Personas

Jim –

Age: 40

Occupation: Financial Services

Marital Status: Married with 2 children

Location: Philadelphia, PA

Unmet needs: Ways to better plan and save for a trip with his best friends from High School. (Besides group text, phone calls, email, etc)

Goals: Finally plan a long overdue trip

Jim rarely sees his friends from high school. He still considers these guys his best friends to this day. It is hard for them to all get together due to living in different cities, work, and family responsibilities. Rather than just talking about getting together like always, they can use PIG E-BANK to save together and finally plan for that trip they’ve been go talking about for years. This will allow them to stay connected throughout raising money for their target using nothing more than their Facebook and our site.

Christina –

Age: 33

Occupation: Stay at home mom

Marital Status: Married with children

Location: Yardley, PA

Unmet needs: an easy way to make plans with her friends

Goal: Plan a girl’s night out to remember

Persona – Christina is a mother of two. Her husband works very long hours and she rarely has time to go out and be with her friends. She stays home with the kids everyday, takes them to practice, makes their lunches, etc. She has a hard time finding the time to plan night outs with her girlfriends. She can use PIG E-BANK to plan out her “girl’s night.”

Chris –

Age: 21

Occupation: Temple student

Marital Status: Single

Location: Philadelphia, PA

Unmet Needs: simple way to plan and save for his winter ski trip with his friends from.

Goal: Go to Vermont with his friends from home that he never sees because everyone is in college.

Persona: Chris goes to Temple University. He grew up in Virginia and rarely gets to see his friends from home because everyone went to different colleges. Him and his buddies have going on ski trips since their freshman year, but the planning is always a nightmare. Instead of waiting to the last minute and planning spontaneous trips Chris and his friends will be able to save for their best ski trip yet.

Jackie –

Age: 26

Occupation: Business Analyst

Marital Status: In a relationship

Location: New York, New York

Unmet needs: easy ways to plan weekend trips with siblings

Goal: Plan a weekend trip to Boston with her brother and sister

Persona – Jackie is from Ohio. Her older brother moved to Connecticut when she way younger and her little sister just graduated and got a job in Cleveland near home. The three of them want to plan a trip in a few months to Boston to reunite and catch up. PIG E BANK would be an easy way for them to plan and save for their trip.

Fraternity brothers/Sorority Sisters - Can save for that Spring Break trip to Cancun, for a new table that broke during their party, or plan their next big party.