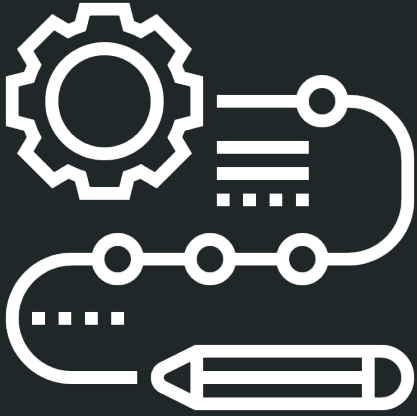




# Getting people **INVESTED** in investing

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# Needfinding Methodology

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## 6 Interviewees

- Who?
  - Undergraduates to graduates to young professionals to neighborhood gardener
- Why?
  - Compare different perspectives and habits

● How?



# Questions

Tell me about your biggest regret investing-wise.

What's your favorite source of investment news?

Who or what do you trust when it comes to how to manage money?

What kind of investing tools have you tried?

# Interview Results: In Groups

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# Group A

No experience investing



#1 – Gardener/Landscaper:

- Prefers to live a modest lifestyle
  - Riskiest investment was loaning his cousin \$2000 to open a store
  - Regrets not learning about finance and the stock market
  - ‘Usual’ investing is for rich people
-

# Group B

Some knowledge/experience  
investing



#2 – Graduate Student:

- Recently overcame fear of investing and has started on a small scale

#3 – College Student:

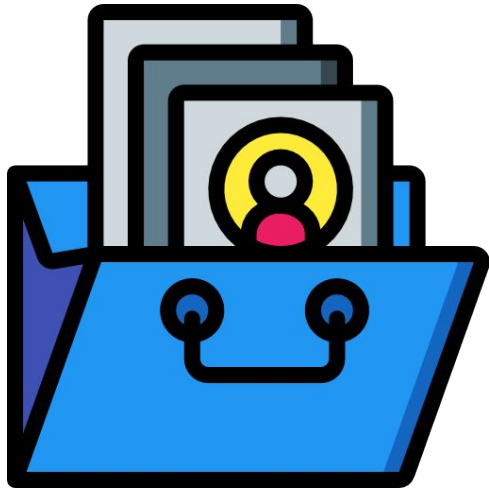
- Feels “FOMO” from not participating in super hot stocks

#4 – Dental Student:

- Knows finance terms but has not invested due to lack of money

# Group C

Experienced investors



## #5 – Software Engineer:

- Has a 401k and actively manages a stock portfolio
- Google searches “good travel stocks to invest in”

## #6 – Middle Office Banker:

- Began investing in CDs and now actively manages a stock portfolio
-

# Say

Investing is "really scary gambling behavior"

Doesn't trust groups that promise things "too good to be true"

"personally don't have money right now to invest"

Bank explaining things was really confusing

'usual' investing is for rich people

Biggest regret in investing was not exploring 'rich people' investing at a younger age

# Think

You need a lot of money for traditional investing

You have to know someone for many years to trust them with your money

you can start really small with investing

Learning from people's experiences is helpful

It's smarter to save money and live modestly

You should only borrow money in extreme situations

Do

No experience with investing tools

Reads Canadian personal finance subreddit

Formed a concrete investment plan

Downloaded Yahoo News and Morningstar but doesn't really read it

loaned money to cousin and was happy to get the return (not huge, but helped out family)

looked for free services when starting

# Feel

Intimidated by  
learning about  
finance and  
investment

feels excited  
to hear  
friends talking

feels safety  
when talking  
to advisors

unsure of  
following bank  
advisor's advice

It's too late  
to start  
investing

fear of losing  
money when  
investing

1



INSIGHT



NEED

People don't invest due to physical (money) and mental barriers (preconceptions)

To remove preconceptions of when to invest

---

2



INSIGHT



NEED

Trust and knowledge  
combats stigma

To provide a trusted source  
of knowledge for investing

---

3



INSIGHT



NEED

People trust wildly different sources of news and opinion

To use each person's source(s) of trust

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4



INSIGHT

Investing for the sake of family can be motivating



NEED

To connect investing to helping others

---

5



INSIGHT



NEED

Learning about investing requires different modalities and educational approaches.

If people could easily learn about investing in different ways

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In a diagram...

