

Name: Emma Gladson

Age: 26

Location: Albany, Auckland

Occupation: Part-time student at Auckland University



Bio:

Emma is a part-time student studying for a legal executive diploma to grow inside her job at the law firm. She started working as a search and compliance clerk straight after high school. She is from a middle-class family, however, she receives no money from them. Her main source of income is her job which brings in steady income. Emma lives with two other girls that study full-time, however, they struggle to manage their money. Emma drives into the bus station and buses into work and University as she lives far away. Emma spends a lot of time on the weekend not only studying but on her interests, she often buys new games or books every few weeks.

Activities/Interests: During weekends Emma enjoys playing her piano and video games. While every night she reads before going to bed.

Attitudes: Emma is highly ambitious and motivated. Because of this she is a very busy person and needs everything to be organised. Emma is a very respectful person but not very social, she considers herself an introvert.

Aptitudes: Emma is able to pick up skills and understand information quickly.

Weaknesses: She doesn't like confrontation.

Priorities: Emma prioritises her work then her studies. She doesn't think about her finances a lot only when regular expenses or income changes.

Preferred technology

4. Mobile Apps
5. Internet
6. Software

Interaction: Emma will only interact with the product to make sure her other flatmates are up to date with payments or to add a new shared expense.

Pain points:

Emma is organised and has enough money to pay for her expenses on time however her other flatmates struggle paying the bills on time. Emma seems to always be checking up to ensure they pay and sometimes have to chip in for them.

Emma struggles to interact with others. She is not comfortable asking others for help or talking to people she does not know.

End goal:

Emma needs a system that can deal with the group's finances due to her flatmate's struggles. She wants to be able to make sure that each flatmate is able to pay the right amount each week so that she doesn't need to pay for them.

Use Cases: All personas are relevant to use case

Add new Payment	
User Intention	System Requirements
Prompt system to 'add new payment'	
	Display options for new payment (details, date, frequency, etc.)
Fill in options with preference	
	Prompt to confirm/change/abandon new payment
Confirm new payment	
	Update user profile with new payment
	Show new payment on user's profile

Persona: Emma

Scenario: Create a new group

Expectation: Clear process of creating a group for shared finances

	Phase 1 - Create new group	Phase 2- Input group name	Phase 3 - Input accounts for the group	Phase 4 - Confirm all accounts have been added
Saying	"I see that you guys have paid rent"	"What do we want our group name to be?"	"Have you guys all made an account?"	"Just confirmed it. Go check your emails"
Thinking	I hope this won't take long	We can change it later if we don't like the name	What if I can't find them?	Let's hope this helps them remember and budget
Doing	Clicking create new group	Input group name	Search for all flatmates accounts.	Pressing confirm and viewing the group payment window.
Insight: Members of a new group should receive email and in app notifications				