

Empathizing with the User



- Sam Jacobs
- Junior
- Marketing Major
- Lives on Campus
- Single

Influences:
Family, Friends, Career

Biography:



Sam is Marketing Major who loves hanging out with friends and has an internship lined up. He's the oldest child in his family and had to figure out most things by himself.

As a Junior he still wants to maintain a nice social and school balance but is a bit concerned about his future since it's been hard to keep up financially when he hangs out so much, especially with him taking on Student Loans.

Motivations:

- Have fun in College
- Have a job right out of College
- Ease parents' lives

Frustrations:

- Money runs out fast
- How to get through Loans after graduating
- Asking parents for help financially

"Being first in my family to graduate college is a privilege, and a responsibility."

Scenario:



While hanging out with friends he mentions that he will be cutting down the hangouts because his budgeting has been so bad, one of his friends suggests Money Matters since its help them maintain their budget without sacrificing their current lifestyle

Skeptical but interested, he downloads the app and takes a look at all the features. He is pleasantly surprised at the areas the app covers and is even more surprised to find that not only is his budgeting problem fixed but also his loan problem. The app has help relieve the stress he's been having once he graduates since he doesn't want burden his parents to help pay off his Loans. With a budget set up, Sam starts to feel like he has his finances managed for the future.

Hard-Working

Anxious

Friendly