

# Persona: Remote Worker

Billy is a 24 year old man who has just started his new job where he works at home. He is a quality control expert for Denny's and has to travel every so often to plants to check for quality. Otherwise, he is at home writing up reports for the company.

Billy is currently supporting a wife (Mandy) and a daughter and would like to make more money to make life easier. His wife and him would like to pull cash from each of their paychecks and invest it in stocks and have a side IRA fund for themselves and their daughter.

Billy and his wife are excited about the opportunity, but don't know where or how to start investing and how they should go about allocating money.



Billy and Mandy think they will have a difficult time entering the market and getting a good return on their investment.

They see that many of their friends and richer people in the world hold stocks and would like to enter the market themselves.

Thinks/Sees

Billy and Mandy feel like they will be giving their daughter and themselves a better future if they do this.

Feels

Billy and Mandy ask around and read articles on how the big guys are investing and what their friends think are good companies.

Does

# Problem Scenarios

Problem Scenarios	Current Alternatives	Value Proposition
Billy and Mandy want something that will teach them how to invest	Currently they are relying on articles and friends for investment techniques	An app that has a section for basic investing techniques and good investment options.
Billy and Mandy want to form and IRA that will take a percentage from each trade they make and add it to the account	They do this manually which can become incredibly messy per each investment.	An app that allows you to add a bank account and IRA that will automatically take fractions of a dollar off each investment to add to the account
Billy and Mandy want security and insurance that they won't lose their money	They currently do this by assuming the safety of a stock and keeping their investments private	Our app will provide background and detail on each company and will have a guide to help determine if it is a stable investment