



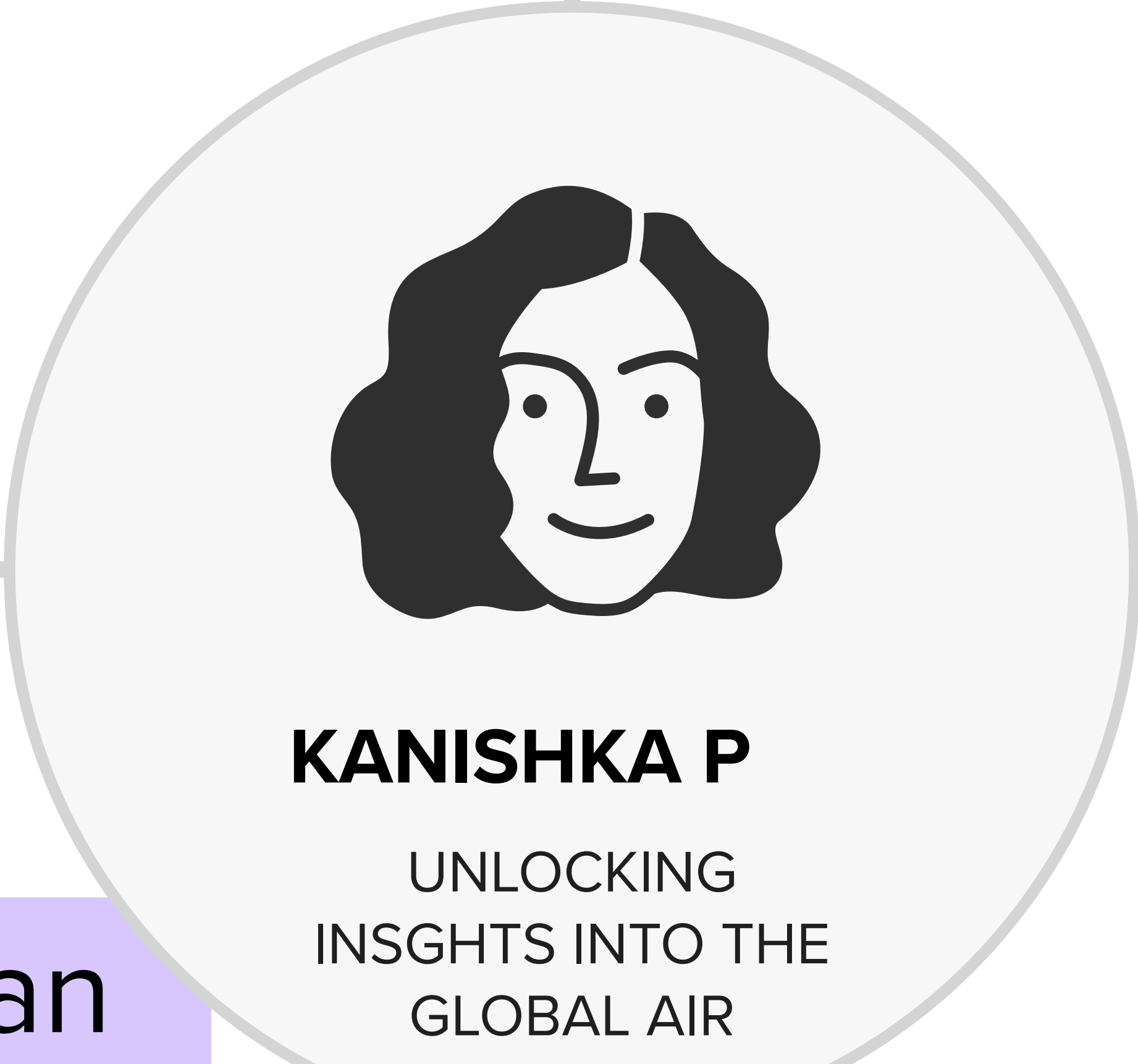
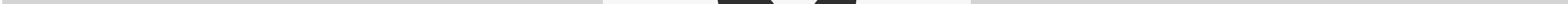
Says

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?



I trust my
advisor,but it
needs to be
an active
partnership

A platform for
creating and
sharing visual
content

It is an open-
source
service,used to
analyze and
visualise
transportation

It offers a
convient, reliable, fastest
service

It is considered
to be the most
expensive
means of
transportation

Thinks the
advisor could
be a good
sounding-
board and ally

Listen to investing
podcasts and
reads subscription
investing
newsletters

Maintains an
active
partnership
with her
advisor

Keeping up
on new
types of
investments

Feels worried
about
weathering a
major
recession

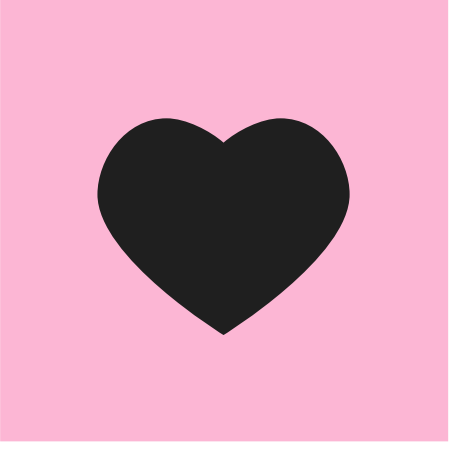
Compared to
other means
of travel,the
risk of collision
are higher

It maintain
social and
economic
stability



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?