

Christoff Freeman

38-year old Market Analyst from Madison, WI

Average Credit Score 781

Property Owner? ☒ Yes ☐ No

Equity \$112,000

Tech Level ☒ ☒ ☐

Phone Samsung Epic

Personal Tech Macbook, Phone, GPS, Plasma TV
Xbox 360 w/ Kinect, Espresso Maker



"Because of my traveling, hobbies and active social life, I need to keep my life organized and efficient"

This is a story about Christoff Freeman. He is an affluent, up and coming member of society currently working as a market analyst in Madison Wisconsin.

Christoff prides himself on having the newest, cutting edge gadgets and gizmos. He currently owns a Samsung Epic cell phone and though he is somewhat uncomfortable with the technology, he loves the phone all the same. He also owns a laptop, a macbook, which he loves for its easy to use interface. He recently bought an xbox 360 and kinect to see what all the rage is about and while he did not use it much at first, he is starting to use it more and more.

Christoff leads a very active social life. When he is not out partying with his friends, he is texting, tweeting or facebooking from his phone. This little habit of his has gotten him into trouble as Wisconsin has recently adopted a no texting while driving law. Managing his social life used to be a pain but Christoff now uses a calendar app he downloaded to manage everything he does. He loves the fact that it integrates with his google calendar, it makes feel very tech-savy.

When Christoff is not working or out socializing, he spends a lot of his time biking, hiking and running. He loves to be outdoors, even in the cold Wisconsin winters. He is currently training to run the Wisconsin half marathon, his first one ever. He was having trouble training at first but while surfing the web for training advice, he found a community of runners training for half marathons in Madison. He now runs with them twice a week and is making great progress towards his goal.

Christoff loves his job as a market analyst. He is passionate about his work and makes more than enough money to live off of. The only things he really does not like is the lack of travel. As a result he is currently planning a month long backpacking trip around Europe.

Experience Goals

- I want to feel my financials are secure online.
- I want to feel "tech-savy".
- I want to feel like my bank is trustworthy.

End Goals

- I want a quick mobile experience.
- I want to be informed about my loan options.
- I want mobile that works while traveling.
- I want become knowledgeable about refinancing.
- I want save as much money as possible.