

Detailed Persona

Sam

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Sam (Farmer)

- Sam is a 50 year old farm owner. He owns a livestock farm that has been passed down through many generations of his family. Sam has a wife and 2 daughters.
- Sam's day consist of waking up when the sun rises until the work on the farm is completed. When he is done with the work on the farm, he plays with his daughters.
- Sam does not have a lot of freetime in his day but owns a few low risk stocks. His goal is to increase his savings and potentially grow a college fund for his daughters.
- Sam checks his investments infrequently and different ones at different times. He does not have an organized way to check all of his investments at one time.
- Sam is more worried about the long term investment value of the stocks instead of short term gains.

Think, See, Feel, Does

Think	Sam feels the stock market is a good place to put money to grow his investments and savings over time. He thinks the best stocks are the conservative ones since they have a smaller chance of tanking in value.
See	In his checks of the stocks, he sees the daily change of the stocks and their current value.
Feel	He feels he should be able to check all of his stocks and their progress from one spot. He feels overwhelmed trying to keep up with his investments while maintaining his farm and taking care of his family.
Does	Sam checks his investments infrequently and different ones at different times. He does not have an organized way to check all of his investments at one time.

Problem Scenario and Alternatives

Problem Scenario	Current Alterternative	Value Proposition
Sam wants to check on his investments to see their progress.	Sam needs to looks at every time he buys a share and the current value of a stock to determine the investment value.	All of Sam's investments are held in a central location with a net gained area.
One of the invested stocks are taking because of a new technology which made the old company obsolete.	Sam checks his phone during one of his infrequent checks to see his stock has plummeted. He takes all the money out then.	An app notifies Sam the stock is tanking which allows him to take his investment out sooner limiting the damage.
Sam has some extra profit from the previous year and wants to invest it in a new stock. He is interested mostly in the risk level.	Sam does all the research on potential stocks and has to figure out their risk level. This is very time consuming for him.	An app shows the risk of a stock including high, moderate, or low so less time needs to be done researching.