

"I'm always on the go and need a quick way to split the bill with friends when we go out."

NADA

"I don't want to have to think about my finances. I want a quick way to see where my money is going."

About

Nada is an on the go millennial who is passionate about her work and is seeking continual growth. She loves to go out with friends and visits restaurants a few times per week. She wants to enjoy to enjoy her free time to the fullest.

Motivations

- Go out with friends
- Meet new people
- enjoy new experiences

Goals & Needs

- split the bill when going out with friends
- have easy control over finances
- Send money to friends
- Donate money to charities

Frustrations

- bad app design / ads
- when things get too hectic
- when aps aren't immediately clear
- lengthy password resets

Activities

- Work Commute
- Meetings
- Work Projects
- Catching up with friends and family via social media
- Going out for drinks after work
- Picking up groceries on the way home

Device / Internet

Desktop -----	
Mobile-----	
Social Media -----	
Tech -----	



Photo by Caique Silva on Unsplash

Age: 29

Work: Marketing

Status: Single

Location: Berlin, DE

"I love to try out new tech."



Photo by Mark Farías from Unsplash

Age: 41

Work: Product Designer

Status: Single dad with kids

Location: München, DE

GÜNTHER

"Having kids means I'm going to the store multiple times per week. I want an easy way to pay and track spending using my smartphone."

About

Günther is a single dad who loves to spend time with his kids. His work is quite flexible so that he can work from home and be there when his kids get home from school. He is seeking job growth, but not at the expense of his kids. He likes to try out new tech directly when it goes on sale.

Goals & Needs

- to pay easily with a smartphone at the store
- have control over family budget
- He can see where his money is being sent
- To split the bill when he occasionally goes out with friends.

Motivations

- Financial growth
- Job Growth
- Spend time with kids
- Saving for family trips
- give the kids new experiences
- Loves to learn and try new things

Frustrations

- over the top onboarding
- when the kids get on his nerves
- poorly laid out design
- can't get customer service on the phone
- security measures that suck

Activities

- Works from home
- Online meetings
- Spending time with kids
- Grocery shopping
- Family outings
- Fixing up the house

Device / Internet

Desktop -----



Mobile-----



Social Media -----



Tech -----





Thank you!

Questions? - contact the UX Department