

Henry Vu

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SWDV 691

User Personas



Dave Lee - He is a 41 year old technician working on an assembly line. He makes about \$40,000 a year and his wife is a teacher making about the same. Together they have a modest house and two kids who are in middle school. Robert wants to track all the extra-curricular activities the kids participate in and all the costs that go with them. He also wants to save up for annual family vacations so he can spend more time with his family before they get older. Robert can use "MoneyJournal" to track how much savings is left over after paying all the bills and extra-curriculars.



Cathleen Armstrong - She is a 25 year old single mother who works as a server at a popular American restaurant. Cathleen does her best to give her 5 year old daughter a happy life. She makes about \$20,000 and lives paycheck to paycheck to pay the rent and brings home food from the restaurant for her family to eat. She is also paying for tuition to become a nurse. With MoneyJournal, she can have more control over her hectic life. Being able to compare her finances now with how it potentially can be when she becomes a nurse helps to give her hope and motivation to keep working hard.



Alice Lopez - She is a 29 year old marketing guru, managing multiple accounts and running her own business. She makes \$70,000 a year and lives alone in a condominium. She likes to travel and take photos of her destinations. On the go, she is always checking in with her finances. She doesn't like to link all of her accounts and just wants a web based journaling app made specifically for

finance. “MoneyJournal” keeps her up to date with her income and spending while giving her insight to her future travel plans.



Bryce Johnson - A 32 year old lawyer earning a \$150,000

salary. He lives below his means in an urban apartment with a roommate. He is planning to retire early by saving 80% of his income. He also invests in an index fund and Roth IRA to secure a stable retirement in the future. He uses the Retirement feature on the Planning page of MoneyJournal to track his progress and track how much he earns on returns.