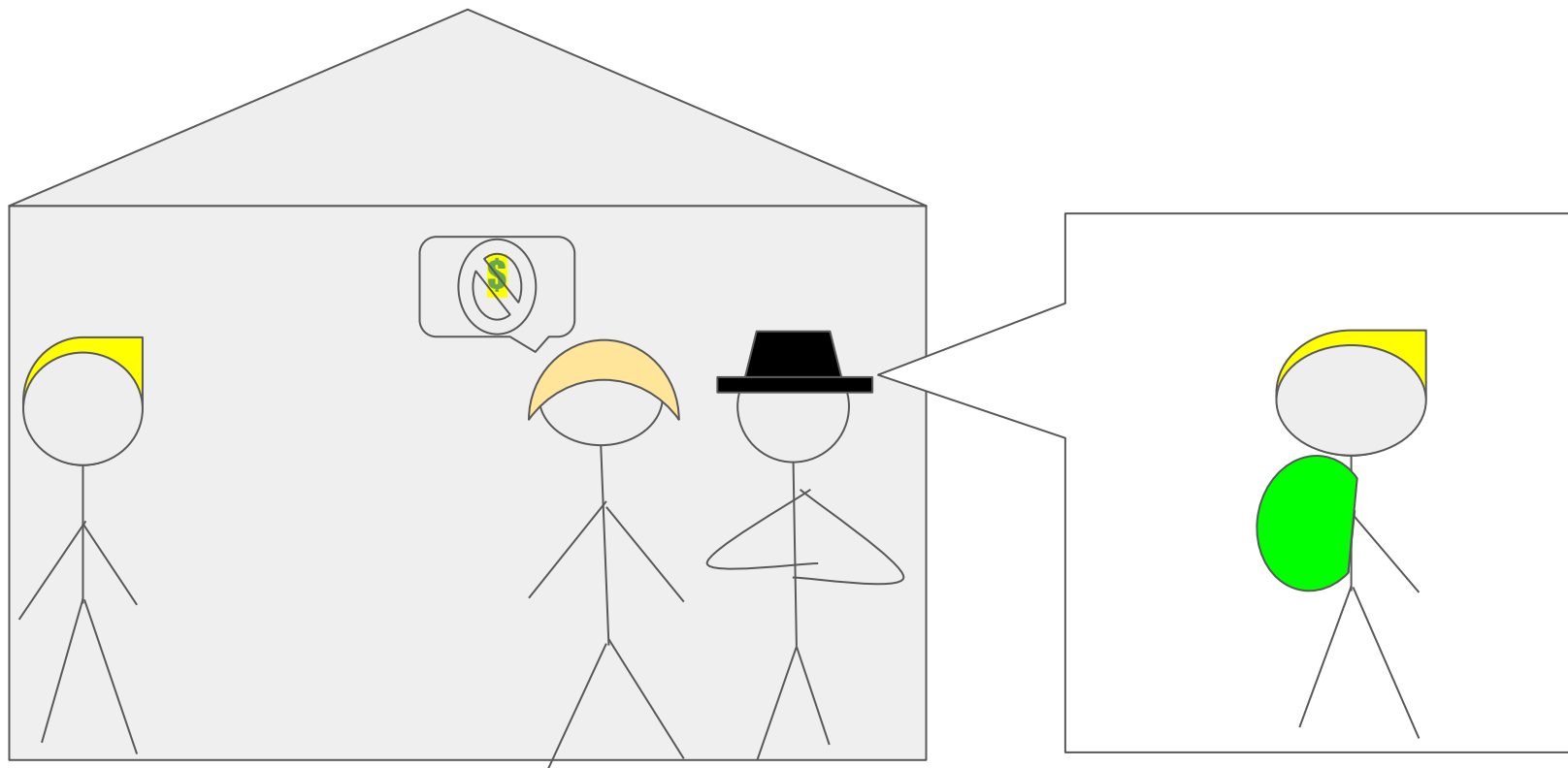


Vicky and her husband now have more financial security and is thanking her husband for setting her on the right track.

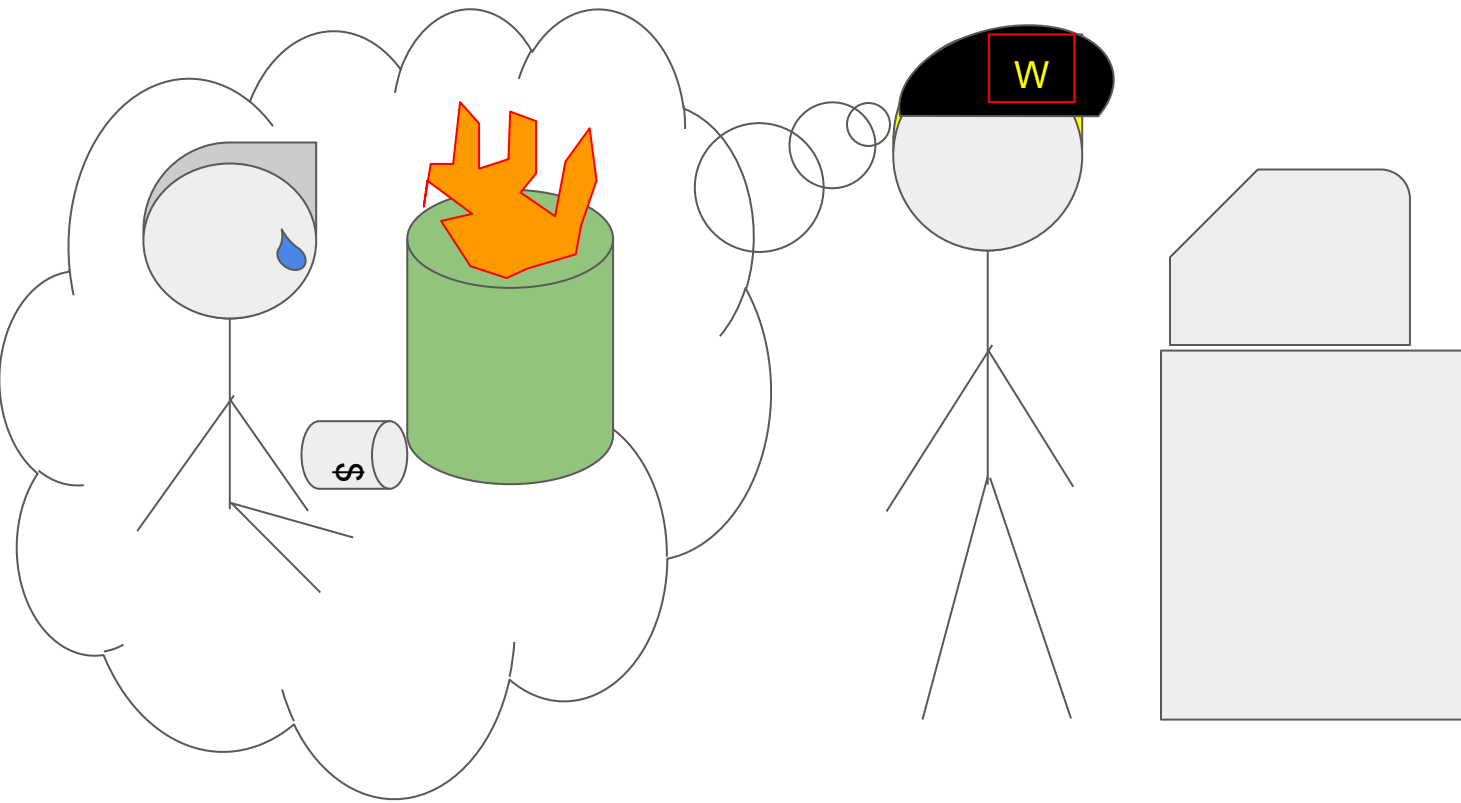
Chad Jockinson- Storyboard



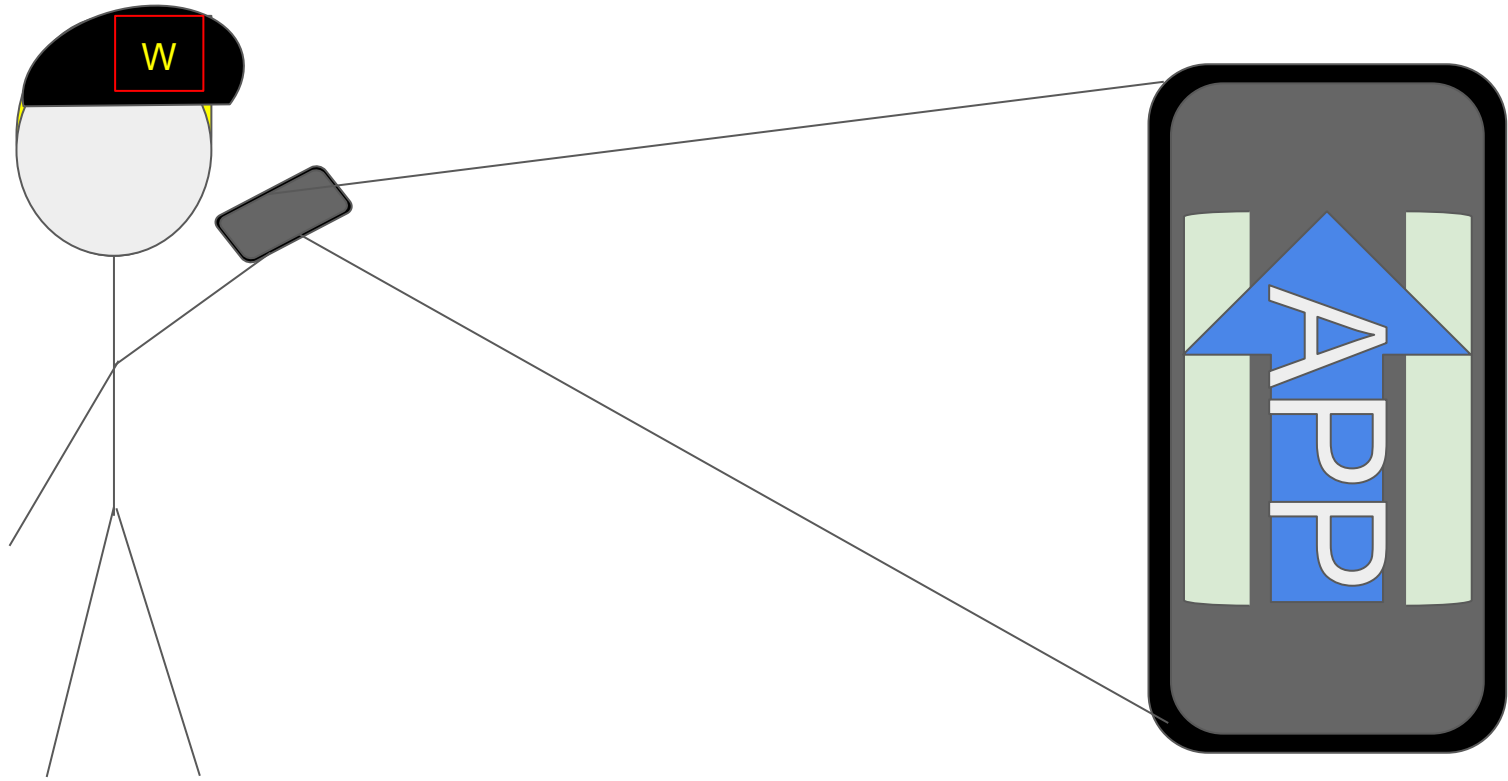
Robert Sturman



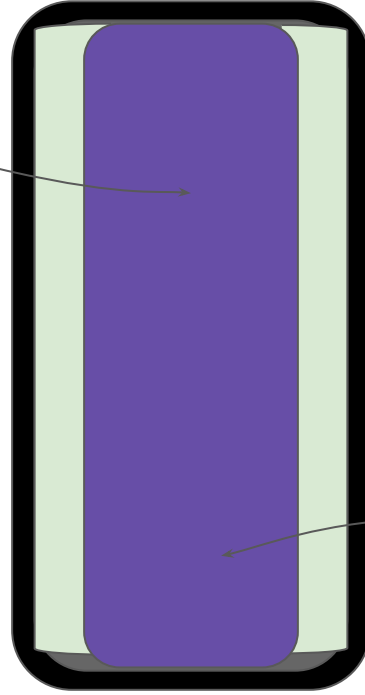
Chad currently lives with his parents, who have previously hinted at Chad going out and living on his own. They have started slowly cutting off his allowance, in order to instill some independence in Chad.



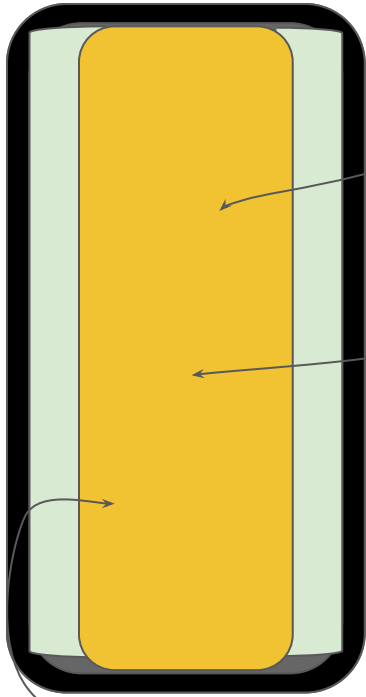
Chad, currently working at a local fast food restaurant, realizes he needs help managing his budget.



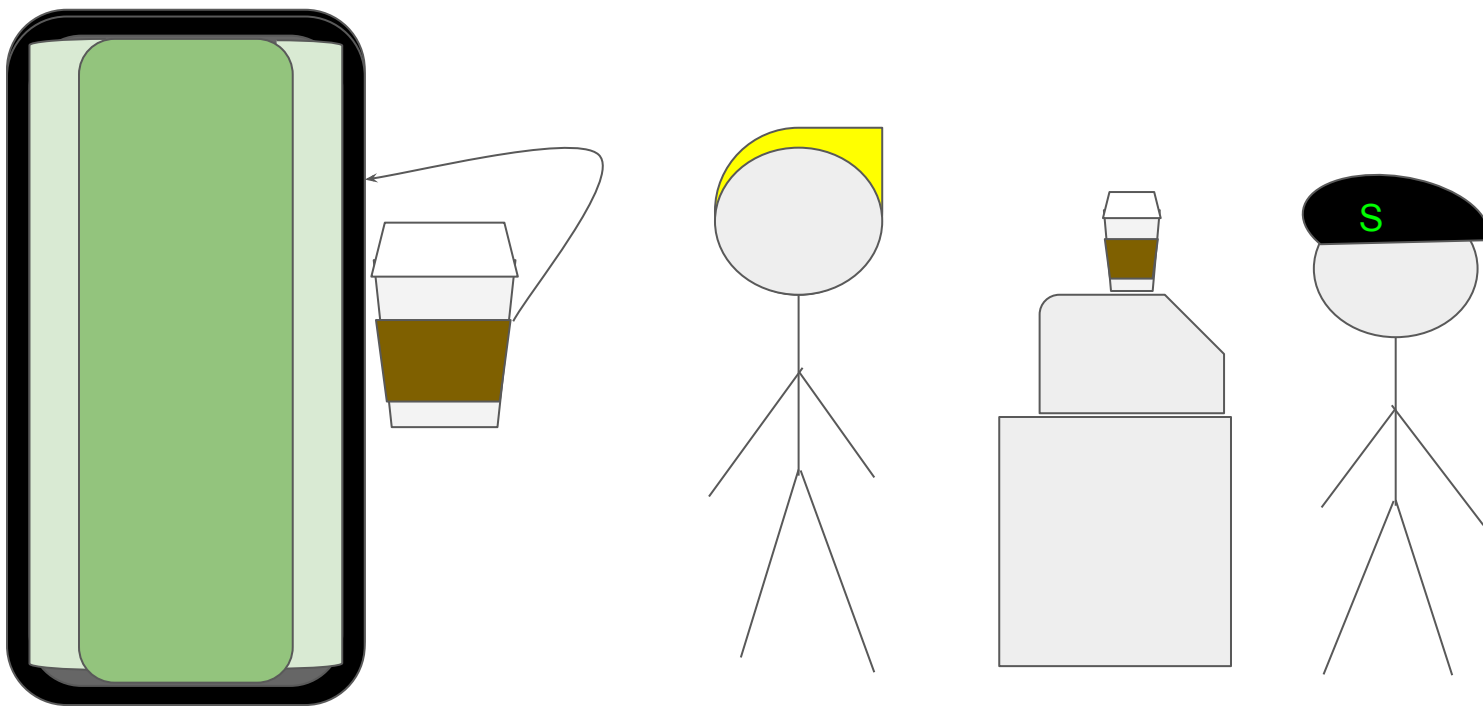
On his break, he surfs the app store to find this budgeting app. According to the description, this app “can turn your life around”, and “let you enjoy yourself while still being financially responsible”.



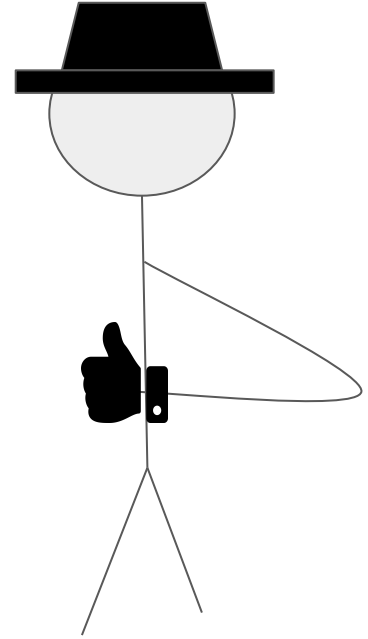
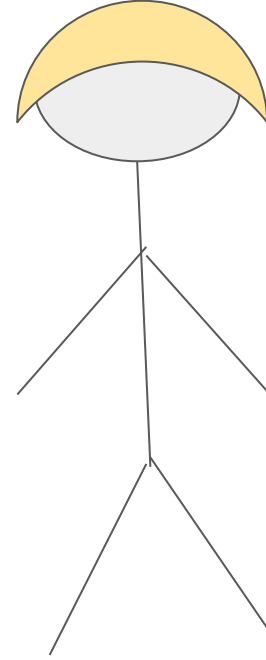
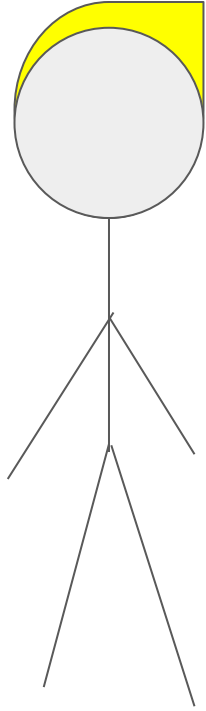
He types in his information to get started, things like his wage, his car payments, and other things that are repeated occurrences ...



...along with things he wants to save for, such as retirement, a new car, emergency funds, and other long-term goals



The next day, he goes about his business, making sure to mark down everything he purchases in the app.



Eventually, after a week or so, Chad's parents notice how well he is doing, and compliment him on it. Chad realizes this is how he gets his life on track

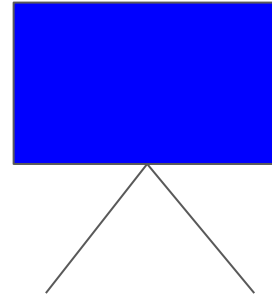
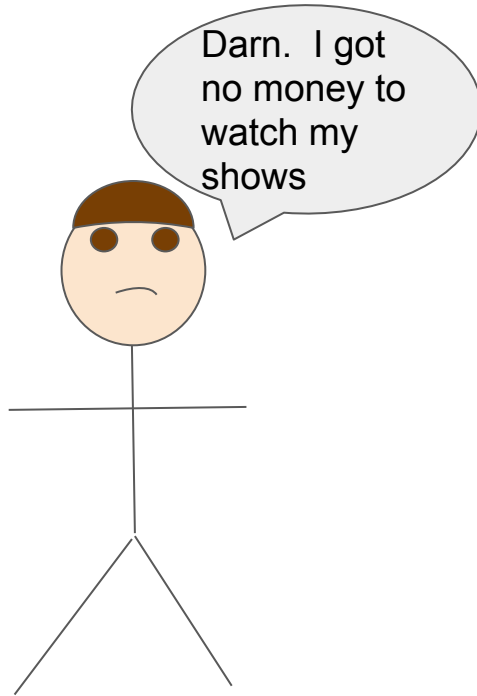


Fast-forward to six months from now, Chad is living in his own apartment, about to start his first day at a new job. Life's good.

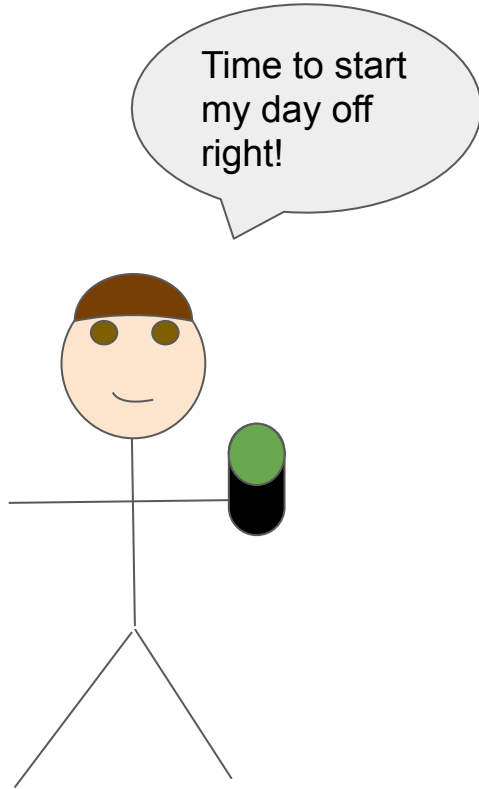
Jimmy Neutron- Storyboard



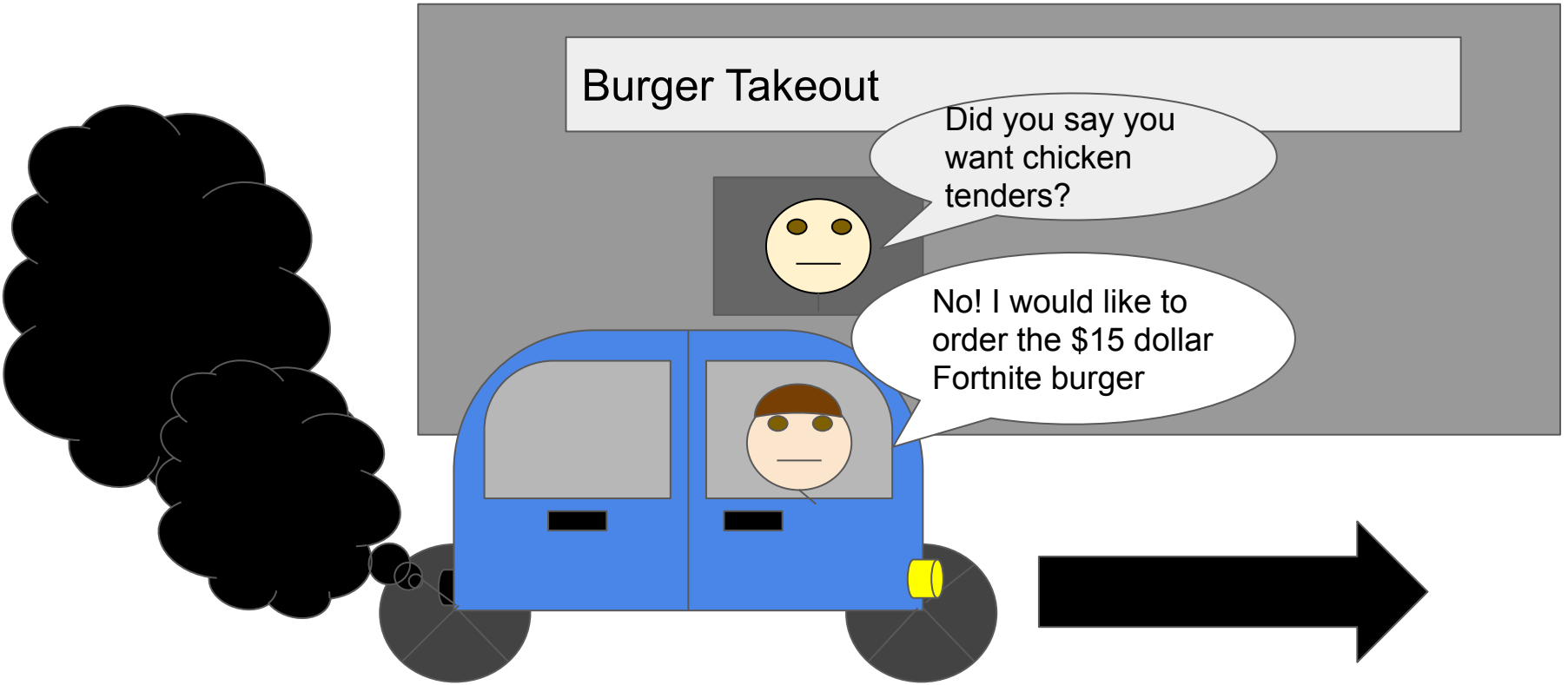
By: Reagan Tibbetts



Jimmy has his own apartment, but cannot afford enough money for channels he likes to watch on tv.

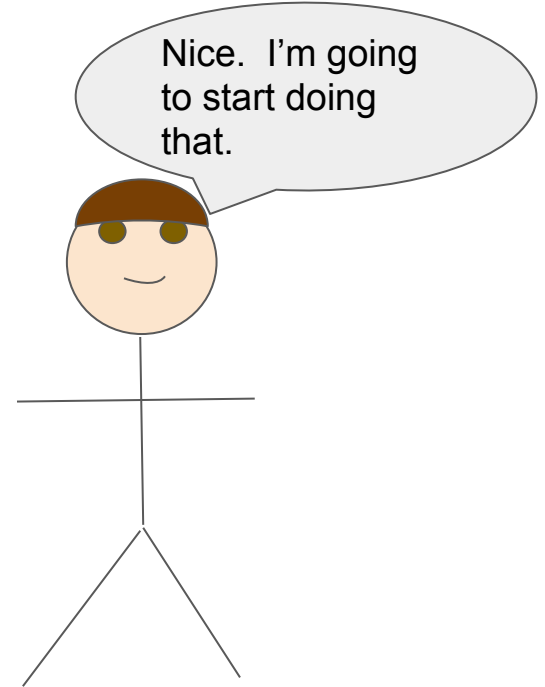
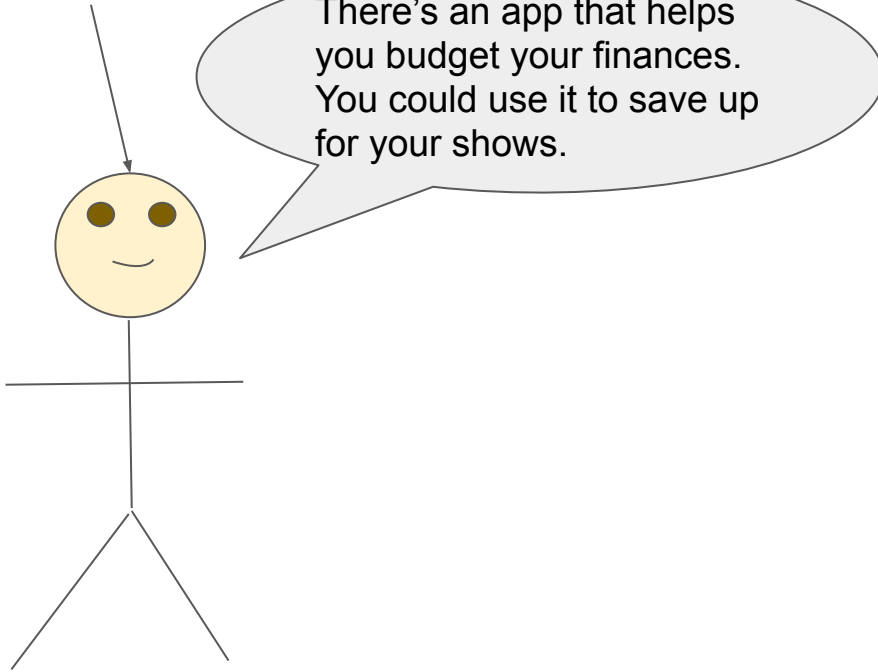


Jimmy wakes up in the morning and makes a smoothie, and starts his day as an Uber driver.

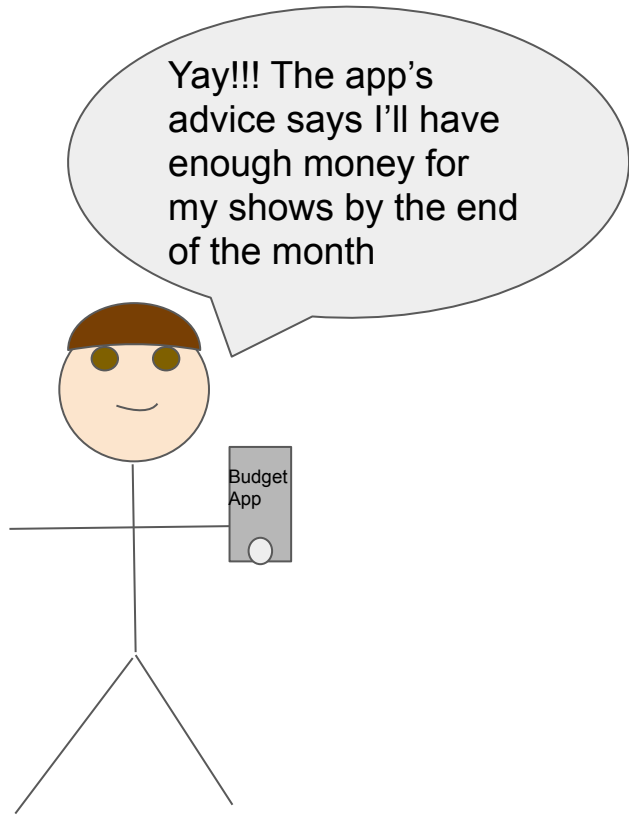


During his lunch break he orders a lot of fast food which adds up to most of his budget for the week

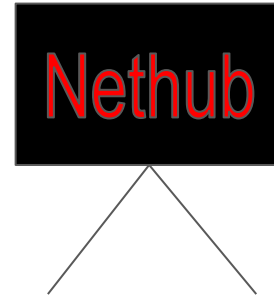
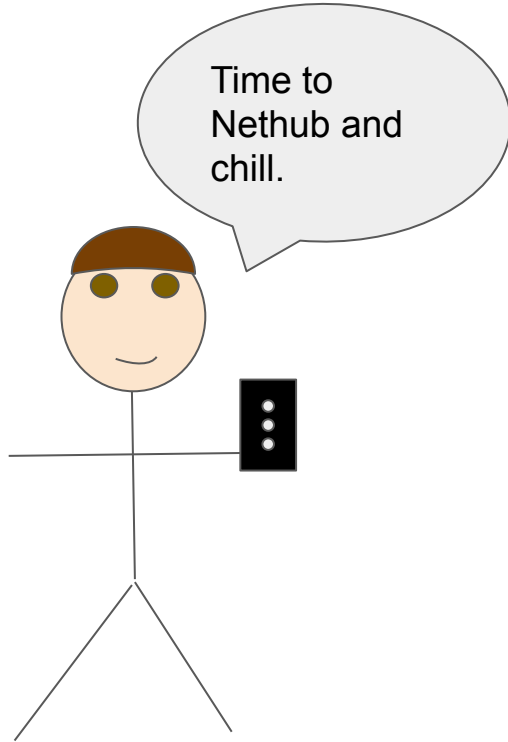
Jimmy's friend



Jimmy's friend introduces the budgeting app after he is done working.



Jimmy starts using the app and realizes he can save enough money for his shows in a short amount of time.



Jimmy reaches his goal and can now watch his favorites shows and movies.

Annabelle Maddox



Storyboard

