

Says

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

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



Thinks

"I don't want to Have someone else manage my finance completely "

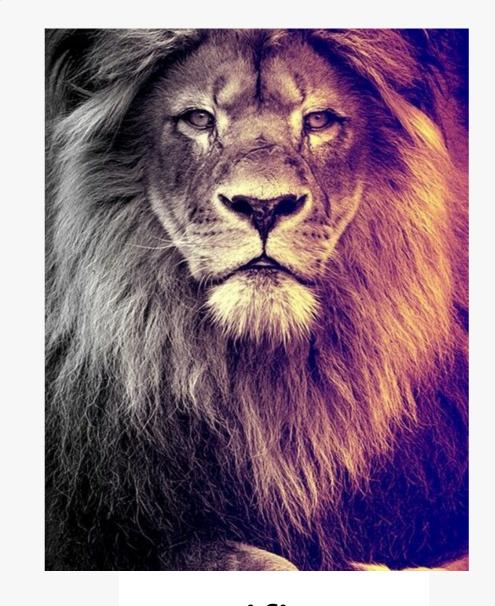
> "I want to continue growing my wealth even during retirement"

Thinks The certificate for a cultural event in school

Thinks The certificate for a sports meet

Thinks The certificate for a national speech competition

"I don't want to be a burden on others"



certificate

Team:6 1.AKASH KUMAR.N 2.CHINNAKARUPPU.R 3.BALAKRISHNAN.R

> Feels excitement about investing Causing her to take too many risks as She approaches old

Feels frustrated when her ideas or questions are dismissed or not adequately addressed

Feels worried about weathering a major downturn financial crisis or recession

Listens to investing podcasts and reads Subscription Investing newsletters

Conducts her own market research and wants to discuss her finding with her advisor

> Checks 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?

See an example

Feels

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

