



# CRYPTO MARKET

PMDojo Core Track Week 2|Exploring  
Problem Space



# Crypto Academy Team

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# Identifying The Problem

Investors find it challenging to decide whether or not to invest in cryptocurrency and risk making investment choices with no knowledge on the subject. This makes them second guess whether or not they should invest.



# Proto Personas



## Background story

Meet Jacob , He is a young gen z who is early in his career. He is looking for new and cool ways to grow his investments with the bit of income he has and is forward thinking and he loves the idea of decentralization. He prefers taking most of his decision making away from centralized locations , including banks or any specific entity.



### Jacob

Young Gen z male 18-25 years old

Wants an investment option that is decentralized, forward thinking and will make them money with minimal initial investment



## Problems

- Looking for decentralized and forward thinking ways to solve all their needs
- Not a lot of money to invest initially
- Want to put their money into products that will save them and grow their wealth with an already tight budget
- Love tech but don't understand investing



## Goals

- **Decentralization** by supporting tech initializes and businesses that favor this
- **Make money** by investing their small income on the right forward thinking investments or the next big thing



## Background story

Meet Jacob , He is a young gen z who is early in his career. He is looking for new and cool ways to grow his investments with the bit of income he has and is forward thinking and he loves the idea of decentralization. He prefers taking most of his decision making away from centralized locations , including banks or any specific entity.



## Behaviors

- Look for cheaper alternatives for all products and services
- Spends a lot of time researching decisions, to make sure that they are making the right choices
- Looks for products that will save money first and foremost
- Looks for forward thinking and decentralized options

# Proto Personas



## Background story

Meet pam, she is a millennial with a thriving career. She is tech savvy and looks for ways technology can improve her life and is an early adopter and innovator of tech. She has some experience with crypto but is looking for value added buys and ways to navigate the complicated world of crypto



### Pam

Young millennial 27-42

Tech savvy looking for ways to use new technology to invest her money



## Problems

- Looking for tech forward ways to solve all their needs
- Decent amount of money to invest initially
- Want to put their money into products that will make it convenient to solve their problems and optimize their life
- Love tech , has some knowledge of crypto but still finds it challenging to navigate crypto



## Goals

- **Use new technology** by buying and using products that they see as tech forward and that provide convenient ways to solve their problems
- **Make more money** by investing their money into different investment options out in the market



## Background story

Meet pam, she is a millennial with a thriving career. She is tech savvy and looks for ways technology can improve her life and is an early adopter and innovator of tech. She has some experience with crypto but is looking for value added buys and ways to navigate the complicated world of crypto



## Behaviors

- Look for cheaper alternatives for all products and services
- Spends a lot of time researching decisions, to make sure that they are making the right choices
- Looks for products that will make it convenient to solve a problem first and foremost
- Looks for ways to make more money

# Proto Personas



## Background story

Meet Tom , he is an established gen x professional with a good amount of money to invest. He is not tech savvy but understands investments and has heard all the hype around crypto. He would like to explore the option but doesn't know much about tech and the cryptocurrency space



### Tom

Gen X man 43-58

Not tech savvy but is looking for ways to invest his money and make more money



## Problems

- Looking for better ways to solve all their needs
- Good amount of money to invest initially
- Want to put their money into products that will make life convenient but easy to learn
- Love investing but don't understand tech



## Goals

- **Make life convenient** by buying and using products that they see as easy to use and that provide convenient ways to solve their problems
- **Make more money** by investing their money into different investment options out in the market



## Background story

Meet Tom , he is an established gen x professional with a good amount of money to invest. He is not tech savvy but understands investments and has heard all the hype around crypto. He would like to explore the option but doesn't know much about tech and the cryptocurrency space



## Behaviors

- Look for cheaper alternatives for all products and services
- Spends minimal time researching decisions, to make sure that they are making the right choices
- Looks for products that will make it convenient to solve a problem first and foremost
- Looks for ways to make more money
- Difficulty adopting new technology



# User Research Key Insights

- Millennials and Gen Z prefer cryptocurrency over traditional stocks and bonds, Gen X are also interested in learning more
- Investors between the ages of 27-42 are more likely to use cryptocurrency than investors 50 and over
- People are still investing even if they have limited education on cryptocurrency
- People are making emotional versus knowledgeable decisions





# Big Learnings and Unlearnings

- Recognizing the difference between a solution and a problem
- Shifting our thinking to a customer/user centric perspective
- Discovering that there are so many variations of cryptocurrency



# Q&A

Got Questions?