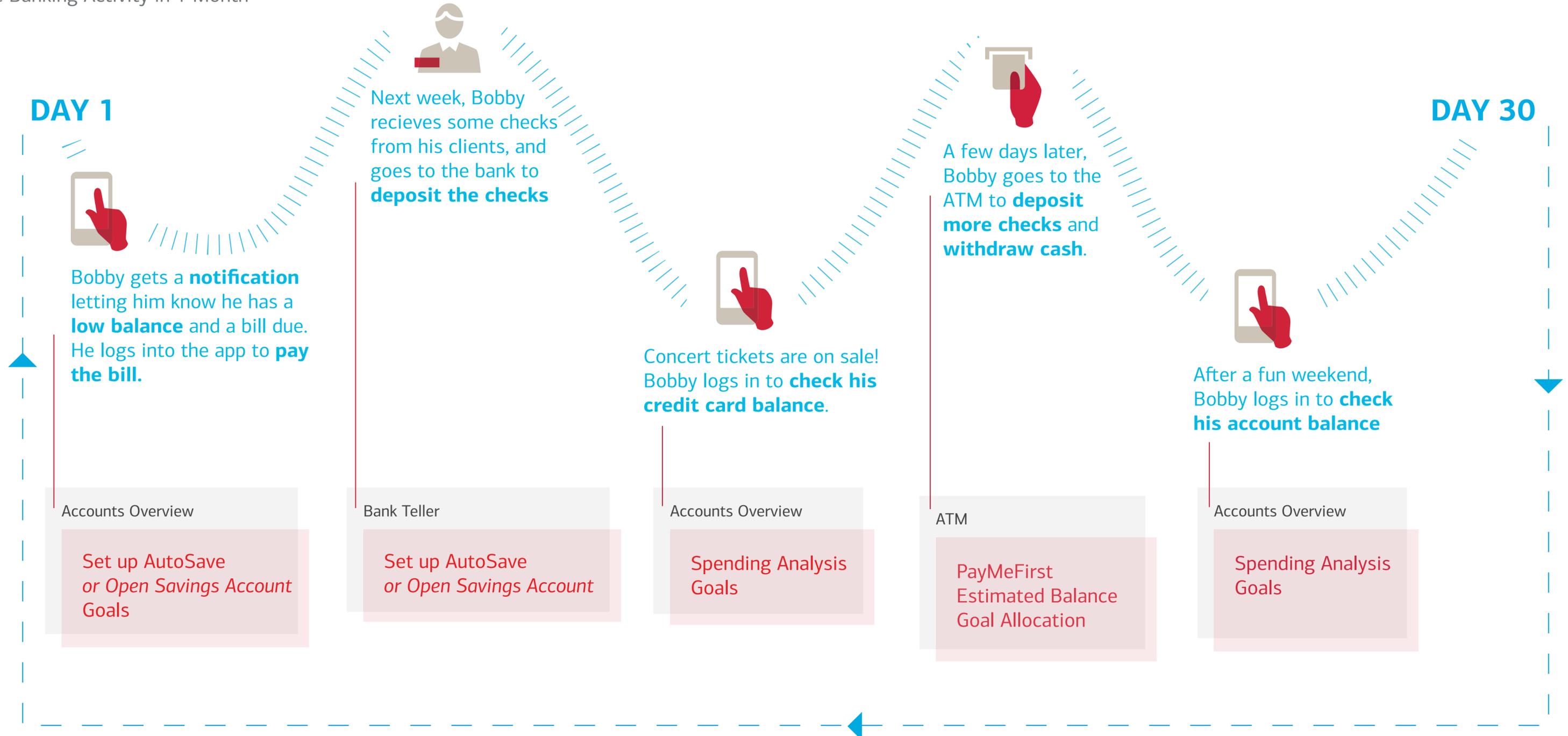


## Meet Bobby

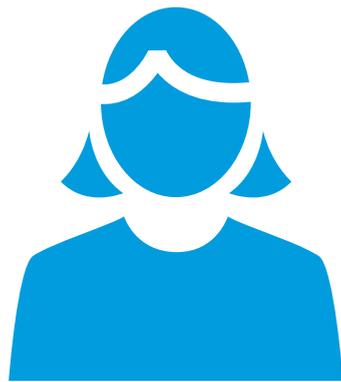
Bobby is 37, lives with roommates, and works as a personal trainer. He does not feel very financially stable, and is not sure how to approach saving with his sporadic income. He checks his accounts often to keep track of deposits and expenses.

USER JOURNEY | DAY-TO-DAY (BOBBY)

Online Banking Activity in 1 Month



Next month, Bobby repeats his basic journey. He also logs in a few more times to **check in on his Goals**, and **review his Spending Analysis**

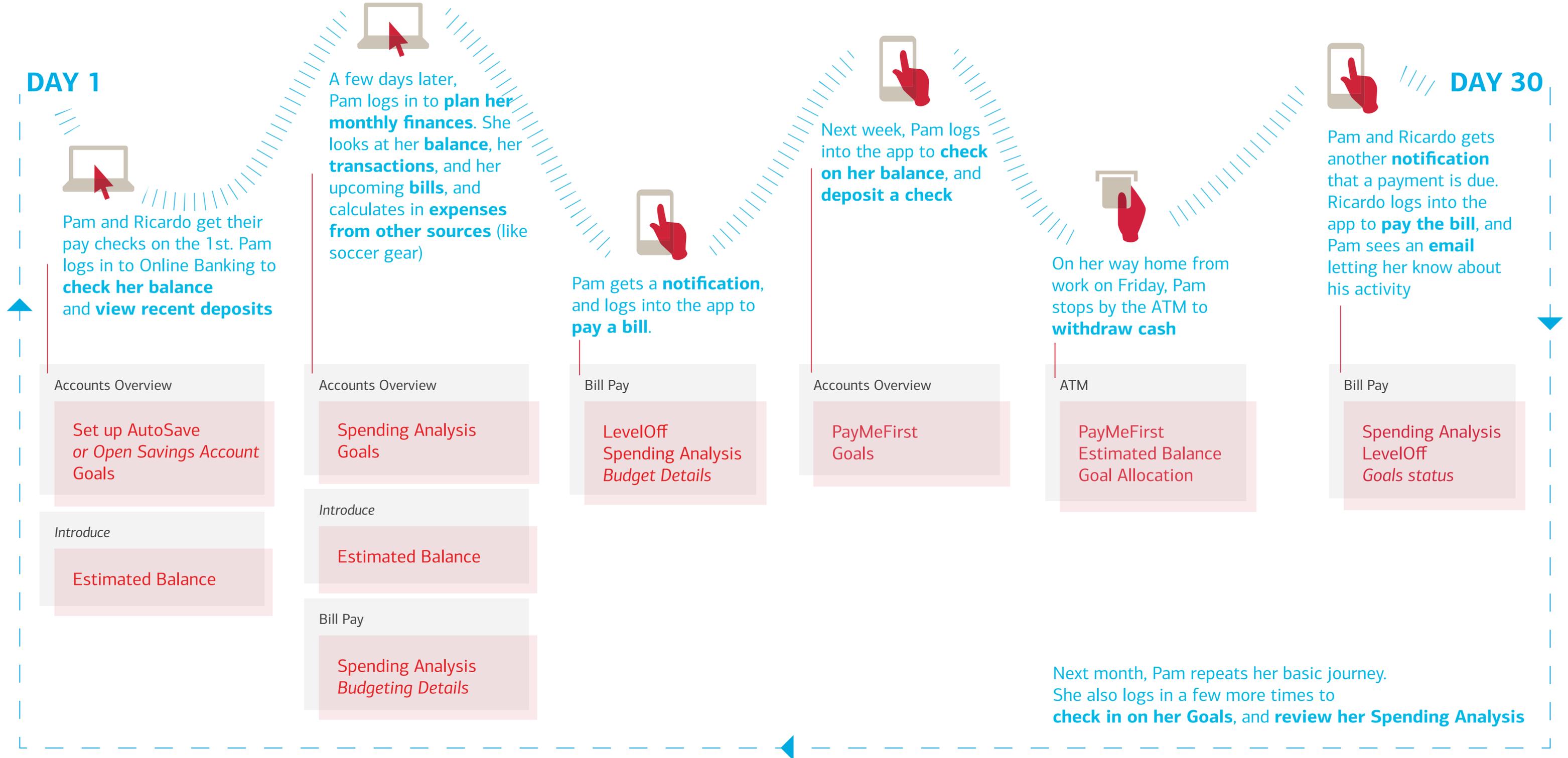


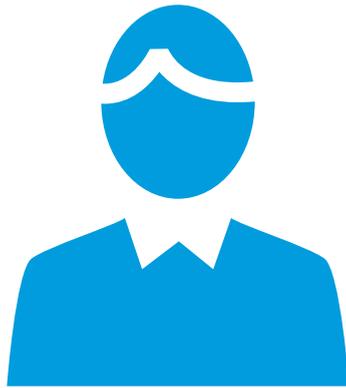
## Meet Pam

Pam is 37, a manager and senior content strategist at an ad agency, and has two children. She has a lot on her plate between her demanding job, and soccer practice, dance lessons, and middle school plays. She has a joint account with her husband, Ricardo, and she handles the day-to-day finances and budgeting.

USER JOURNEY | ESTABLISHED ADULT & PARENT (PAM)

Online Banking Activity in 1 Month



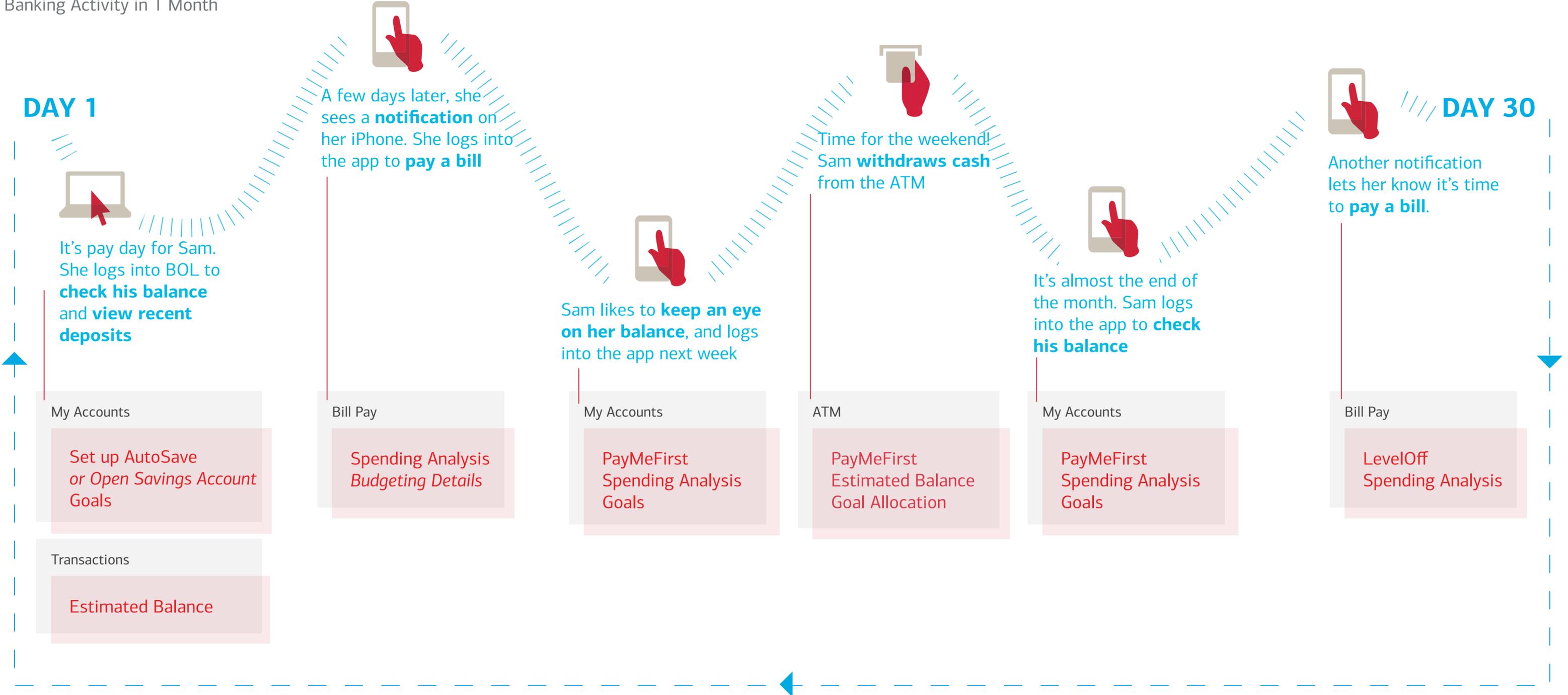


## Meet Samantha

She's 25, works at an ad agency, and likes to stay on top of the latest tech. She's not too worried about her finances, but she likes to keep an eye on her bank account.

USER JOURNEY | MILLENNIAL (SAMANTHA)

Online Banking Activity in 1 Month



Next month, Sam repeats her basic journey. She also logs in a few more times to **check in on his Goals**, and **review his Spending Analysis**