Detailed Persona Mike

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Mike (Washington College Student)

- Mike is a 21 year old business major attending Washington College. Mike is a part of the Brown Advisory program which deals with the investments of the school. He is interested in starting to invest on his own.
- As a junior in college, he is taking 4 classes which takes up most of his time. In his freetime, he enjoys going to different athletic events on campus and playing video games.
- Mike has an on campus job at the library where he can focus on his homework and make some extra money.

Think, See, Feel, Does

Think	Mike has heard of the stock market as a way to make money or to increase his savings. He believes starting a portfolio will be a good thing to do soon.
See	Some of his friends have some investments which are making them money. With the Brown Advisory course, he sees how some stocks have a steady increase in value over time.
Feel	He feels since he is going to graduate in the next 2 years that he should begin to start investing to maximize his money post graduation.
Does	He talks to his friends about stocks and potentially investing. He talks to his parents about stocks that they have invested in the past.

Problem Scenario and Alternatives

Problem Scenario	Current Alternative	Value Proposition
Mike wants to research stocks to gain an understanding on what to invest in.	He checks the internet to see individual stocks history.	An app has a risk meter on stocks that presents as high, low, or moderate that allows him to see many stocks at once.
Mike does not have time to check the stocks around the clock but he wants to invest when a stock dips below a certain price.	He checks the stocks after he is done with homework to see if it is below that price.	Mike favorites a stock and has a notification on to alert him when the stock is at or below his investment price.
After he makes his first investment, he wants to see how much money he has made or lost since the purchase.	Mike holds writes down the value when it was purchased and compares it to the live price.	In an app, mike is able to see his net earned from the day he purchased the shares.