

Sarah

A 28-year-old working in tech suddenly has disposable income



Feeling	Traits
Excited	Cautious
Nervous	Smart
Hesitant	Introvert

Problem
Has disposable income for the first time, and doesn't know how to save and spend wisely. She is thinking about buying a car, but doesn't know the best way to go about doing that.

“This is a good problem to have, but that doesn’t make figuring out how to save and spend my money any easier.”

“Should I buy that car, or should I invest my money. Or maybe I should just put it in the bank and save.”

“There is so much that goes into personal finance! How am I supposed to sort through it all?”