

# Jordan Allen

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Age: 30

Work: Sales

Family: Married

Location: New York, NY

## BIO

Jordan has been working in sales for five years and he loves it. He is not very tech savvy, so he prefers simple and intuitive layouts. He is an introvert and very organized.

## GOALS

- Keep finances organized
- See where money is being spent
- Track account balance

## FRUSTRATIONS

- Confusing tools in the market

## PERSONALITY

- Practical
- Conventional
- Frugal
- Organized

