



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?



certificate

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

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

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

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

Thinks The
certificate for
a cultural
event in
school

Thinks
The
certificate
for a
sports
meet

Thinks The
certificate for
a national
speech
competition

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

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

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

Feels worried
about weathering
a major downturn
financial crisis or
recession



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?