



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Create the social media post



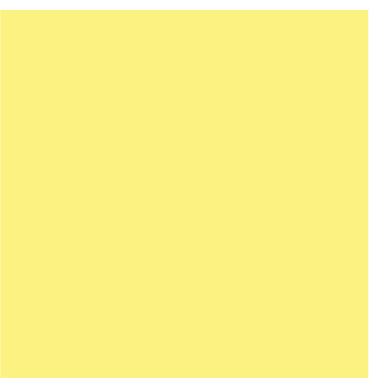
Create the social media post
Team 2

M. Hemala
K. Indhirani
S. Janani shree
A. JeyaPriya

Listens to investing podcasts and rads subscription investing newsletters

Keeping up on new type of investment even if she doesn't take the plunge

Check the financial markets and reading up on the latest financial news and trends



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?