

# User Persona



Persona 1  
Environmentalist

## Key Attribute

Add adjectives to describe this persona

Passionate, eco-conscious, climate-friendly, advocacy

## Short Description

Add phrases to bring this persona to life

Appreciates the beauty of nature  
Wants to reduce carbon footprints  
Promotes renewable energy  
Committed to planet conservation

## Needs

Add the persona's reasons for taking this particular journey

Real time environmental data to track current progress and past history  
In need of a visual dashboard to interpret the data and analyze trends  
Ways to track the effectiveness of different sustainability initiatives, legislation, etc

## Challenges

Add pain points or potential frustrations

Difficult to find up to date environmental data for evaluating progress on climate change  
Hard for them to interpret overly complex scientific data  
Don't know where to look for recent news on legislation or other new relevant policies

## Opportunities

Add ways that your product or service can address the pain points

Dashboard that provides interactive graphs for visualizing environmental data like air quality, deforestation rates, carbon emissions, and wildlife population  
Recent or past important news about initiatives and legislation dealing with climate change, integrating with the data dashboard to see its effects  
Educational resources on what can be done to improve our progress across the measures of climate health

# User Persona



**Persona 1**  
Stock Market Investor

## Key Attribute

Add adjectives to describe this persona

Ambitious, risk averse, analytical, objective, decisive, detail oriented

## Short Description

Add phrases to bring this persona to life

Wants best investment strategies to maximize profit (either long term or short term)  
Driven by statistical evidence and real past results  
Seeks to understand market trends and current economic state

## Needs

Add the persona's reasons for taking this particular journey

Using real time market data as well as past history to test investment strategies  
Understanding the landscape of the current economic state through statistically important indicators  
Identifying surprising market trends and critical news

## Challenges

Add pain points or potential frustrations

Using reliable, accurate, and up to date market data  
Interactive with a visual interface that is not supportive of what the user needs  
The complexity of finance can make it hard to make effective judgements

## Opportunities

Add ways that your product or service can address the pain points

Graphing various economic indicators to generally evaluate how the stock market and economy are doing  
Allowing users to use constantly updating and past market data history and test investment strategies, showing them what their returns would be given their choices of when to invest  
A short news page for important developments around market behavior or recent market trends  
Educational resources for where to learn more about investing and different investment strategies for long term vs short term gains