Name: David Lookman
Age: 34
Occupation: product manager

Description: David is a professional financial analysts who's been working in the finance industry for nearly a decade. He specialises in tracking stock performance, trends in the market and possible investment opportunities.

Goals: David would like to create a system that is very easy to understand and maintain. He wants to the web application to retrieve and display data. He'd like to be able to use past data to forecast future performances. David will frequently produce a detailed report with ghraphs and data analysis to show stakeholders his findings. Hed like to be able to efficiently access and compare data from many different sources.

Challenges:
timing can be a issue for David as he often finds himself working under tight deadlines so hed like to create this web application so that it allows him to analyse data better and quicker.

David will be working with developers to define an application which will show information about stocks this is why he needs the most precise data. He will also be going to need an application that is very reliable and that doesn't crash and give him false information. David will be working with his team so he will need to be able to assign his team work that they are each able to cope with in addition to this David will also need to make sure that his communication skills are clear and that he doesn't have any misunderstandings with his team this is because miss understandings in teams can lead to unwanted errors which lead to the work being delayed