

## Sarah (Tech-Savvy Young Professional)

## Scenario

**Demographics**: 28 years old, urban, uses smartphone daily.

## **Expectations**

• Easy navigation, secure transactions, quick bill payments.

Stage 1. Discovery 2. Research 3. Sign-Up 4.Onboarding **Actions** Visits website, reads app store reviews. Downloads app, creates account. Watches tutorial, sets up first payment. Sees social media ads, hears from friends. **Pains** Too many banking apps; ad overload. Unskippable tutorials. • Overwhelmed by technical jargon. • Tedious sign-up process. Simplify messaging: Highlight security and speed. Add a comparison chart or demo **Opportunities** Interactive, optional guided setup. Offer social media/Google login options.