

Target Audience Definition

Demographics:

- ☐ **Age:** Young people aged 14 and up
- ☐ **Gender:** Any gender
- ☐ **Occupation:** Students and young people entering the workforce

Psychographic:

- ☐ **Lifestyle:** Students, young people who live by themselves, workers
- ☐ **Values :**
- ☐ **Goals :** improve financial literacy, give an opportunity for people to practise and experiment with fake money

Behavioral:

- ☐ Students who get allowance from their parents
- ☐ Students and people who just moved out
- ☐ Anyone who feels like they can learn or practise their financial literacy

Challenges:

- ☐ Creating realistic dilemmas and temptations for users to solve
- ☐ Helping users learn from their mistakes without punishing them too hard
- ☐ Need for motivation to use the app

- ☐ Not making the app too childish

Preferences:

- ☐ Having in real life practises too, such as sending real letters and having real debit cards

1. Demographic

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