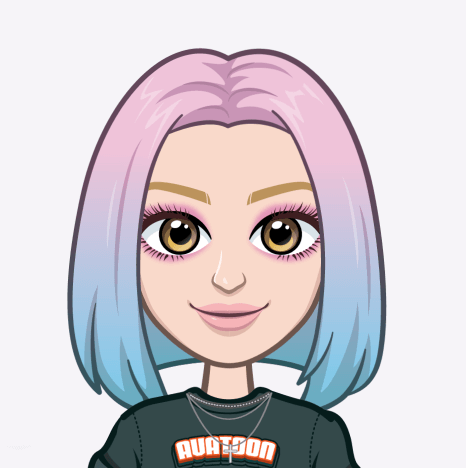
ICS 499: Capstone - Persona Catalog

Team Name \_\_\_\_\_\_\_\_\_\_\_\_\_ SPAM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Appendix A - Example for a Personal Expense Consultant

### Amanda, the P.E.C. Adult Customer

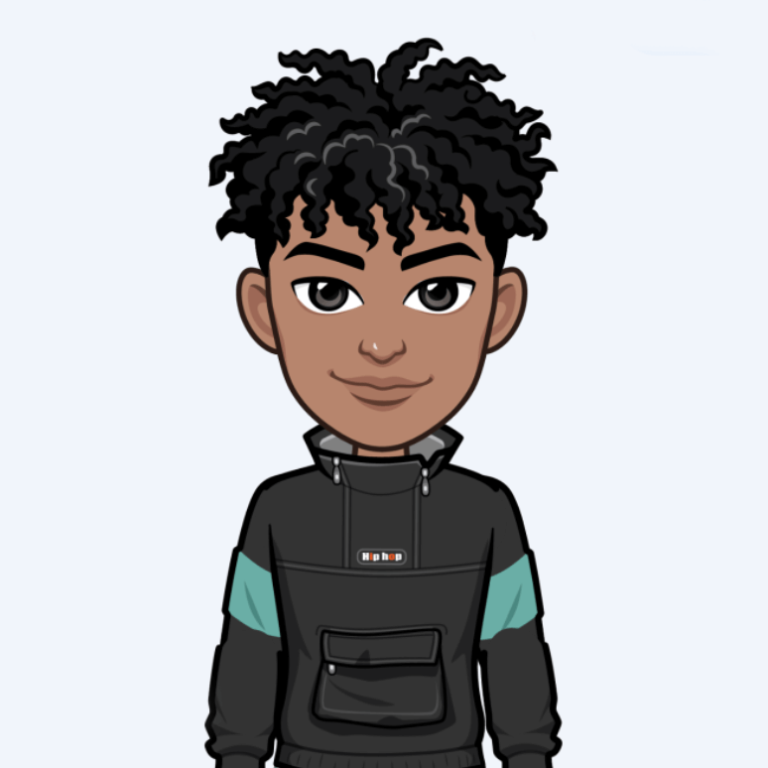


Amanda uses the system on an as-needed basis for her routine monthly overview checks – she wants to know if she hasn’t been led off the track and still makes sound financial decisions.

Amanda values:

* Speed
* Ease of use
* Security
* Accuracy
* Simplicity

### Ben, the P.E.C. Teen-Age Customer

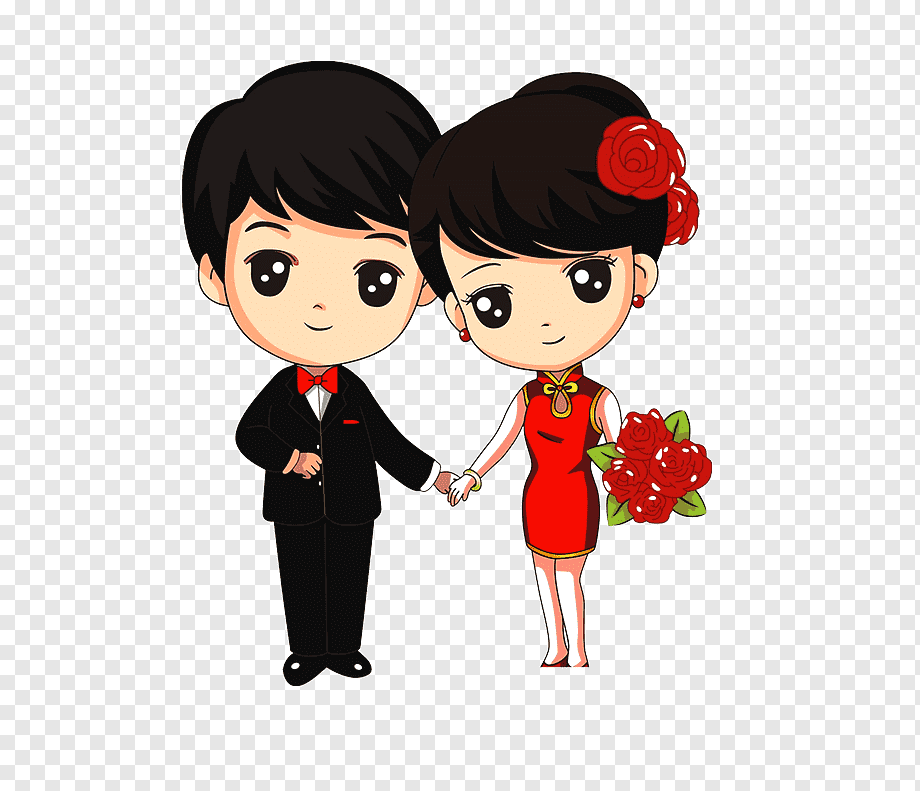


Ben uses the system on a weekly basis for the advising feature – he wants to save some money to buy his first car and he would like to do it as fast as possible.

Ben values:

* Speed
* Ease of use
* Security
* That there’s no online trace of this

### Calvin+ Chloe, the P.E.C. New-Wed Customers



Calvin+ Chloe use the system on an as-needed basis for the overview, and advising feature – they opened a joint bank account and want to make sure they’re making the right decisions with their finances.

Calvin+ Chloe value:

* Security
* Ease of use
* Good advice
* Easy-to-read summaries