



Jim Halpert

39 years old

Married with two children

Sales Representative

Weekly Budget: \$1,200

*“ So this is my life.
Until I win the lottery.”*

About

Jim is married with two children. He works a typical 9 - 5 job at a paper company. On the weekends him and his wife like to travel down to New York City for a weekend getaway.

His income fluctuates depending on the time of year. He keeps a diligent accounting of the money they save each week using specific budget tools. They want a budget app that is very simple and only has a few functions.

Goals

- Save \$200 a month to remodel their home.
- Take one vacation to California each year.
- Find an app to help them save time and money.
- Start a more meaningful career.