User Persona

Emma, the Day Trader

Key Attribute

Astute, quick-witted, decisive, resilient, knowledgeable.

Short Description

Emma is an experienced day trader who thrives in the fast-paced world of stock trading. She's always on the lookout for a dashboard that can keep up with her speedy decision-making process, offering real-time updates and seamless user experience.

Needs

Instantaneous data feeds, accurate trend predictions, customizable alerts for price movements.

Challenges

Navigating through vast amounts of data quickly, avoiding information overload, managing the high stress of rapid trading.

Opportunities

The dashboard can provide Emma with advanced filtering options to see only the most relevant data, AI-powered insights to make quick decisions, and stress-reducing features like a clean, organized interface.

User Persona

David, the Long–term Investor

Key Attribute

Methodical, patient, strategic, risk-aware, long-term focused.

Short Description

David is a long–term investor with an eye for future trends and a penchant for deep research. He prefers a dashboard that offers detailed analytics and allows him to track his investments over extended periods.

Needs

Comprehensive analysis tools, historical data comparison, portfolio performance tracking.

Challenges

Finding a platform that allows for in-depth analysis without being overly technical, ensuring data accuracy for long-term investments, adapting to market changes.

Opportunities

The dashboard could cater to David's needs with features like predictive modeling for long–term trends, custom reports on market health, and a robust notification system for significant events affecting his interests.