



Persona type

Name *Bryce Chryson*

Age *20*

Location *Manhattan*

Technical comfort

Job Title *Student*

✂ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- He's an ordinary student who lived his life such as goes shopping, drinking, party etc.
- He rarely carries cash, he pay most of his bills online

Motivations

How have they found or heard about the website/service? Why would they be interested?

- A lot of times that he have to split a bill with his friends, so he need an app to send/receive a money
- to avoid the fee of wire transfer and to find some service that's more convenience than Zelle.

Goals

What do they want to get out of this service? What are they aiming to achieve?

- To find the easiest, the most convenience and manageable way to send/receive money
- He looking for the app that could simplified his life in terms of banking.

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- sometimes he doesn't want to let other people know that he send/receive money to/from who

Quote

We'll know we've done a good job when this persona tells us

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