Section 2

User Persona 1

Pablo

"active outgoing child"

- 7 year old (turning 8 next week)
- Landau, middle sized town
- primary school
- has a younger brother (3) and an older sister (12)

"I need every dinosaur to complete my collection "

Bio

Pablo gets dropped off at school every morning by a parent. He will take the school bus with his friends to get home every day. From the bus stop he sometimes stops at a kiosk or shop to send some pocket money.
In his free time he meets his friends outdoors for skateboarding or going to the playground at the park.
is at home playing with Legos or his animal figure collection or using his tablet for learning-games including and his favorite dinosaur memory-app.
He also collects stickers in albums and swaps them with his friends and classmates.
On the weekend his parents usually take the family on trips (zoo, visiting grandparents). Sometimes he will be invited to join a friend with his family to go to the pool.

Whenever he sees something that's catching his interest he'd love to go and buy it immediately. But he also knows that his budget is limited to 5€ every couple of weeks. He's allowed to treat himself to some sweets every now and then.

Pains

- he needs permission to buy something from his parents every time
- hasn't enough money with him to pay
- playtime is never enough
- sometimes looses his pocket money
- sees that his sister is allowed to buy stuff on her own
- needs to go to bed to early
- can't buy anything more expensive without his parents coming with him

Goals

- he wants new, cool stuff
- PLAYING always
- to win
- building, collecting and painting
- independence
- make own decisions

Personality

Introvert — Extrovert

Analytical — Creative

Busy — Time rich

Messy — Organized

Independent — Team player

Passive — Active

Safe — Risky

Motivations

Entertainment

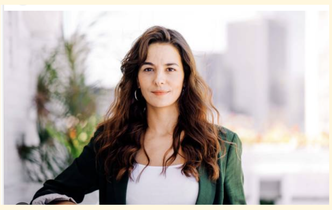
Fun

Learning

Express creativity

Impress friends

User Persona 2



Maria

"Mother"

- 35
- entrepreneur
- Landau, middle sized town
- married with 3 kids
- she's good with technologies and does online banking + managing finances digitally

"I want Pablo to learn how to handle money on his own but still want to interfere if necessary"

Bio

Maria usually drops off her son Pablo at school in the mornings then takes the 3 year old to kindergarten bevor she continues to her office.
She is usually busy during the day but takes a break to have lunch with her kids before she continues working from home.
When her husband gets back from work in the afternoon she's finally free to take some time herself and go to the gym.
The weekends belong to family where she likes to take the kids to activities with her husband.

Pains

- repetitive discussions about what her kids are allowed to buy
- go with kids to buy anything more expensive
- kids loose cash
- no control where the money goes

Goals

- teach kids responsibility
- balanced life
- safe time
- increase efficiency

Personality

Introvert — Extrovert

Analytical — Creative

Busy — Time rich

Messy — Organized

Independent — Team player

Passive — Active

Safe — Risky

Motivations

avoid stress

education 4 kids

time 4 family

balance (personal life & business

???