JUSTIN, 23

MARITAL STATUS SINGLE

EDUCATION BACHELORS DEGREE IN DIGITAL ARTS

OCCUPATION WORKS PART TIME AT A LOCAL PET STORE

LOCATION SAN FRANCISCO

GOALS

- To be able to send money monthly to his younger sister for school expenses
- Easy access to a teen friendly app for a 16 year old
- Send money through an app that does not share a feed of transaction history with others on the app

"BEING A BUSY ENTREPRENEUR AND PART TIME WORKER I WISH TO USE AN APP THAT HAS AS FEW STEPS AS POSSIBLE TO TRANSFER MONEY TO MY SISTER WHILE STILL BEING SAFE AND TRUSTWORTHY."

FRUSTRATIONS

- Poor communication
- Lack of privacy
- Faulty requests/pay forwards
- Complex cash apps

TECHNOLOGY

Software

Mobile Apps

Social Networks