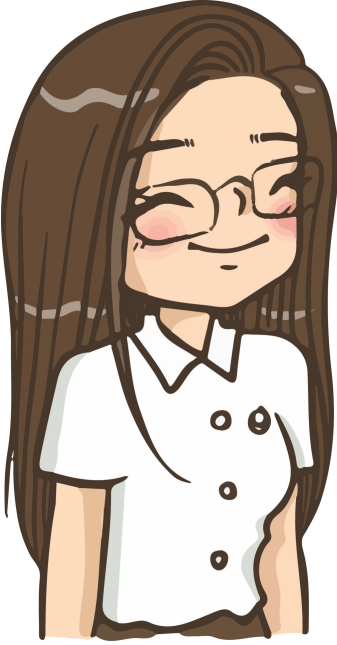


Behavioral Persona - Thoughtful Tammy

Name:	Project	Team 4/Tara Jones
	Role:	Software Engineer, Mid Twenties
	Goal	I want to understand more about how I spend a week. I feel like I am doing a good job with my spending, I just want to have a better understanding of my finances.
	Motivation	I feel that I understand most other aspects of my life (for example my work schedule, eating habits, workouts) but don't have a full understanding of finances. My friends also know more than me about this, so I am excited to know more.
	Conflict	I don't have time/know where to start
	Attempts to Solve	I have tried creating a spreadsheet, but that was too confusing. I also can look at my credit card statement, but there is too much information there.
	Setting/ Environment	I recently moved to a new city. I am more busy then I have have been in my life, and am spending money in new ways because I am living on my own for the first time.
	Tools	I have an iphone and apple watch. But I do not use my computer a lot outside of work.
	Skills	I am good at math, and do stay up to date on my credit card.