

Persona 1:



Sadie Adler

Thirty-eight-year-old Sadie loves traveling the world with her partner, capturing scenic vistas and hiking beautiful trails. They split expenses for flights, accommodations, and dining, preferring a seamless, hassle-free way to track costs fairly.

At home, Sadie balances her love for adventure with a stable career as a remote photographer for a news magazine. A flexible role that allows her to travel frequently! She enjoys cozy evenings with her partner, cooking meals inspired by their travels, and sharing stories through her photography and writing.

Financially mindful, Sadie prefers streamlined banking and budgeting tools that simplify expense tracking, especially when managing shared costs. She avoids unnecessary fees and values transparency in financial services.

Demographics

Age: 38

Sex: F

Interests

Traveling,

Photography, Hiking

Persona 2:



Steve Rogers

Mr. Rogers is a 25 year old man who graduated from Brown University 3 years ago. He recently moved out his parent's home and lives alone in Providence, Rhode Island. When he's not working, he spends his time cooking and trying new recipes out.

After moving out, he sometimes feels overwhelmed with the new responsibilities of living alone, especially the financial aspect of living alone. He struggles with keeping track of monthly expenses like rent, groceries, and subscriptions. He wants to save for a car and build an emergency fund while also buying fast food to satisfy his cravings.

As a result, he resorted to an online method of storing receipts to keep track of his spending. He also likes to have a way to receive financial insights and financial advice based on his current habits and history.

Demographics

Age: 25

Sex: M

Interests

Cooking, Running,

Drawing