



AGE 25

GENDER Female

OCCUPATION Marketing Specialist

TECH LITERATE

Moderate



**Goals:** Maria wants an app that helps her save time while managing her finances securely.

**Behavioral Traits:** Maria is a person who seeks convenience and security. She often skips steps to save time but makes sure she's safe, especially when dealing with financial transactions. **Devices Used:** Primarily uses a smartphone for managing finances.

## Bio

Maria is a young professional working in marketing for a tech company. She is always on the go and uses her smartphone to manage personal finances and handle work-related transactions. She prefers apps that are intuitive and don't require too much time to complete tasks. Maria values her privacy and prefers secure apps that don't compromise her data.

## Core needs

- Easy and fast access to recent transactions
- Quick payment options, especially for bills and transfers
- Multi-factor authentication for added security

## Frustrations

- Too many steps to complete a transaction
- Over-complicated security protocols that delay her access
- Hard-to-navigate interfaces on banking apps