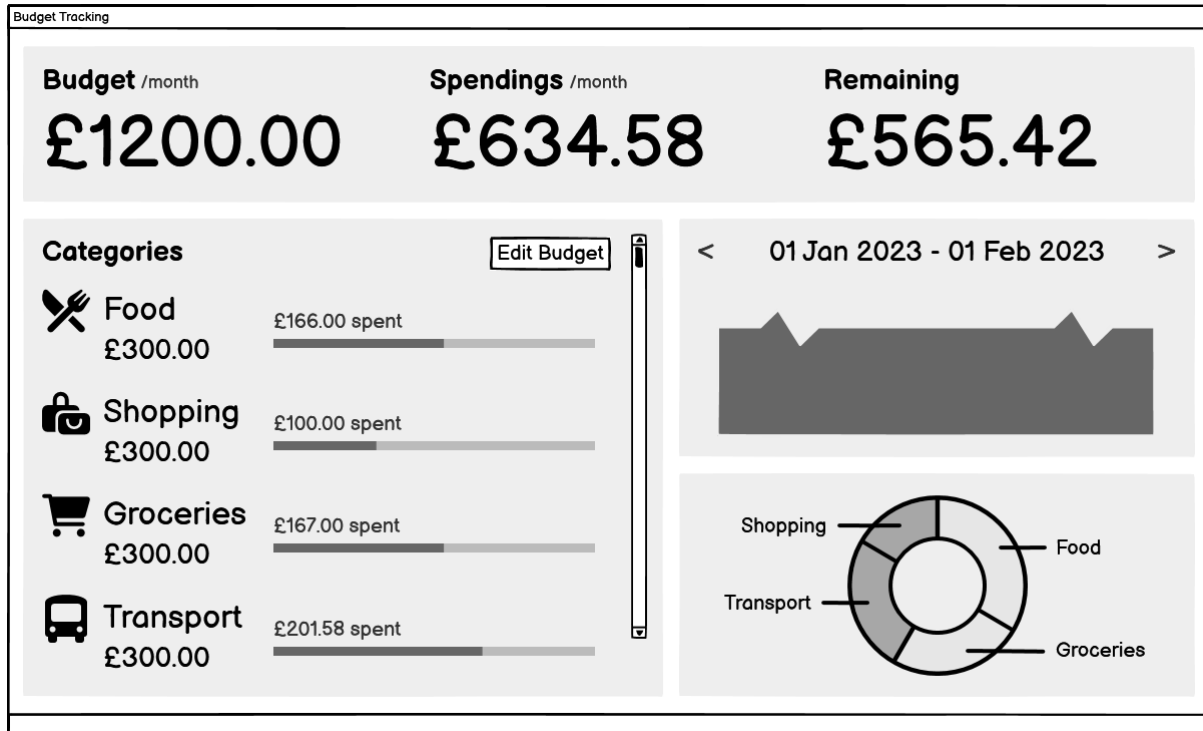



Mockup:

This is the modified and updated Budget Screen after discussion.



Persona:

This persona represents Joseph who is a student at the University of Birmingham and works part-time at Starbucks.



Joseph David Wellington
"I'm a university student who is new to managing my own finances"

Personal Data

Age: 18

Occupation: Student / Part-time Barista at Starbucks

Family: Father, mother, younger sister

Location: Birmingham, UK

Character: Outgoing

Bio

Joseph is a first-year university student at the University of Birmingham. His parents gives him a monthly allowance to spend on accommodation and groceries as he does not live at home. On top of that, he works at the local Starbucks as a part-time barista when he has no classes. As a young adult living on his own for the first time in his life, he would like a platform that helps manage his finances.

Goals

- To keep track of his monthly spendings
- To save up money

Frustrations

- He finds himself sometimes overspending and using up his allowance and income due to poor money management
- Most months he has little to no savings


Technology Capability

Website ★★★★★



Software ★★★★★

Mobile Apps ★★★★★

Favourite Phone Brand



Favourite Apps



Ranking:

The budget screen was identified as the most crucial feature of the web application and was ranked first in priority. Kylie's initial mock-up screen for the budget feature was adequate, but it required further refinement to improve conciseness and accessibility, which was addressed after group discussions. As a result, part of Kylie's second screen was promoted to the first screen, as it was deemed to provide a better user experience. Nonetheless, the persona she provided was highly relevant to the project.