

# Data Synthesis

## Personas



### Lisa

#### Demographic profile

22 years old  
Female  
3rd year Computer Science student in a university, writing her Bachelor thesis  
Lives in a shared apartment in the city center

Lisa has an active lifestyle: she is studying full-time while going to the gym three times a week and trying to spend time with friends and family.

Lisa's financial knowledge is very limited. She doesn't have a savings account but she tries to keep a buffer on her primary bank account.

#### Personal Goals and Motivations

- maintain good work - free time balance
- be able to travel in the future
- better financial planning would make her life less stressful
- saving and investing money would help her achieve her goals

#### Needs

- fast and easy budget/saving planner to fit her lifestyle

#### Challenges

- sometimes it's difficult to keep up where the money goes
- doesn't know where to find the information she would need easily

#### Values

- freedom
- health

My life is so hectic that I don't have time to think about my expenses. Sometimes I just have this need to treat myself.



### Lucas

#### Demographic profile

23 years old  
Male  
Studying 1st year of his Master's studies in university  
Lives with his parents

Lucas is a student with moderate financial knowledge.

Because he is living with his parents, he wants to start saving money for a future apartment, but he doesn't know what would be the best savings plan.

#### Personal Goals and Motivations

- buy a house in the future
- understand how the stock market works
- because he's living with his parents, he has extra money that he would want to start investing

#### Needs

- guidance for how to start investing
- knowledge on when it's better to save and when it's better to invest

#### Challenges

- doesn't know how to start investing
- is scared of losing his money

#### Values

- family

I want to start investing but I'm a bit scared to start. What if I lose all my money?



# Tomas

## Demographic profile

24 years old

Male

Studying 2nd year of his Master's studies in university and working part-time

Lives alone

Tomas is a student with good financial knowledge. He has a savings plan and knows how the stock market works.

Because of his allergies he needs to go to the doctor many times a year.

## Personal Goals and Motivations

- being able to travel safely
- has insurance adapted to his needs
- spend less money on appointments

## Needs

- understand the financial benefit from health insurances
- an easy way to create an health insurance that covers an one time trip

## Challenges

- how to easily create an health insurance
- choose the best plan

## Values

- health
- financial security

I want to know what is the best possible health insurance for me. If I get my insurance from my bank, maybe I get discount?

## Scenarios

### Scenario 1

Lisa, a 22-year old student is busy trying to write her Bachelor thesis while at the same time doing sports regularly and seeing family and friends. Her friend proposes an idea that they should go traveling together next summer but while Lisa really wants to travel, she doesn't have any extra money. Her friend suggests that she should start following her expenses and figure out how to save money.

Lisa needs a fast and easy way to follow her expenses so she is able to see in which areas she could save money. At the moment she can't keep up with where all her money goes and sometimes after a stressful day she wants to treat herself by buying things she doesn't need. A bank application that limits her spendings by category would be useful. Lisa would also need support for creating a savings account and plan for the trip. The information should be available easily for her in a mobile application or a visual dashboard.

### Scenario 2

Lucas is a 23-year old young adult studying for his master's degree. His friend, Maria, is already comfortable with investments and is trying to convince him of all the benefits. He already has a bank application that allows him to invest, however, he does not know how to do it and is scared of losing his money, since he does not know what are the risks associated with it. While he lives with his parents, he needs some guidance on how to invest, mainly what money should be allocated for it and the best options to do it, so he can still have extra money and gather new money to buy a new house when he finishes his master's. Lucas will be able to access his bank application to retrieve information on how to invest, and select what funds he can invest on.

### **Scenario 3**

Tomas, a 24-year-old student, has health problems forcing him to attend appointments regularly. He spends a lot of money on exams and medical consultations and wants to create health insurance that covers his dispenses. However, when searching for health insurance, the information is spread across the internet, which makes it difficult for him to understand all the different plan options. He would like an application that shows the information organized in one place to compare the health plans and their prices according to his type of need.

He also likes to travel but already happened to need medical help on one of his trips, ending up spending a lot of money. So, in one application, he would like to have the option to pick the country and the date he wants to travel and select the type of insurance that fulfills his requirements.

# CI Model

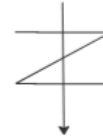
Intent: save money  
for a future goal thought  
budget management

Trigger: find an application

Breakdowns:

- hard to find an application that provides the desired functionalities

Activity: create an excel page



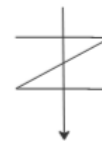
Intent: find an excel template

Trigger: find a template that requires the income and expenses fields

Breakdowns:

- needed to search a template online
- needed a simple template

Activity: use the template



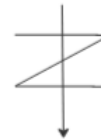
Intent: define the income

Trigger: find the income value

Breakdowns:

- needed to open the bank application

Activity: open the bank application, check account movements and write the income to the corresponding field of the excel



Intent: define the expenses

Trigger: find the outgoing value

Breakdowns:

- needed to open the bank application

Activity: check account movements and write the income to the corresponding field



Intent: get the overall results

Trigger: get results that can be interpreted easily

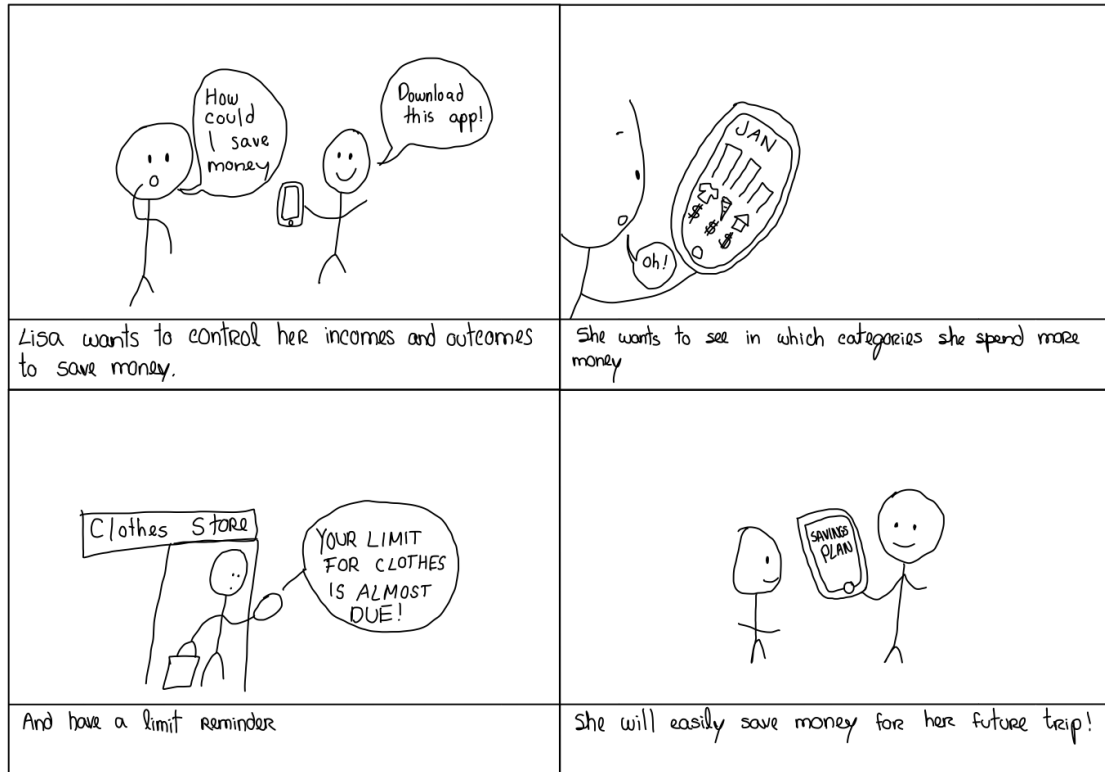
Breakdowns:

- cannot observe the expenses by category

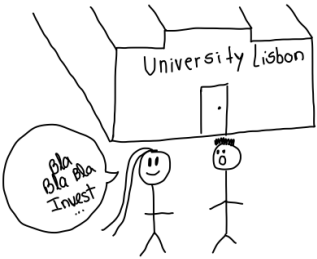

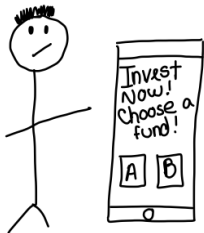
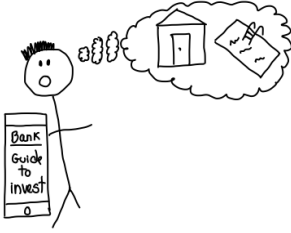
Activity: observe the amount of money available to save for a future purpose

# Storyboards


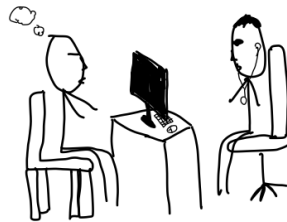

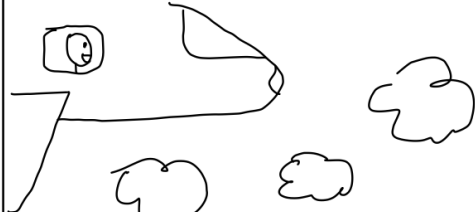
## Storyboard for Lisa



## Storyboard for Lucas

 <p>A stick figure woman with long hair (Maria) is talking to a stick figure man (Lucas) in front of a building labeled 'University Lisbon'. A speech bubble from Maria says 'Bla Bla Bla Invest ...'.</p>	 <p>Lucas is standing next to a tall rectangular object (ATM or counter). He is holding a smartphone that says 'Bank 150€'. A thought bubble above him shows a house and a person.</p>
<p>Maria tries to convince Lucas to start investing.</p>	<p>Lucas wants to buy an house in the future, so he thinks that investing is a great option</p>
 <p>Lucas is holding a smartphone. The screen displays 'Invest Now! Choose a fund!' with two buttons labeled 'A' and 'B'.</p>	 <p>Lucas is holding a smartphone that says 'Bank Guide to Invest'. A thought bubble above him shows a house and a document with a checkmark.</p>
<p>Lucas does not know how to invest and would like to have a guide.</p>	<p>Lucas found a guide in the new bank application and understands now how to invest in his dream house.</p>

## Storyboard for Tomas

	
Tomas has health problems.	He spends a lot of money in appointments and exams because he does not know how to choose the right health insurance.
	
He found in the new application a guide to choose an health insurance appropriate to his needs. Tomas also chose a travel health insurance to travel safely in his next trip.	He knows that if needed, he can get help without paying too much money.

## Conclusion

**Budget Management:** Students need a system that warns, limits, and tracks the amount of money spent periodically (weekly, monthly, annually) grouped by category.

**Savings Planner:** Students need a system that clearly explains the different types of saving accounts and offers a savings plan simulator for an application, project or house.

**Investments Planner:** Students need a platform that provides a way of showing the different types of investments that can be done within a bank application and an explanation regarding the risks and benefits of that particular investment.

**Health Insurance Planner:** Students need a platform that explains the different insurance

levels and the generally excluded expenses from health insurance. In addition, students would like to get informed if their bank provides health insurance.