



Name: Lisa Stanford

Age: 26

Marital Status: Single, living with boyfriend

Annual Income: ~\$22,000

Lisa works part-time as a Development Director for a non-profit organization. She takes graduate classes at night to work on her MBA.

Financial Tasks:

- Banks online with HSBC -- has a Checking and Savings account.
- Has a Visa credit card that she manages online, with an \$850 debt.
- Doesn't keep track of bills' due dates, but generally remembers when they're due.
- Logs in to her bank's website every couple days to check her balance.

Current Problems:

- Needs to save more money for school and emergency expenses.
- Needs to pay down her current debt.
- Needs to easily categorize her purchases so she can make a budget.
- Has trouble keeping track of her cash purchases.

Desires:

- Wants a tool that's easy to use (ideally, integrated into her banking website).
- Wants the ability to set savings goals and get help figuring out how to meet them.
- Wants online assistance when she encounters a problem.

Lisa is a 26-year-old graduate student currently studying for her MBA. She works part-time in development at a non-profit policy organization. Lisa was used to having a freer financial life before starting grad school last year; she enjoyed dining out several times a week and spending extra money on clothes and small weekend trips while living in a modest apartment in Chicago. Now that she's in school and trying to reduce her student loans, Lisa wants to easily keep track of her money and to create a budget that won't be difficult to stick to. Lisa's goal is to pay for one of her three classes per semester with cash and to put away some money in her savings account, so she knows she has to save at least \$5,000 this year.

Lisa currently tracks her money by logging in to her bank's website every few days to view her checking and savings accounts. She started her savings account within the last year and has about \$400 in it. Lisa likes online banking because she can pay most of her bills online, check her balance, and easily transfer money to or from her savings account. She wishes she had a better handle on how much money she spends on food, personal things like clothing and soaps, and "fun" stuff like drinking with friends, going to the movies, etc. But Lisa's not willing to devote extra time to figuring out a budget or tracking how much she spends because her time is a premium between work, school, and trying to relax in between.

Lisa is looking for a tool that will help her make and stick to a budget, but she is afraid that it would be a huge time commitment to set it up and maintain it.