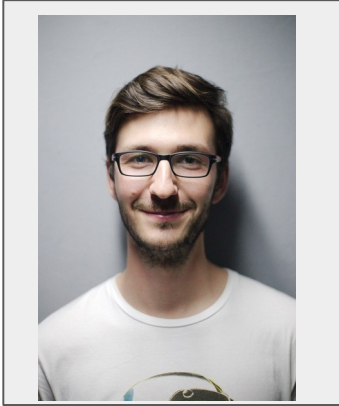## Catherine

- 27 year old female.

Behaviours

- Does all of her shopping online.
- Has multiple bank accounts.
- Is tech savvy and comfortable using online financial applications.

Demographic information

- Married with 2 young children.
- CS graduate working in Software Develepment.
- £35k income.

Needs and goals

- Has lots of transactions over various accounts and needs to view them in a single place.
- Is comfortable using financial applications so she would appreciate more advanced features like sorting transactions by date, type and merchant.

Dave

- 25 year old male.

Behaviours

- Checks his online bank balances regularly.
- Finds it difficult to keep track of upcoming bills.
- Regularly receives bank charges for late payments.

Demographic information

- Single with no dependents.
- Full-time student.
- No regular income, casual worker only.

Needs and goals

- Receives regular late payment charges so needs to receive notifications when his balance is low.
- Is uncomfortable with technology so needs a simple user interface that displays the essential information clearly.
- Finds it difficult to keep track of where he is spending so would find sorting transactions by type useful.