**David Shelton**

David is a 57-year-old financial analyst living in New York City. He has extensive experience in the finance industry and is highly knowledgeable in his field. David is dedicated to his career but also values his personal life. He is married and has two grown-up children. In his free time, David enjoys reading books on history and exploring the city's art galleries and museums.

A person with goatee and beard

Description automatically generated with low confidence

* Efficient Financial Tools: David seeks reliable and efficient tools to assist with financial analysis, tracking investments, and managing personal finances.
* Stay Updated on Industry Trends: As a financial analyst, David needs access to up-to-date financial news, market trends, and investment insights.
* Work-Life Balance: David strives to maintain a healthy work-life balance and seeks tools and resources that can help him manage his time effectively.

**AGE** 57

**GENDER** MALE

**OCCUPATION** FINANCIAL ANALYST

**TECH LITTERATE** HIGH

* Time Constraints: David often finds himself pressed for time due to demanding work responsibilities and personal commitments.
* Information Overload: With the vast amount of financial data available, David sometimes struggles to filter and extract relevant insights efficiently.
* Complex Financial Software: David is frustrated by overly complicated financial software that requires a steep learning curve and hampers productivity.

Analytical mind, dedicated professional, avid learner, and explorer of history and art.