1. Lizzie, 20 years old, is going abroad for a vacation alone for the very first time.  
     
   Lizzie is going on a vacation alone for the very first time and is having trouble managing her finances in a different currency. There was no one to assist her in controlling her money. Fortunately, she was introduced to ‘Simpli.’ by a friend, a website that helps you simultaneously track your spendings, savings, current balance, and more! With Simpli.’s feature of enabling the changing of currency, she is able to check all of the activities mentioned with just one click! Lizzie is brought first to the main page that asks her to either get the app or to sign in through the website. After logging in, the website will take her to the dashboard filled with all the features mentioned. The interface is very user-friendly that enables Lizzie to access Simpli. with ease.
2. Jahames, 27 years old, is planning to buy a new phone.  
     
   Jahames is planning to buy a new phone since his old phone has broken down. He has some savings that was given to him by his parents when he was a child. But, the money is not enough, he needs to collect some additional money to be able to buy the phone that he wants. To collect the money, he plans to set aside some of his monthly income. But then, he lost track of how much money he had put aside. Then, one of his friends introduced him to ‘Simpli.’. By using Simpli., he can easily track his savings and he eventually saves more money than he expected. With the easily accessible interface, Jahames is able to navigate himself through the website.
3. Yodai and Kenny, a couple that is saving up for their upcoming wedding.  
     
   Yodai and Lenny just got engaged last week. Lenny wants to make a grand wedding. As the wedding is planned to be in the next 6 months, he wants to save finance in order to achieve his goal of a grand wedding. He searched for a money tracking website in Google however, none of it was supporting his region which is in Indonesia. Finally, after deep searching, he found a website called Simpli. He opened the web and he feels that the website was very responsive in which it produced a good UI/UX. After 6 months of the website’s usage, he finally got the wedding that he wanted and it was all thanks to Lenny’s effort in saving and Simpli.