

Mary Brown

age: 21

residence: Columbia

education: Bachelors

occupation: Server/Waiter

marital status: Single



Managing money is a journey

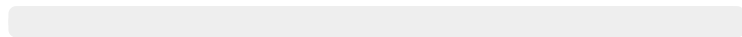
Mary, a typical college student, struggles to manage her finances but aspires to find a balance between enjoying her college life, paying bills, and planning for her future

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Financial stability to cover basic living needs
- access to educational resources for improving financial literacy

Values

- responsible financial management
- balancing social enjoyment with future financial
- security

Criteria For Success:

To make Mary feel successful, the app should provide clear feedback on her financial progress and offer personalized guidance, simplifying financial concepts to help her understand her finances better and make informed decisions. Additionally, reinforcing her achievements and will boost her confidence and sense of success in managing her money.

Wants

- Enjoyment of college life, including social activities and experiences
- progress toward financial goals, such as savings

Fears

- financial instability and inability to cover essential expenses
- accumulating excessive debt or making poor financial decisions