



Says

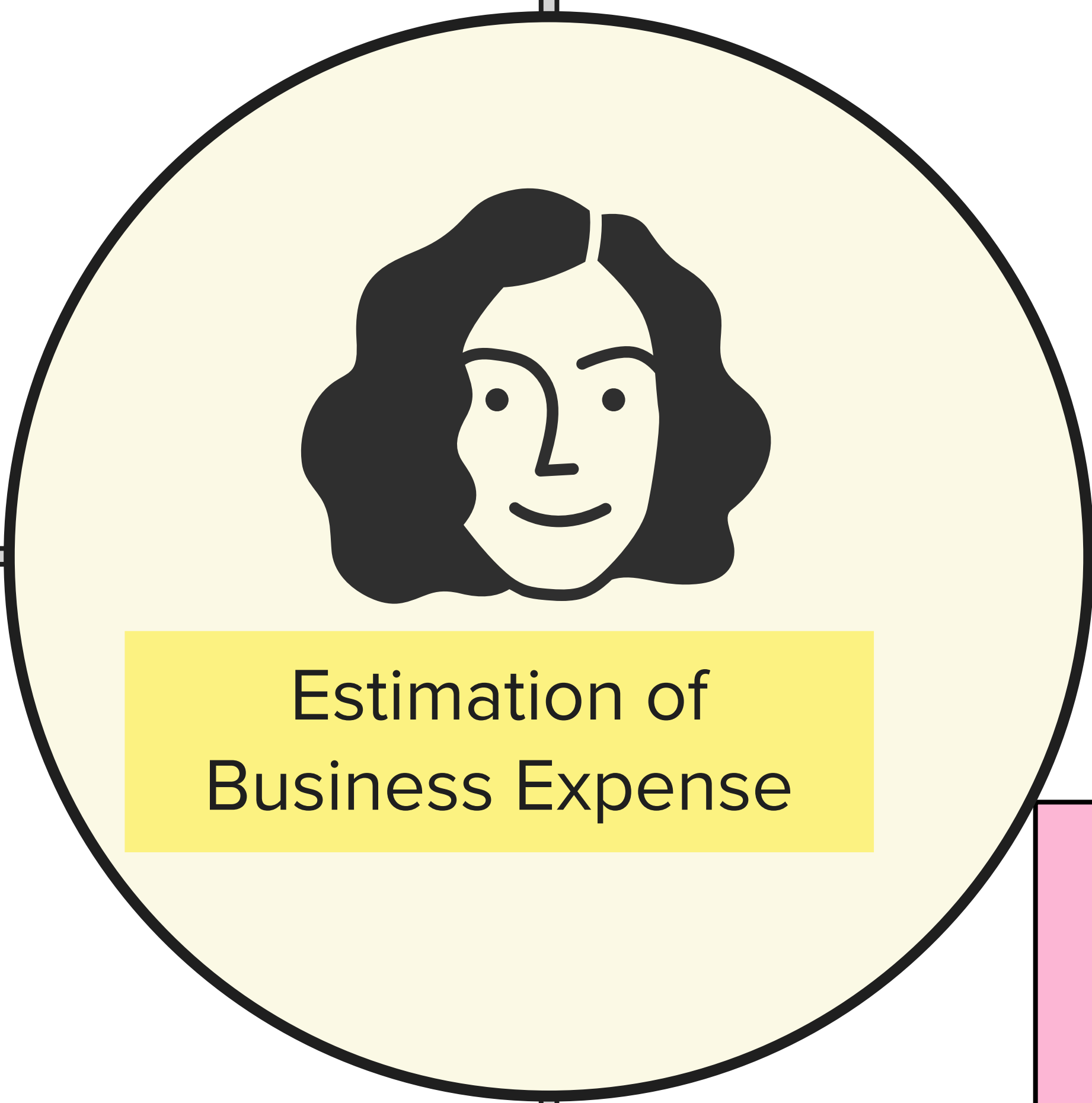
What have we heard them say?
What can we imagine them saying?

Reduce Risk

Reduce uncertainty

Invite purchasing

Free and fast marketing ideas.



Thinks

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

I think to make the decision my an individual.

Think of the psychological,social, personal and economic factor

Thinks often about the finance factors and norms

I think that i am smarter than the averge investor

Checks the financial markets and live at trends

Propensity for arrogance, resistance to change.

Overvaluation of a limited number of striking observations.

Resistance to change

Fear of unfair treatment and embarrassment

Fear of failure

Feels frustrated of opportunity cost

Feels worried about the financial legacy



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?