

Detailed Persona Lindsey

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Lindsey (Day Trader)

- Lindsey is a 25 year old day trader for a company. She is very driven in her job and she finds joy in doing it. She has lives alone in a comfortable apartment.
- Lindsey brings her job home with her on occasion to try and learn more about how to predict stock trends. She is focused on finding these quick trends so she can gain the most value in the stocks.
- Lindsey has ambitions to own her own day trading firm in the future and is gaining valuable experience with each day.
- On occasion she likes to go bars with friends to meet new people.

Think, See, Feel, Does

| | |
|-------|---|
| Think | Lindsey thinks about stocks to make short term gains. She is not focused heavily on the long term investment stocks. |
| See | Lindsey sees news articles and new company innovations that will impact the stock market. Daily she sees the trends in stocks in her job. |
| Feel | Lindsey feels like she is very good at her job. She feels there may be a better way to track all of the stocks at once but, doesn't mind the extra work. |
| Does | Lindsey makes her money by predicting the short peaks and valleys. She checks stocks very frequently to buy and sell them at the best possible price point. |

Problem Scenario and Alternatives

| Problem Scenario | Current Alternative | Value Proposition |
|--|---|---|
| Lindsey has to track all of her stocks at once to make the best decisions. | Lindsey uses multiple computer scenes to visualize as many of the possible stocks at once. | All the stocks are in a centralized location with the live value visible which allows her to see more of her stocks at once. |
| Performance reviews for the company showing each person's gains for the company. | Lindsey keeps all of her net profits in an excel file to track her gains. | An app shows net gains for a certain time period so she can continue trading instead of gathering information for the review. |
| Lindsey is investing in a riskier stock that could go down. | Lindsey has to track this stock constantly to make sure it does not go below a certain value. | Lindsey is able to make an autosell option when a stock hits a certain value so she doesn't need to track it constantly. |