

Lisa



## About Lisa

👤 Age	30
💼 Occupation	Marketing employee
👨‍👩‍👧 Family	Single
📍 Location	Large city

## Personality

Introverted	○ ○ ○ ● ○	Extroverted
Analytical	○ ● ○ ○ ○	Creative
Loyal	● ○ ○ ○ ○	Honest
Passive	○ ○ ○ ● ○	Active

## Needs

Fast and easy app to help with entering and analyzing expenses, gain general overview over expenses

## Motivation

Friends told her about the app, gaining control over expenses, start with savings, wants to eat healthier

## Frustration

Difficult topic and thinks it's too complicated, big app selection, doesn't know which groceries

 Lisa likes to focus on important topics in life and maintaining a healthy lifestyle alongside a demanding job. She works hard to progress in her career and has little time to manage her finances. Lisa uses the Webapp to register her grocery expenses and defines goals for healthier grocery shopping.

Peter



### About Peter

- 👤 **Age** 46
- 💼 **Occupation** Self-employed
- 👨‍👩‍👧 **Family** Married, 2 K.
- 📍 **Location** House, Suburbs

### Personality

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|-------------|-------------|-------------|
| Introverted | ○ ● ○ ○ ○ ○ | Extroverted |
| Analytical  | ● ○ ○ ○ ○ ○ | Creative    |
| Loyal       | ● ○ ○ ○ ○ ○ | Honest      |
| Passive     | ○ ○ ○ ○ ● ○ | Active      |

### Needs


Financial safety, Accuracy, Fast input, Making sure that every family member regardless of age understands the app

### Motivation

Peter wants to be good role model to his kids when it comes to finance, because he feels that schools don't teach enough about it. Also, he and his wife share the responsibility of the household finances

### Frustration

Unexpected expenses and when they get lost

 Peter is very interested in securing his family financially and therefore plans his expenses carefully. He uses the webapp to budget his purchases and regularly plan which groceries he will not need to buy in the future.

Sarah



### About Sarah

- Age 25
- Occupation Student
- Family In a relationship
- Location Shared flat, City

### Personality

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|-------------|--|-------------|
| Introverted | <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> | Extroverted |
| Analytical  | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> | Creative    |
| Loyal       | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> | Honest      |
| Passive     | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> | Active      |

### Needs

Optimal use of their limited budget, offers and price comparisons, needs a flexible tool to be able to budget on her phone

### Motivation

Saving money, improving grocery shopping by buying more sustainably

### Frustration

Limited budget, Not having enough money in the end of the month and then needing to ask parents for help

As a student, Sarah has only a limited budget to live on and is keen on becoming on planning it better to be able to save on the next vacation. She also has the goal to shop more sustainably and uses the webapp to document and check the development monthly.