



Erik Stone

Marital Status: Single
Age: 27 years old
Location: Winnipeg, MB
Occupation: Ed. Assistant

“I want control over my future but need help in getting there.”

Bio

Currently an educational assistant at Yellow Quill University in the Youth and Family Services section. Volunteers in the community services of Youth Winnipeg Indigenous association. Plans to get married in the future and needs assistance in financial matters to help him prepared for his next stage in life. Uses Pixell River Financial for everyday and future financial services.

Influences

- Community leaders and peers at his occupation
- Family
- Current news and events in the community

Frustrations

- Slow connections
- Too much unnecessary data
- Complex options

Goals

- Getting married in 2 years.
- Applying for a new mortgage for a new home in Winnipeg.
- Need access to quick information for investment opportunities.
- Reliability of transfers for funds to help out family.

Technology Proficiency

- Moderate User
- Preferred choice: Mobile App