

Expense Tracker

Persona Michael

Stats for Michael Applegate

Job title- Retired

Life-stage - Looking to
save money for the kids

Annual income - 10 000 - 20 000

Internet usage - once a week



"All i want is to provide my
grandchildren with the best
future possible"

Michael is retired. He has worked all of his life as a construction worker and now he is looking for a way to save some money for his grandkids.

Michael prefers to stay away from debit/credit cards. He uses only cash. He has hard time remembering how much he has spent the last month. Although he is old, he is learning how to use his new smartphone, his grandkids gave him for his birthday.

He has 2 grandkids, Ally and Mathew. They are now both going to university and John would like to help out financially with the tuition fees.

Spare time



Comfort with technology



Aware of where his money goes



Michael needs an app where he can calculate his spendings, therefore predict how much money he can save up for his grandchildren

User Scenario Michael

Michael is a retired construction worker. He has worked all of his life for his family. Now he has a problem tracking his money as he receives it by cash, not in a bank account. He has a problem with banks, because his last one bankrupted with all of his money. He mainly spends his money for food, home utilities and helps out his grandkids with their tuition fees.

Goals:

Michael wants to track his bills

Goals:

Michael wants to track his money

Why?

So he doesn't miss when to pay them.

Why?

So he knows how much he is able to save up for his grandkids.