


STUDENT PERSONAS

Developed by the University of Washington Tacoma Global Innovation and Design Lab, based on interviews conducted and empathy maps created in July 2020 by the UW Tacoma Financial Wellness Design Team.



The Scholarship Seeker

Female | Asian American | 20 years old
Majoring in Bio-med and Pysch

"Financial resources are hidden -- you have to know the people to ask or where to look."

TRAITS

- Campus Involvement ▣
- Schedule ▣
- Access to resources (on and off campus) ▣

DEMOGRAPHICS

Female

20 years old

Asian American

NEEDS/ CHALLENGES

Balancing living expenses is harder than expected

Wants scholarship information

Has struggled to access information

GOALS/ MOTIVATIONS

Wants to complete her degree as quickly (and cheaply) as possible

Doesn't want to take out loans

Wants to help people

BEHAVIORS/ATTITUDES

Concerned about spending more money on financial resources

Prefers financial advising as a service as opposed to class

College (tuition) is expensive

female-77, n.d. photograph, viewed 17 July 2020, <<https://diverseui.com/>>.

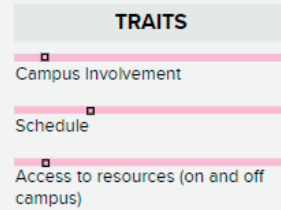
EQUITY BY DESIGN: FINANCIAL WELLNESS PROGRAMMING WITH ECONOMICALLY MARGINALIZED STUDENTS
 HIGHER EDUCATION FINANCIAL WELLNESS ALLIANCE SUMMIT
 JULY 2023



The Transfer Student

Female | White | 23 years old
 Majoring in Comms | First Generation

"My personal finances are...overwhelming. I have social anxiety, which often prevents me from asking for help."



DEMOGRAPHICS	NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	BEHAVIORS/ATTITUDES
Female	Personal social anxiety prevents her from taking the first step	Be able to access information in a way that doesn't trigger social anxiety	A financial wellness class may not be popular, but would prefer over services (less anxiety inducing)
23 years old	As a transfer student, wants more support	Wants more access to resources (easier and clear)	Feels overwhelmed and has social anxiety
White	COVID-19 has further complicated things	Would like to be financially independent	Doesn't want/know how to ask for help

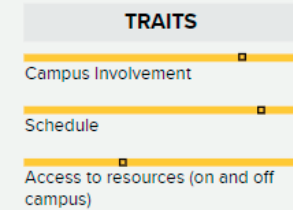
jenn, n.d. photograph, viewed 17 July 2020, <<https://diverseui.com/>>.



The Breadwinner

Male | 18-24 years old | Multiethnic |
 Majoring in Business Admin and Comms |
 First Generation

"I was the only one in my family working during COVID-19 initially. I was working three jobs and still living paycheck to paycheck taking care of my family."



DEMOGRAPHICS	NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	BEHAVIORS/ATTITUDES
Male	No time (full-time student and three jobs)	Wants assistance applying to scholarships	Enthusiastic for financial advising, but reluctant to participate unless it's a credit course
18-24 years old	Often gets denied financial aid (they look at what he makes, not what he needs to spend)	Would like better time management	Finances are a source of stress in the family
Multiethnic	Needs an incentive to participate in financial wellness resources	Be a breadwinner for his family	Uncertainty

male-33, n.d. photograph, viewed 17 July 2020, <<https://diverseui.com/>>.