

Leeroy Jenkins (by Max)

age: 18

residence: SC

education: high school diploma, currently attending college

occupation: full-time student

marital status: single



"Mommmmm, get me tendies!!"

An avid gamer that moved a short distance away from college, Leeroy doesn't really know nor care much about money management. However, after spending \$3,000 on a new PC, his mother decided to give him a very small allowance. Now, Leeroy has to budget his money for the first time in his life.

Comfort With Technology

INTERNET



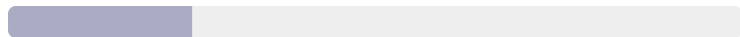
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- budgeting tips
- money manager

Values

- simplicity
- not time-consuming

Criteria For Success:

Leeroy used to spend a lot of money on video games and wants to keep up his habits without running out of money.

Wants

- purchase suggestions

Fears

- getting his parents' ire