Persona: Senator

Bob is a 65 year old Senator who has been trading stocks for over 20 years. He comes from a long line of wealthy stock traders and is looking to continue this trend.

Bob typically traded with an older app, but the app has stop updating and Bob is looking for an app that suits his technological abilities and can handle his high profile portfolio

Furthermore, for his job Bob moves around a lot and he wants an app that will accurately and quickly display stock trends where ever he is.

Bob thinks that he may have a hard time switching over to a new app that he is not used to, and that the conversion of all his data to this new app will be incredibly difficult.

Bob sees That there are many apps on the market but he wants to see simplicity and ease of use for the app. Not any fancy features.

Thinks/Sees

Bob despite his confidence in his stocks feels lost after using the same app for such a long time and just wants certainty that he can trade his assets with security and effectiveness.

Feels

Bob does his research and asks his colleagues what stock they trade and what apps they use. At the beginning of every office day he checks the market, but would like for this process to be more streamlined in an app to save him time.

Does

Problem Scenarios

Problem Scenarios	Current Alternatives	Value Proposition
Bob wants a easy to use and intuitive stock trading platform	Currently Bob has been using his computer, which can prove to be easy, but also becomes a hassle when using viewing several stocks.	An app that is user friendly and very accessible making things as clear as possible to the user about their current and potential stocks
Bob wants his high value stock portfolio to transfer over without complication	Currently Bob has a general memory of the stocks he is holding as well as physical copies, but this system in incredibly inefficient	Our app will transfer over portfolios from different apps and allow user to switch their portfolios from place to place.
Given Bob's job he wants to have the utmost security for his portfolio	Bob is currently relying on network anonymity and physical copies not being stolen to protect his portfolio	Our app will feature many security features such as two factor authentication and fingerprint/face id to ensure you are the only one looking at your stocks.