



NDARU PRATIWI

"THOUGHTFUL FINANCIAL PLANNING CAN EASILY TAKE A BACKSEAT TO DAILY LIFE."

DEMOGRAPHICS

Age : 20

Location : Sidodadi Village RT: 02 RW:

03 Tempurejo District, Jember

Regency

Education : D3 Informatics Management

Job : College Student

Family : Lives with his parents

WANTS & NEEDS

- Can save or set aside money for sudden and future needs.
- Can plan finances well so as not to run out of money prematurely.
- Requires an app or something like that to remind her of his finances every day, and a list of the money he has spent.

GOALS

Can set aside money and be able to apply financial planning in his daily life to be able to realize her dream of being able to buy his own house and others.

TECH

Internet



Social Networks



Online Shopping



Gatgets



Messaging



Early Adapter



FRUSTRATIONS

It is difficult to control yourself when asking for things like food or culinary and compulsory needs such as quotas or the internet in this digital era and the Covid-19 pandemic. So that her finances are often out of control and he doesn't know what to do when she wants things like that.

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