

Empathy Map And User Persona

Understanding **Financial Awareness** and Behavior Among **Different Age Groups**

GROUP : RATNESH 7

NATHAN 10

PALAK 17

ATHARVA 19

TAHER 23

1. Age Group – College-going youth (18–22 years)

Says

I don't earn
enough to save.

Budgeting is too
much effort.

Everyone just
spends what
they have
anyway.

My parents handle
finances, not me

I learn about money
when i start
working.

Thinks

i should be saving
but i dont know
how

Financial
education should
be taught in
school

I will worry about
investments later

I don't know
who to trust
for financial
advice

Managing
money isn't a
priority right
now

Does

Spends money
impulsively on
food, fashion,
outings

Uses UPI,
wallets, and
online
transactions.

Gets influenced by
online managing
money trends

Tracks
spending for
few days then
gives up

Shares money
habits based on
peer pressure

Feels

Guilty about
spending too much

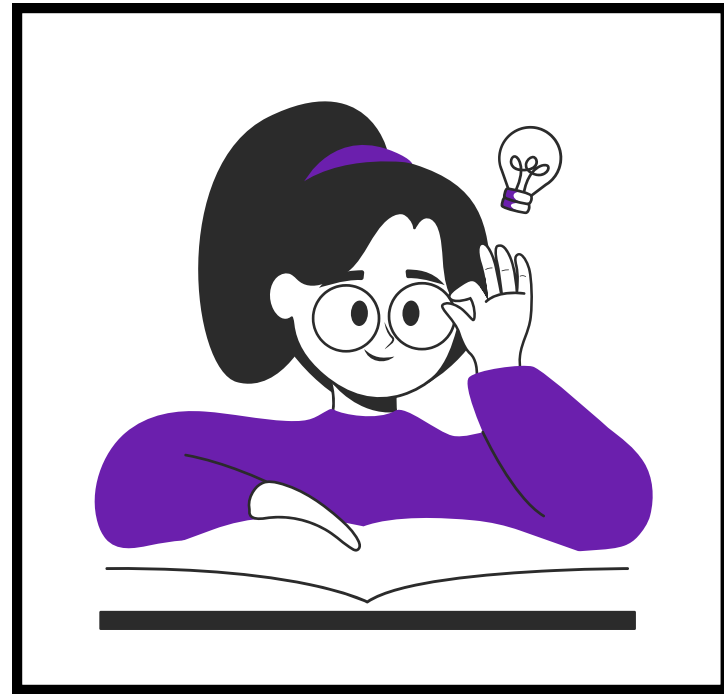
Dependent
on others for
financial help

Care-free
because want
to prioritize
social life over
long term
planning

**Lack of
surety** about
to where to
start learning

Curious but
overwhelmed
about
investment

User Persona 1



Preksha Modi
(College Student)

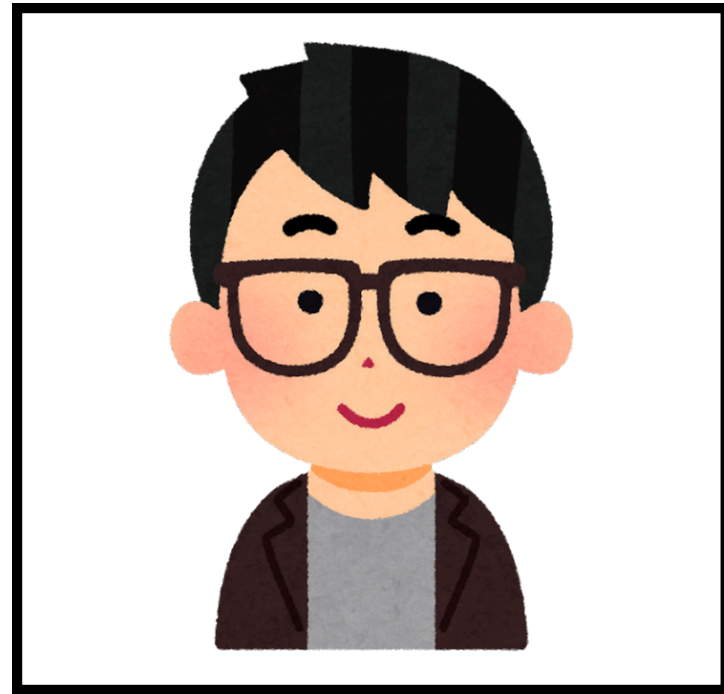
- Age - 19
- Location - Mumbai
- Tech Level - High

- Preferences:**
- Fun, interactive app with personalization.
 - Gamified learning badges, levels, rewards.
 - Peer comparisons to feel motivated.
 - Influencer-style short videos for saving hacks.

- Challenges:**
- Impulse spending on food, fashion, subscriptions.
 - Feels financial planning is “too adult”.
 - Overwhelmed by too many financial apps.
 - Relies on friends/social media for advice.(unreliable)

- Goals:**
- Learn to manage pocket money smartly.
 - Build a small but steady savings habit.
 - Understand money basics in a fun way.
 - Gain confidence in her own financial decisions.

User Persona 2



Dhruv Mehta (College Student and Freelancing)

- Age - 20
- Location - Mumbai
- Tech Level - High

Preferences:

- Simple tools to track daily earnings from gigs.
- Visual progress on goals (“₹10k savings challenge”).
- Rewards for consistency in saving.
- Bite-sized content on taxes, freelancing tip.

Challenges:

- Inconsistent income → hard to budget.
- Feels anxious about “adulting” finances.
- Lacks trust in financial institutions.
- Wants to enjoy college life without guilt of spending.

Goals:

- Track income and expenses from multiple sources.
- Save consistently despite irregular earnings.
- Learn smart budgeting for freelance work.
- Plan short-term goals like gadgets or trips.

2. Age Group - Working adults (24–35 years)

Says

I earn well, but I am always short by month-end.

Investing is too risky for me.

I don't have time to manage finances.

I wish I had started saving earlier.

It is hard to plan with uncertain income.

Thinks

Everyone else seems more financially sorted.

Inflation and lifestyle costs are increasing rapidly.

I need proper guidance but don't know where to start

I am not confident enough about my investment options.

Money management will determine my future.

Does

Creates budget but doesn't follow it consistently.

Saves in FD's and SIP's without clear goals.

Uses online banking and payment apps regularly.

Tracks expenses only when in financial stress.

Consults family,colleagues and watches online videos for financial advice.

Feels

Eager to learn but unsure where to begin.

Pressured by family and long-term goals.

Regretful about late financial planning.

Afraid of financial mistakes.

Stressed due to uncertain income or lifestyle costs.

User Persona 1



Shruti Gala
(Corporate Employee)

- Age - 24
- Location - Mumbai
- Tech Level - High

Preferences: Budgeting tools linked to salary and bills.
Auto-reminders for EMIs, savings, and bills.
Personalized investment suggestions.
Rewards for hitting monthly savings goals.

Challenges:

- Long work hours → less time to manage finances.
- Gets bored of repetitive financial advice.
- Wants to balance lifestyle and savings.
- Often postpones investment decisions.

Goals:

- Diversify income through smart side investments.
- Automate savings to reduce decision fatigue.
- Build a clear roadmap toward early financial freedom.
- Track and improve monthly spending patterns..

User Persona 2



Rupesh Shah
(Business Owner)

- Age - 35
- Location - Mumbai
- Tech Level - Medium

- Preferences:**
- Simple, clear insights with actionable tips.
 - Expert guidance without being too complicated.
 - Mobile-friendly app with notifications.
 - Quick everyday videos from experts for guidance.

- Challenges:**
- Unsure which investments are safe or profitable.
 - Finds financial planning confusing.
 - Struggles with complex finance apps.
 - Limited tech skills make dashboards intimidating.

- Goals:**
- Manage business cash flow better.
 - Learn about taxes, savings, and investments.
 - Make smarter financial decisions for growth.
 - Separate personal and business finances.

3. Age Group – Senior citizens (60+ years)

Says

- I rely on my pension and savings
- My children help me with my finances.
- I wish I had learned better money habits earlier.
- I just want my money to last.
- Everything is digital these days, it's confusing.

Thinks

- I don't trust online financial tools.
- I need to prepare for medical expenses.
- I hope my savings don't run out.
- Avoiding risky investments is safer at this age.
- Financial independence gives me dignity.

Does

- Stays loyal to long-known banks or agents.
- Keeps records in notebooks or files.
- Reads newspapers for finance news, not apps.
- Depends on family for digital transactions
- Visits banks personally instead of using apps.

Feels

- Vulnerable to scams and confusion.
- Disconnected from digital systems.
- Anxious about health and savings
- Hesitant to try new financial tools.
- Worried about medical expenses and rising prices.

User Persona 1



Sudha Biju
(Retired Govt. Employee)

- Age - 64
- Location - Mumbai
- Tech Level - Low

Preferences:

- Transparent insights into savings and pension use.
- Safe, verified suggestions for low-risk investments.
- Regular updates about senior citizen benefits.
- Voice-enabled navigation throughout the app.

Challenges:

- Finds digital apps confusing.
- Worries about online frauds.
- Limited trust in new platforms.
- Needs emotional reassurance about money safety.

Goals:

- Manage retirement savings and pension effectively.
- Make safe investments for steady income.
- Plan for healthcare and medical expenses.
- Learn to use simple digital tools for payments.

User Persona 2



Chimanlal Vira
(Retired Business Owner-
[Now run by his child])

- Age - 72
- Location - Mumbai
- Tech Level - Very Low

Preferences:

- Step-by-step finance guidance.
- Mobile-friendly, easy-to-read apps.
- Alerts for transactions and reminders.
- Practical, safe, trustworthy advice.

Challenges:

- Dependent on child for financial decisions.
- Struggles with online finance apps.
- Misses sense of purpose from running the business.
- Confused about safe investments.

Goals:

- Maintain financial independence.
- Learn safe investments for steady income.
- Support child's business without dependency.
- Use simple digital tools for money management.