



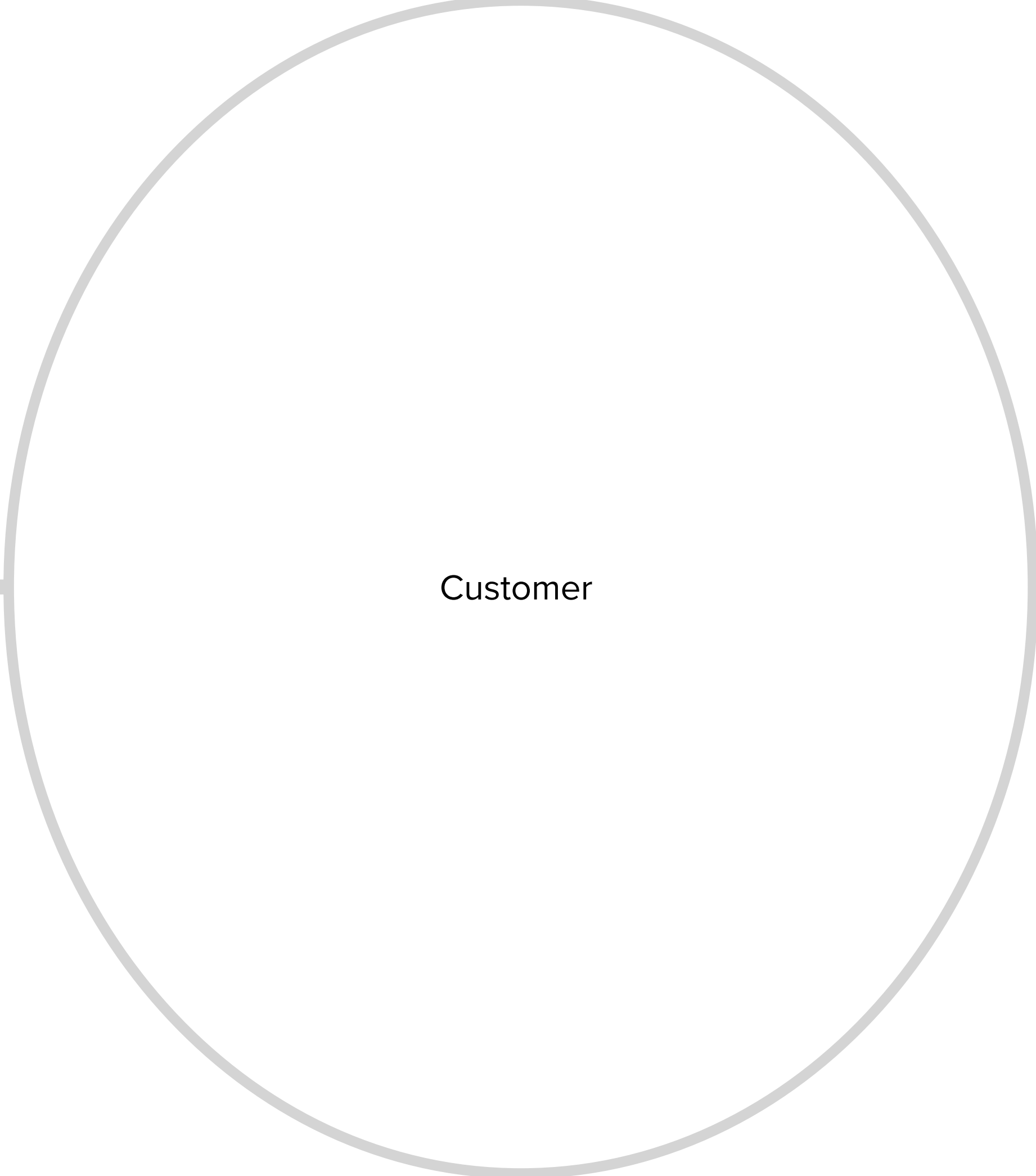
Says

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?



- Enabled for stock options trading and market order .
- Shows the whole information about every single penny.
- It is easy for users with zero experience.
- It has more insights and make a good decision for account handling or transaction details.

- All in one platform, trading MF and UPI
- Is interface is good and easy to use?
- Can we invest in nifty 50 and sensex listed stocks with live share price movements?
- Very good and having user friendly navigation

- Registered with SEBI, RBI and AMFI.
- Avail zero interest charges on MTF for first 30 days of trading in the stock market.
- Easy access to share market analysis report.
- Save Tax by investing in ELSS mutual funds.

- Buying stocks are easier.
- Sometimes feels anxious about the security.
- It makes my life easier.
- Would they charge for every transaction in future.



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?