



Name: Matt Royston

Age: 23 (represents 18-34

Gen Y; 34.6%)

Gender: Male

Income: \$40,000/year

“Trying not to worry so much about money. I want to keep life simple.”

Millennial, Started Family Young

Customer Segment: Fee-Driven (16.2% of current customers)

Physical location: Rural

Internet access: At home, maybe on smartphone on work breaks

Education: 2-year degree or trade school

Family: Spouse, 1 kid, 1 on the way

Occupation: Skilled trade

Details about role: Manual work; does not have private computer access

Tech usage: High

Device of choice: Smartphone (6.7% mobile and 5.7% desktop for ages 18-24)



Services interested in:

- Checking account
- Mortgage
- Auto loan
- Credit card
- College fund for kids
- Person-to-person quick pay (70% said it would meet needs)
- Apple Pay (55% said it would meet needs)

Values: Trust, Transparency, Respect

- Respect Me—My credit score is important to me. Don't treat me like I have bad credit just because I am starting out and have no credit.
- Differentiate Me—Give me fair and equitable options to help build credit. I value trust and transparency.

Fears: Embarrassment, Loan Denial, Credit Card Debt

- Embarrassment—I hope I don't get denied for a loan and that I know how to fill out the paperwork.
- Credit Card Debt—I try to avoid credit cards; money is tight and I don't want to overspend.
- Taken Advantage of—I don't want to be “sold” products I don't need.



Name: Jessica Martin

Age: 28 (represents 18-34

Gen Y; 34.6%)

Gender: Female

Income: \$55,000/year

“I want “adulthood”
to be easy.
I’m overwhelmed
with my new
financial
accountability.”

Millennial, College Graduate/Professional

Customer Segment: Credit-Driven (8.7% of current customers)

Physical location: Suburban

Internet access: At work and at home

Education: Bachelor’s degree

Family: No kids; boyfriend

Occupation: Marketing professional

Details about role: Heavy computer usage; supervises 1-2 people

Tech usage: High

Device of choice: Smartphone (6.7% mobile and 5.7% desktop for ages 18-24)



Services interested in:

- Checking account
- Auto loan
- Credit card
- Wedding payment/account toward older end of this persona
- Higher interest savings account
- Student loan debt
- Person-to-person quick pay (70% said it would meet needs)
- Apple Pay (55% said it would meet needs)
- Investing in retirement
- Mortgage; owning first home

Values: Efficiency, Speed, Advice

- Efficiency—I don’t have a lot of time, need speed and convenience.
- Education—Give me the advice I need in a way I can understand easily.

Fears: Process, Lack of Financial Knowledge

- Process—I am not sure what it takes to get a loan. I hope it’s not a long process.
- Clarity—I have student loan debt and wonder how that will impact my credit score.

Older Gen X, Low Income Depositor



Name: Lisa Johnson

Age: 42 (to represent Gen X and young Boomers, age 35 to 55; roughly 34% of current customers)

Gender: Female

Income: \$45,000/year

“Funds are tight, so saving money any way I can is great.”

Customer Segment: Low Income Depositor (22.1% of current customers)

Physical location: Suburban

Internet access: At work and at home

Education: 2-year degree

Family: Divorced; 2 grown kids

Occupation: Office Manager

Details about role: Uses desktop computer all day, but only programs she is familiar with

Tech usage: Mid

Device of choice: Desktop computer (12.5% desktop and 6.6% mobile)



Services interested in:

- Balance transfer with credit card
- Credit recovery
- Retirement funds/options
- Person-to-person quick pay (68% said it would meet needs)

Values: Trust, Fairness, Convenience

- Trust—It's important that I have a relationship with a bank who will treat me fairly and understand I'm not perfect.
- Convenience—I like that there is a branch close by when I need cash and I can pay bills online.

Fears: Embarrassment, Taken Advantage of

- Embarrassment—I hope I'm not turned down for a credit card. I need it for my kids' school clothes.
- Taken Advantage of—I need to know I'm getting good advice from a trusted professional.



Name: Michael Spitz

Age: 49 (to represent Gen X and young Boomers, ages 35 to 55; roughly 34% of current customers)

Gender: Male

Income: \$90,000/year

“Work can be demanding, so I appreciate when my personal responsibilities are taken care of quickly and stress-free.”

Older Gen X, Middle Market Professional

Customer Segment: Middle-Market (16.0% of current customers)

Physical location: Suburban

Internet access: At work and at home

Education: Bachelor's degree

Family: Spouse and 2 college-aged kids

Occupation: Senior Manager in a professional office setting

Details about role: Uses desktop computer, Internet, and smartphone regularly throughout the day for work functions

Tech usage: Mid leaning High

Device of choice: Desktop computer and smartphone (12.5% desktop and 6.6% mobile)



Services interested in:

- Credit card with rates and rewards
- Multiple credit cards (*emergency cards for kids in college*)
- Retirement funds/options
- Paying for college
- Mortgage (*second or third mortgage*) or refinance current home
- Person-to-person quick pay (*68% said it would meet needs*)

Values: Trust, Relationships, Efficiency

- Efficiency—I don't want to have to restart my history every time I need a loan. I should be able to get what I need online easily.
- Trust—I want advisors who know me, listen to my needs and know what they are doing.

Fears: Competency of Advisors, Time, Don't Know Me

- Time—is valuable—need speed and efficiency so I don't waste precious time.
- Competency—I want advisors who know me, listen to my needs and know what they are doing.



Name: Tim Jenkins

Age: 45

Gender: Male

Income: \$160,000/year

Gen X, Upscale, Dual Income

Customer Segment: Upscale (8.8% of current customers)

Physical location: Suburban

Internet access: At work and at home

Education: 4-year business degree, MBA

Family: Younger professional wife; 2 grade school children

Occupation: Vice President of small-to-mid-level company

Details about role: Uses desktop computer, Internet, and smartphone regularly throughout the day for work functions

Tech usage: Mid-High

Device of choice: Desktop computer and smartphone (12.5% desktop and 6.6% mobile)



Services interested in:

- Investing/retirement
- Deposits
- College funds for kids
- Auto loans
- Mortgage
- Credit card

Values: Trust, Depth of Services, Respect

- Trust—I want a bank that has a good reputation, a personal contact there who is also reliable and trustworthy.
- Depth of Services—Retirement needs, college, vacation home, etc. I need a bank that is competitive and can help me with all my needs.
- Respect—I am very busy and sometimes impatient. I need a bank that will cater to my schedule and my needs. I want a warm, service-oriented environment where I am known and respected.

Fears: Financial Strength, Paperwork Accuracy, Technology

- Financial Strength—I want a financially strong bank that can make decisions locally.
- Paperwork Accuracy—I hate to do the same thing twice. My bank must have processes in place that include checks and balances to ensure accuracy.
- Technology—Innovative, online and mobile services are a must-have for me.

“We want our money to work for us.”



Name: Sharon
MacGregor

Age: 68

Gender: Female

Income: \$70,000/year

Baby Boomer, Retired

Customer Segment: Middle Income Depositor (18.4% of current customers)

Physical location: Suburban

Internet access: At home. Has home computer; new smartphone user to keep in touch with grandkids

Education: High school

Family: Husband is disabled; grandkids

Occupation: Retired school bus driver

Details about role: Did not use computer for job

Tech usage: Low

Device of choice: Branch location



Services interested in:

- Checking/debt
- Savings
- Holiday savings program
- Auto loan
- Estate planning
- CD rates

“My husband used to handle our finances. Now that it’s my job, I want a bank that helps me make the right decisions.”

Values: Good Service, Relationship, Explanation

- Relationship—I have a favorite teller at Directions. She is friendly and treats me like family.
- Service/Explanation—They always take time to explain things and the hazelnut coffee they have in the lobby is super.

Fears: Technology, Outliving My Money, Lack of Financial Knowledge

- Technology—My grandson taught me how to check my balance online, but I still prefer to go to the branch.
- Outliving My Money—Our medical expenses are ridiculous. I have to make sure I have enough to get by if something happens to Bill.
- Lack of Financial Knowledge—I am overwhelmed now that I am in charge of our money. I hope I don’t make a mistake.



Name: Bob Shefflar,
Weed N' Feed

Owner Age: 40

Owner Gender: Male

Company Revenue:
\$600,000 /year

“My customers
are my first
priority. I want a
bank that treats
me the same
way.”

Small Mom N' Pop Business

Office location: Rural

Internet access: Home office

Education: High school, some college

Family: Married, high school aged kids

Details about role: Sales, some field work

Tech usage: Mid-High

Device of choice: Smartphone



Services interested in:

- Truck and equipment loans
- Health savings program
- Business credit card
- Business savings account
- Personal checking/savings
- Guidance

Values: Partnership, Information, Expertise

- Information—I need to know what services are available to me and how to access account info easily.
- Partnership—It's important to have a relationship with a financial partner who is invested in my success. I need somewhere to turn to talk through money matters.
- Expertise—I want a bank that is knowledgeable and can provide direction on what comes next.

Fears: Credit Union Capabilities, Confidentiality, Road Blocks

- Capabilities—Can a credit union meet all my business needs? I want a one-stop-shop I can trust to be knowledgeable.
- Confidentiality—I need to know my financial business isn't accessible to everyone.
- Road Blocks—I'm concerned about check holds, loans not getting approved and a lack of online services.



Name: Kelly Schippley,
Real estate developer

Owner Age: 51

Owner Gender:
Female

Company Revenue:
\$5 million/year

“I’m a business woman who appreciates efficiency. I want a one-stop shop for business and personal needs.”

Mid-Size Business

Office location: City

Internet access: Home and office

Education: MBA; real estate licensure

Family: Married, college aged kids

Details about role: Commercial real estate, strip malls

Tech usage: Mid

Device of choice: Desktop computer and smartphone



Services interested in:

- Health savings program
- Business checking and savings account
- Business credit card
- Personal checking/savings

Values: Personalized Service, Strategic Counsel, Comprehensive Relationship

- Personalized Service—Accessibility and convenience are important. I want a contact person that understands and values my business.
- Strategic Counsel—Financial growth is my priority. I want an advisor who is accurate and can advise me of the right path to take to achieve my goals.
- Comprehensive Relationship—I want channel simplicity. A one-stop-shop for all of my business services and loans.

Fears: DCU Size, Unsophisticated, Too Conservative

- Size—I am concerned that DCU is too small to handle the volume of my business.
- Unsophisticated—Concerned that DCU lacks sophistication in their process and offerings.
- Conservative—I appreciate and sometimes require creative lending solutions. I worry that DCU may be too conservative.