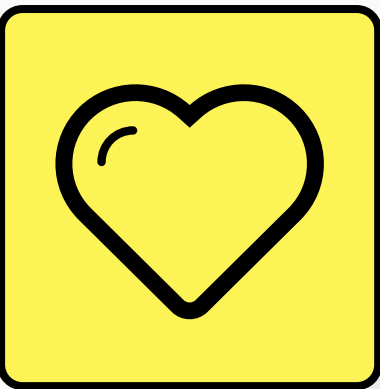


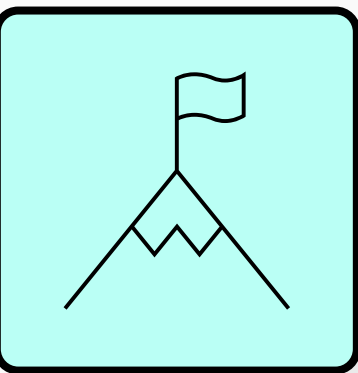
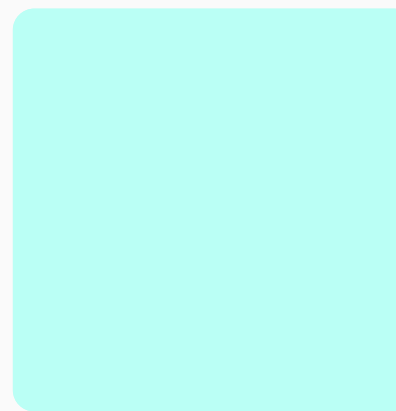
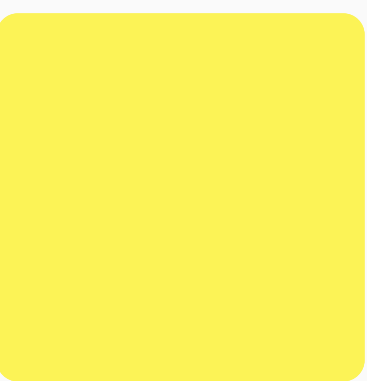
GOAL:  
Share price estimation of the  
top 5 GPU companies



WHO are we empathizing with?

Investors and traders: The primary audience; users who are interested in estimating share prices of GPU companies.

- They are comprised of individual investors,
- They are in a position where they need to make informed decisions about buying, selling, or holding GPU company stocks to maximise their returns/ mitigate losses
- They fill the role of undecided decision makers that turn to share price predictions to inform their investments and portfolio management



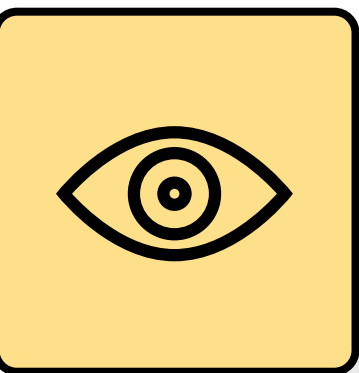
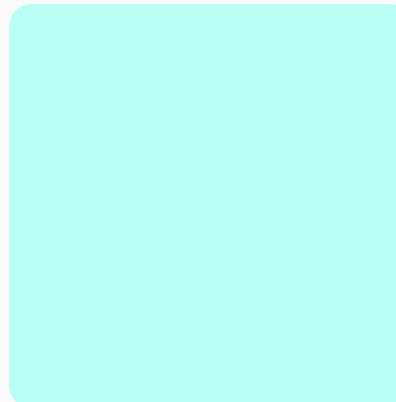
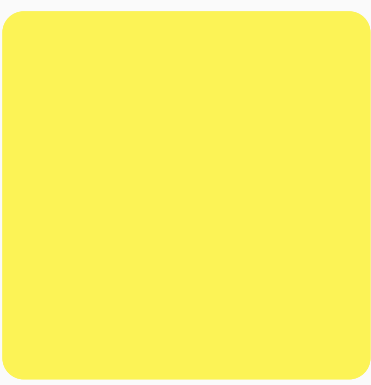
What do they need to DO?

- They need to have knowledge of market trends. Analysis of stock prices, and prediction of growth or loss of the company's stocks
- They need to use the estimation given by the model to decide when to invest
- They will know they were successful when they buy stocks at a low price, right before the price of the stock increases in value and they are able to sell it.



What do they HEAR?

- GPU demand is booming and one can capitalise on it
- GPU prices are skyrocketing, and it's getting harder for consumers to afford them
- The future of computing is GPUs, and the companies that dominate this market are poised for tremendous growth

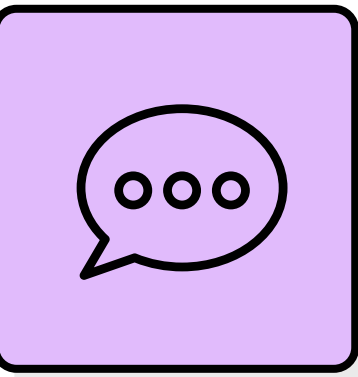


What do they SEE?

Investors see the stock prices of the companies they are interested in. Companies in the higher stock price range are more visible?

Colleagues often discuss good investment plans because more investors leads to more company growth.

Gaining insights from media which includes financial news outlets, earnings reports, stock exchange data, and social media



What do they SAY?

- Need for a reliable model to predict, and analyze the share prices.
- “Oh my god i love this service, its so cool, i love the people who made this!”

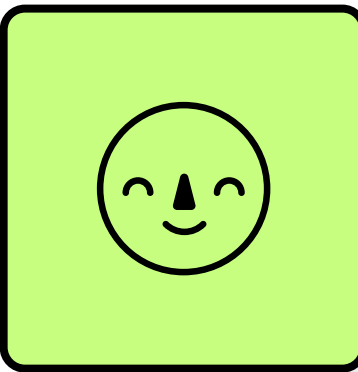
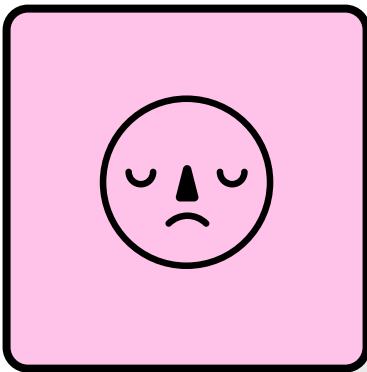


What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

- The global chip shortage will continue, impacting production and reduce profitability.
- The cryptocurrency mining boom will come to an end, reducing demand for GPUs because cryptocurrency miners have been a major source of demand for GPUs in recent years.
- New technologies, such as cloud GPUs and quantum computing, will disrupt the GPU market.
- The share price of GPU companies is volatile and unpredictable
- The companies might not be able to maintain their market share
- The companies might not be able to innovate and develop new products
- The companies might be negatively impacted by government regulations



GAINS

What are their wants, needs, hopes, and dreams?

Wants:

- accurate predictions
- real time information
- reliable diversification
- user friendly UI

Needs:

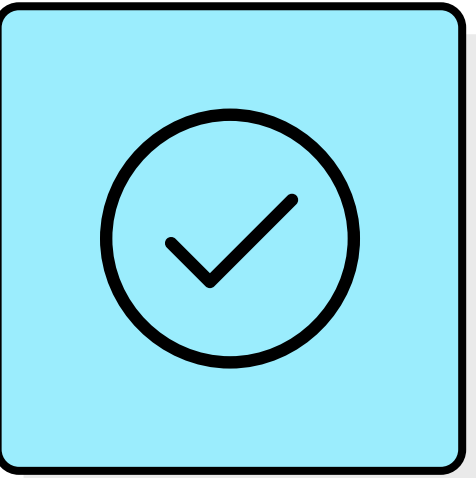
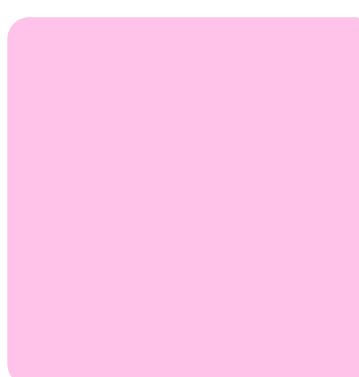
- Information
- risk management
- flexibility

Hopes:

- Financial growth
- long term security
- market familiarity

Dreams:

- Financial freedom



What do they DO?

- Buy shares after doing some research
- Buy more shares using our model

