

Stock Market Simulator: Personas

Carina Sylvester
SWDV-691



Darian Williams
Student, 20yo

As an Economics major, Darian has a solid understanding of finance and is curious to learn more about the use and distribution of assets. She is planning to start saving money after graduation to eventually create her own stock portfolio.

Darian uses the Stock Market Simulator to learn and gain experience in the stock market, even before she has the financial means to make real investments.



Amelia Flynn
Architect, 29yo

Amelia has accrued a decent amount of savings. She has been watching YouTube tutorials on how to trade but has no practical experience. Although she signed up for a broker account, she is still intimidated by the stock market and feels overwhelmed.

Amelia uses the Stock Market Simulator to become more confident in her trading abilities.



Daniel Reed
Financial Analyst, 35

Daniel has been investing in ETFs for several years and has moderate experience in stock trading. He recently read about Japanese Candlestick patterns and wants to see if this analysis approach might lead him to more accurate descriptions.

Daniel uses the Stock Market Simulator to test and experiment with trading strategies without having to worry about losing money.