



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 don't want to be a burden on others'

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



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

Thinks The Invitation of kovil festival



Thinks the Invitation of a school cultural evant

Thinks The Invitation of inter college sports meet



Invitation

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

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?