

Liz Edmon by Lauren Hadlow

age: 18

residence: Columbia, SC

education: High School

occupation: Getting a degree in Art History

marital status: Single



"Irresponsible with my money"

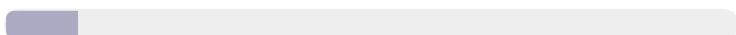
Liz is a freshman in college who has just been sent out on her own. She is studying art history with a French minor. In her free time she enjoys spending it with friends on campus and being involved with dance marathons.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Liz feels as though she is prepared when she understands what is required of her and knows what resources are there to help her. She is focused on her school work.

Needs

- To not spend all of her money
- To learn how to budget
- To understand where her money is going

Values

- Helping others
- Learning and understanding
- Consistency

Wants

- A way to easily track her spending
- To have fun on campus

Fears

- Not understanding the app
- Wasting all her money