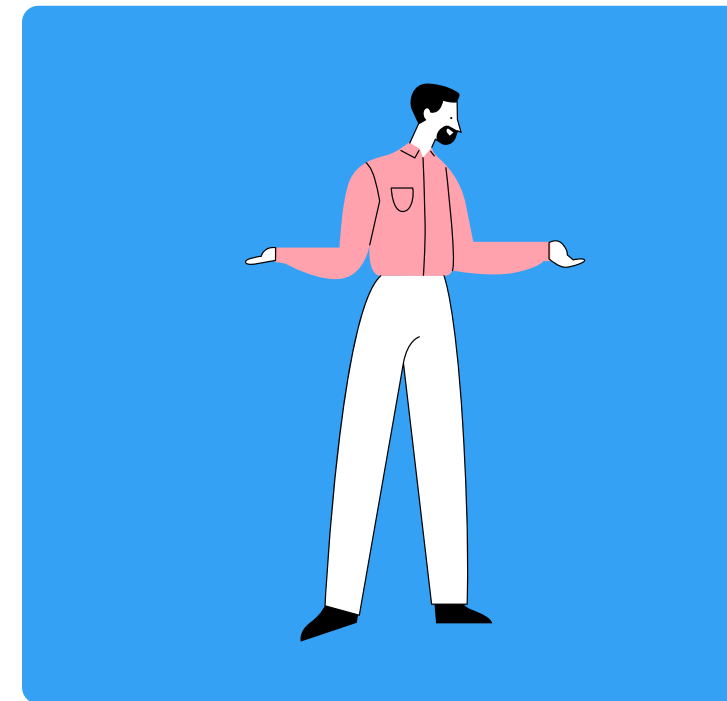
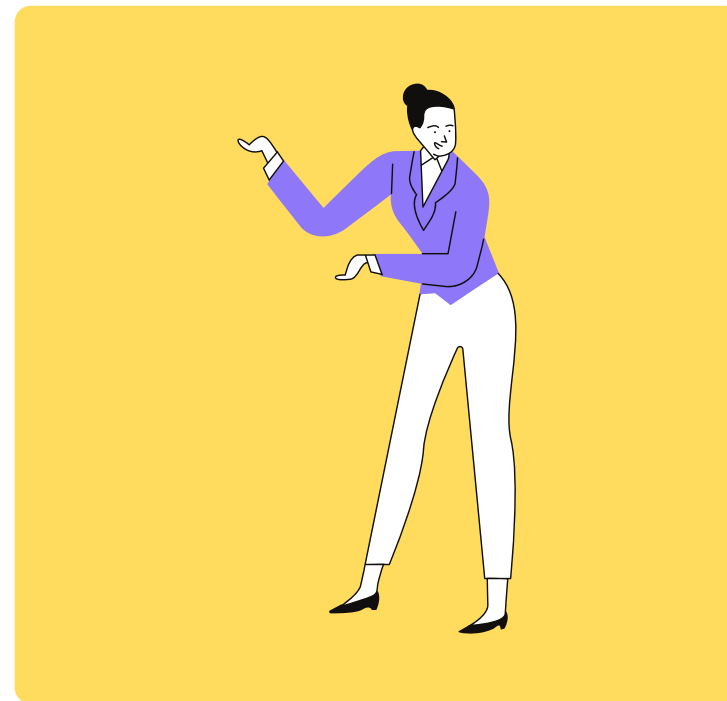
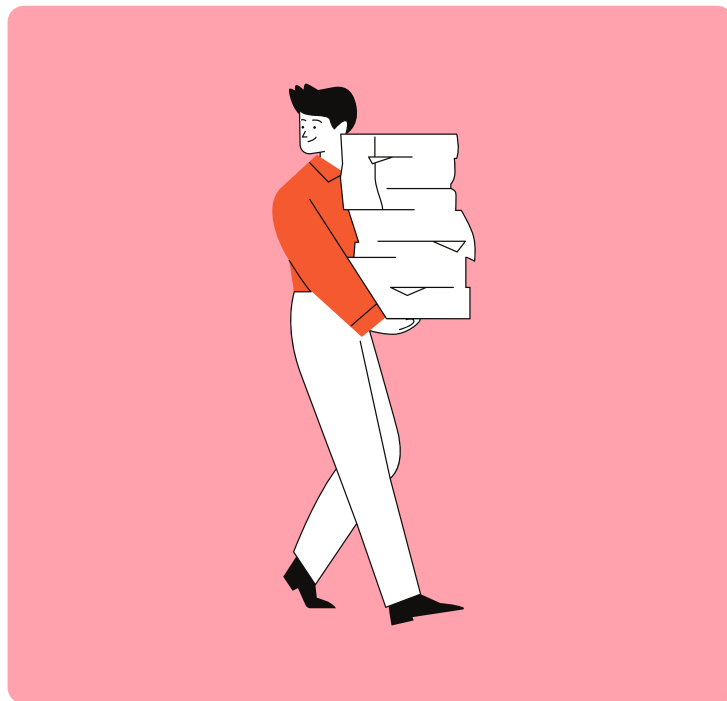


Needfinding Report



Avika (speaker), Juben, Madison, Xinyi

Agenda

1

Intro

2

Needfinding Methodology

3

Interview Results

4

Analysis

5

Summary

1

Introduction

Team & Domain

Meet the Team!



Avika Patel

CS '24



Juben Rana

CS '24



Madison Fan

Design '25



Xinyi Wang

CS '24

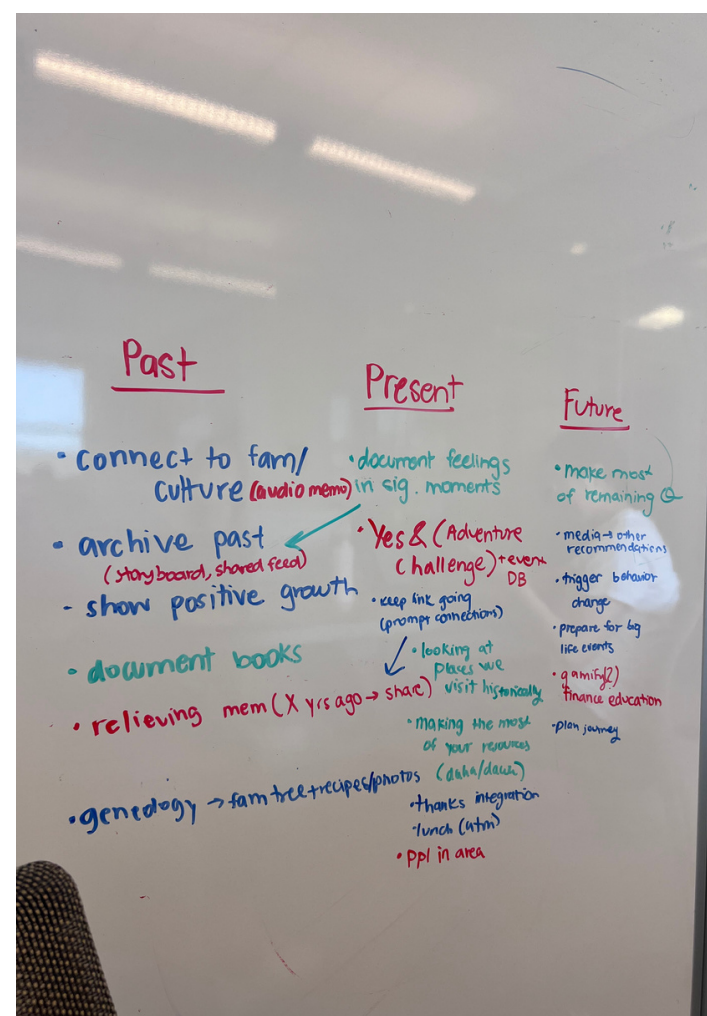
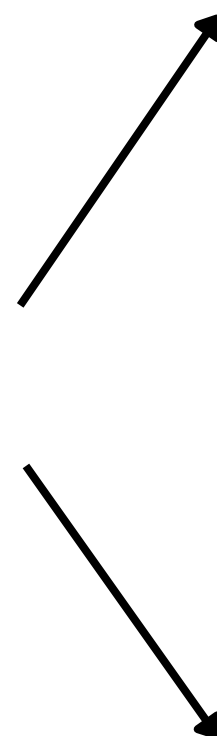
Domain Selection

1 Brainstorm

Concepts
Categories
Problems

within

Past
Present
Future



2 Narrow

Are we interested?

What is the scope of innovation currently?

Does it relate to time?

Final Problem Domain

Financial literacy in the stock market

2

Methodology

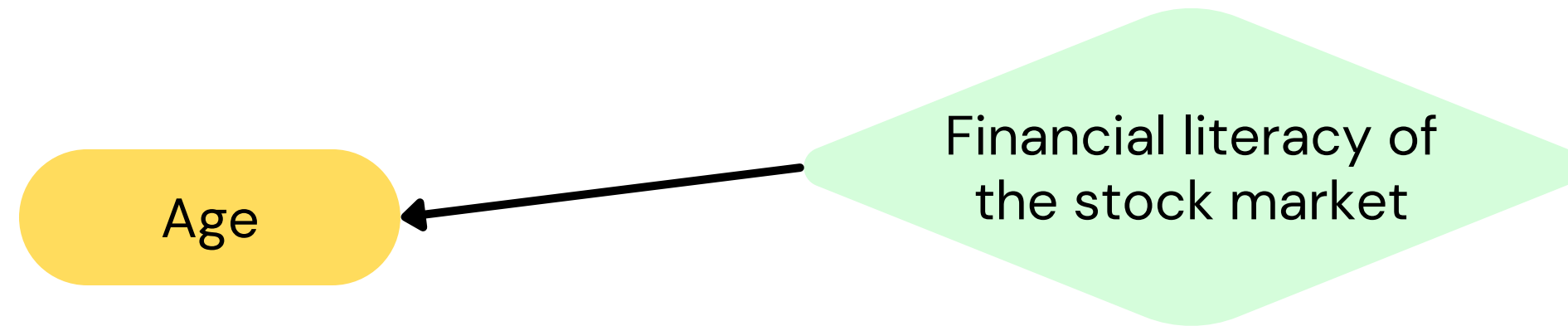
Participant selection & interview setup

Participant Selection

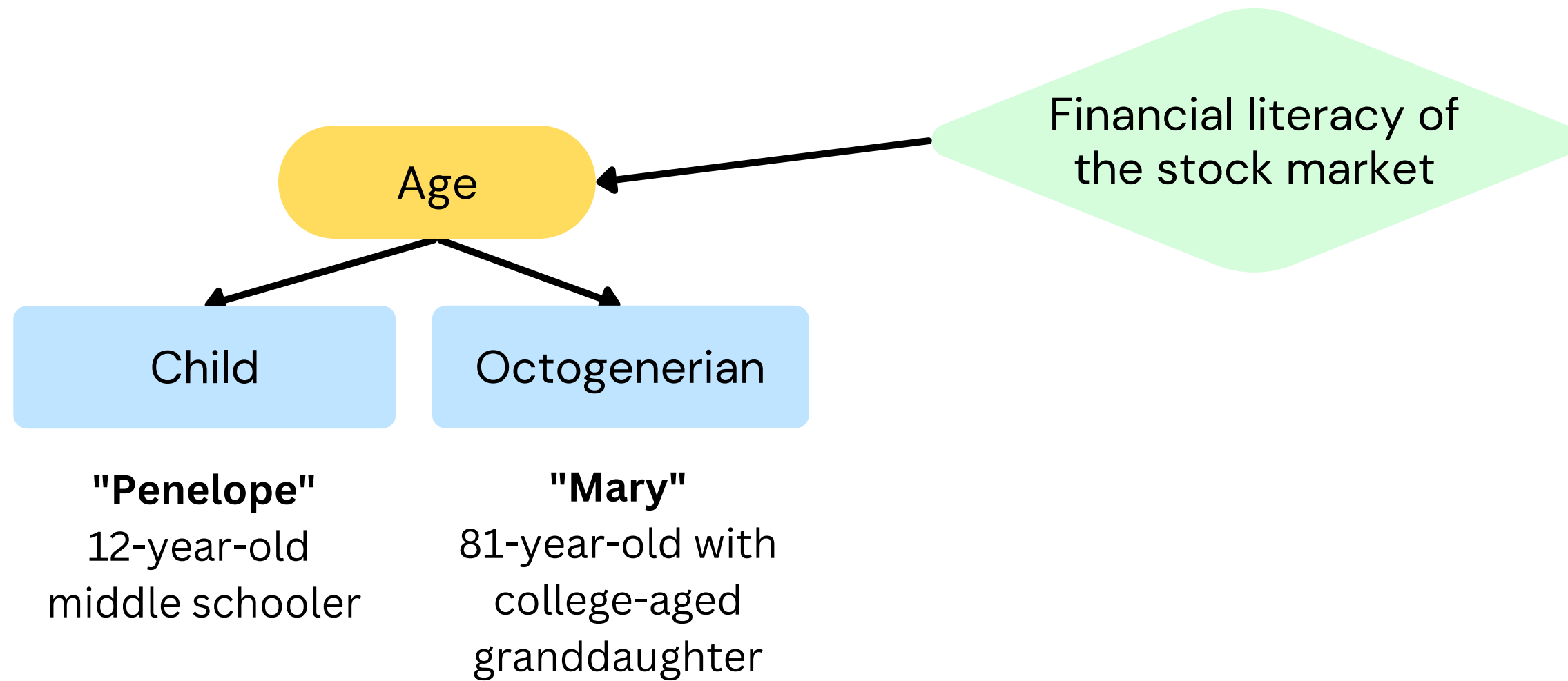


Financial literacy of
the stock market

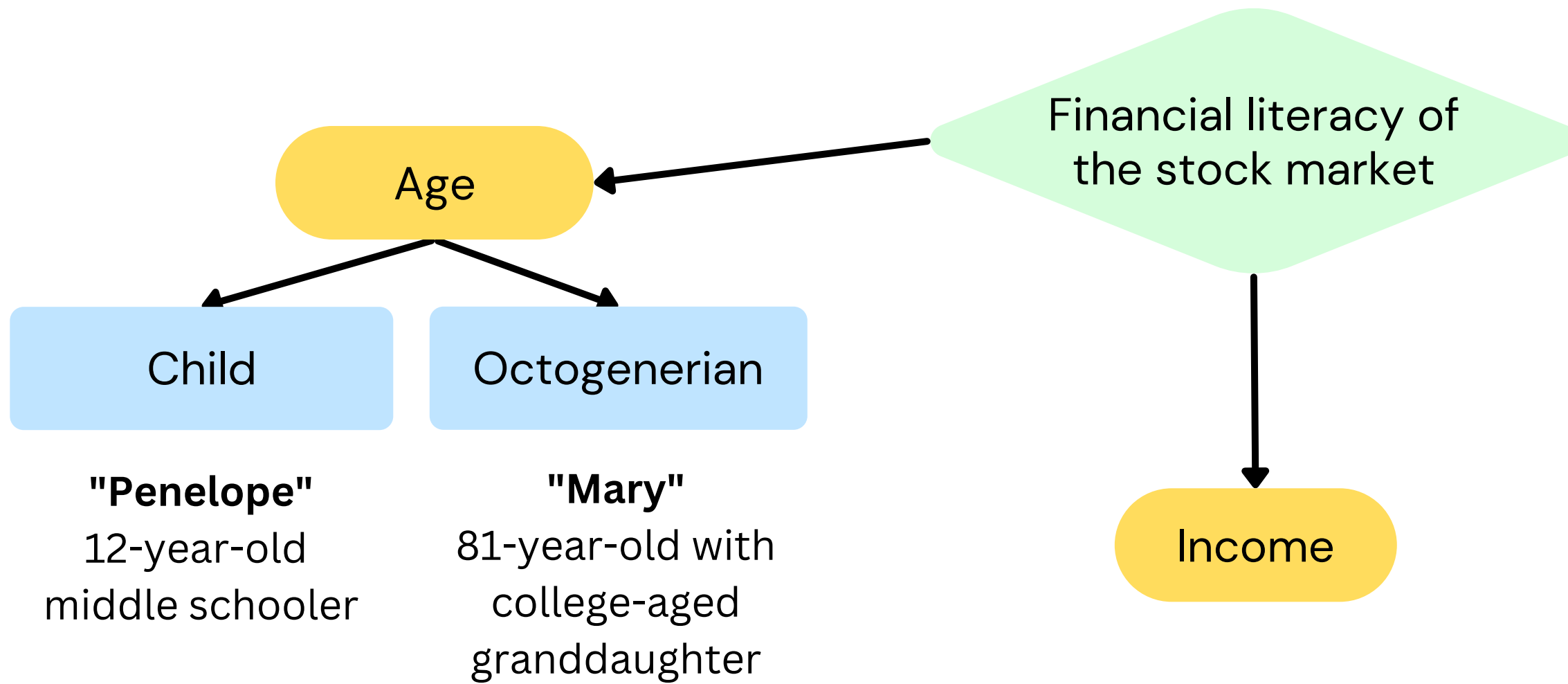
Participant Selection



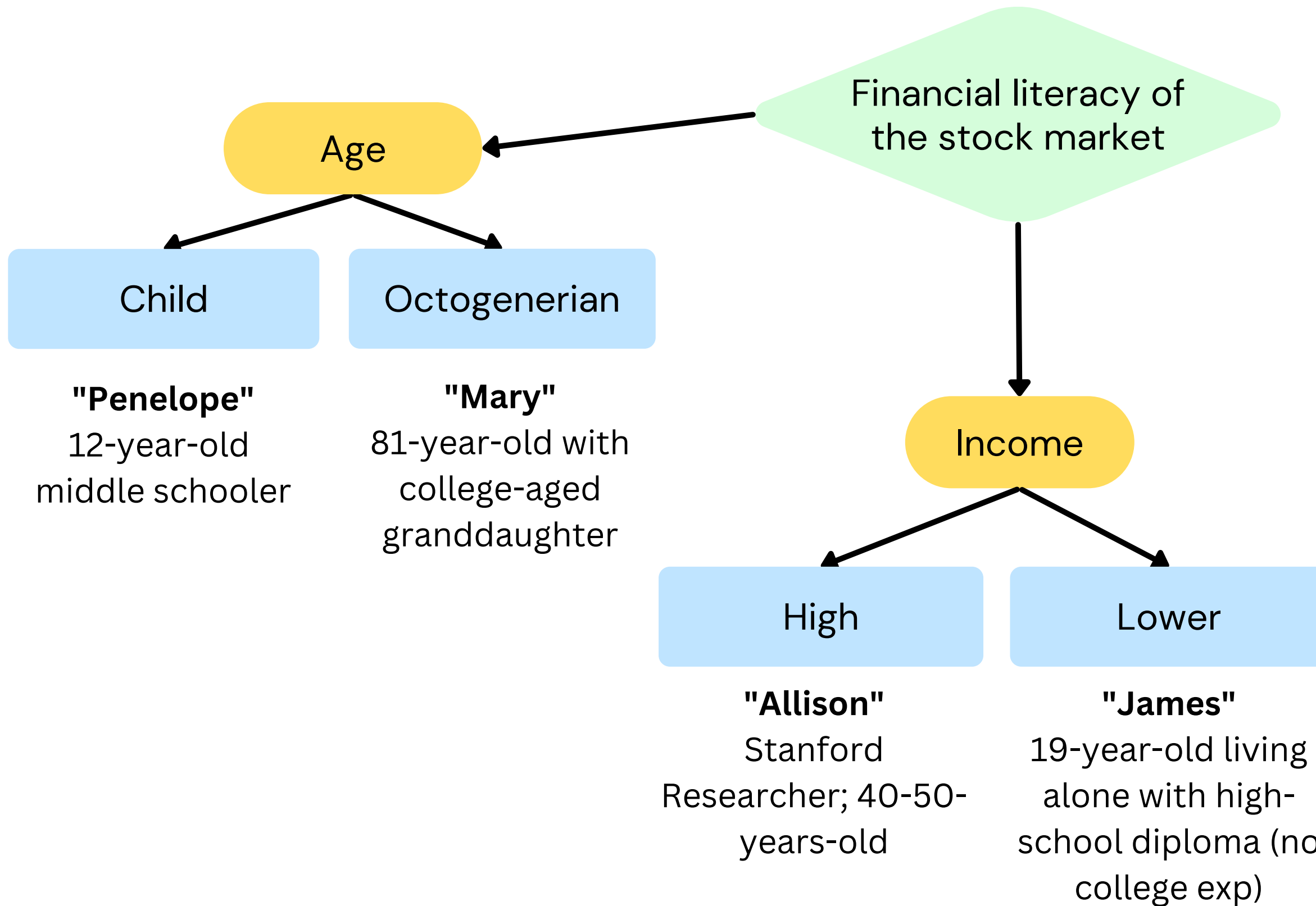
Participant Selection



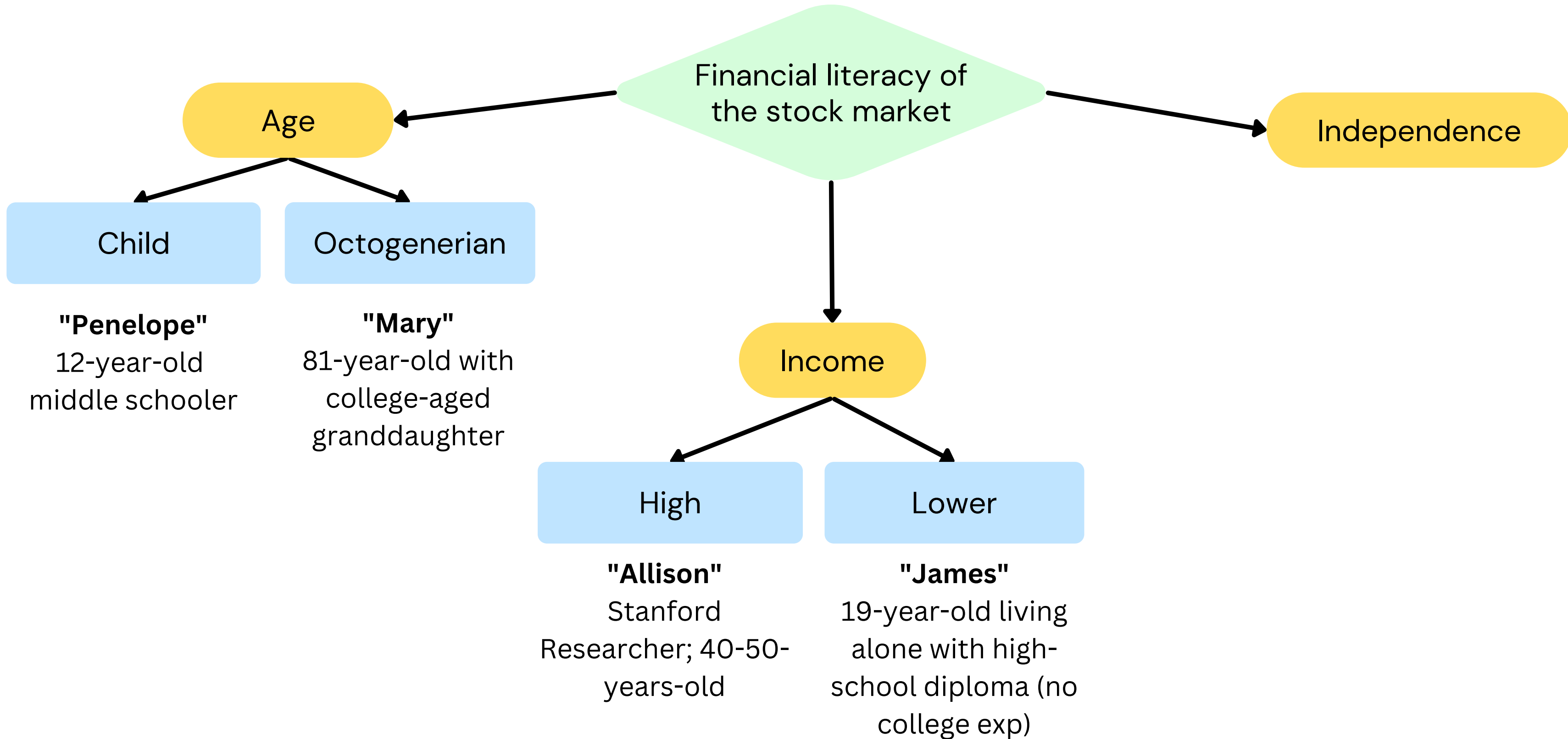
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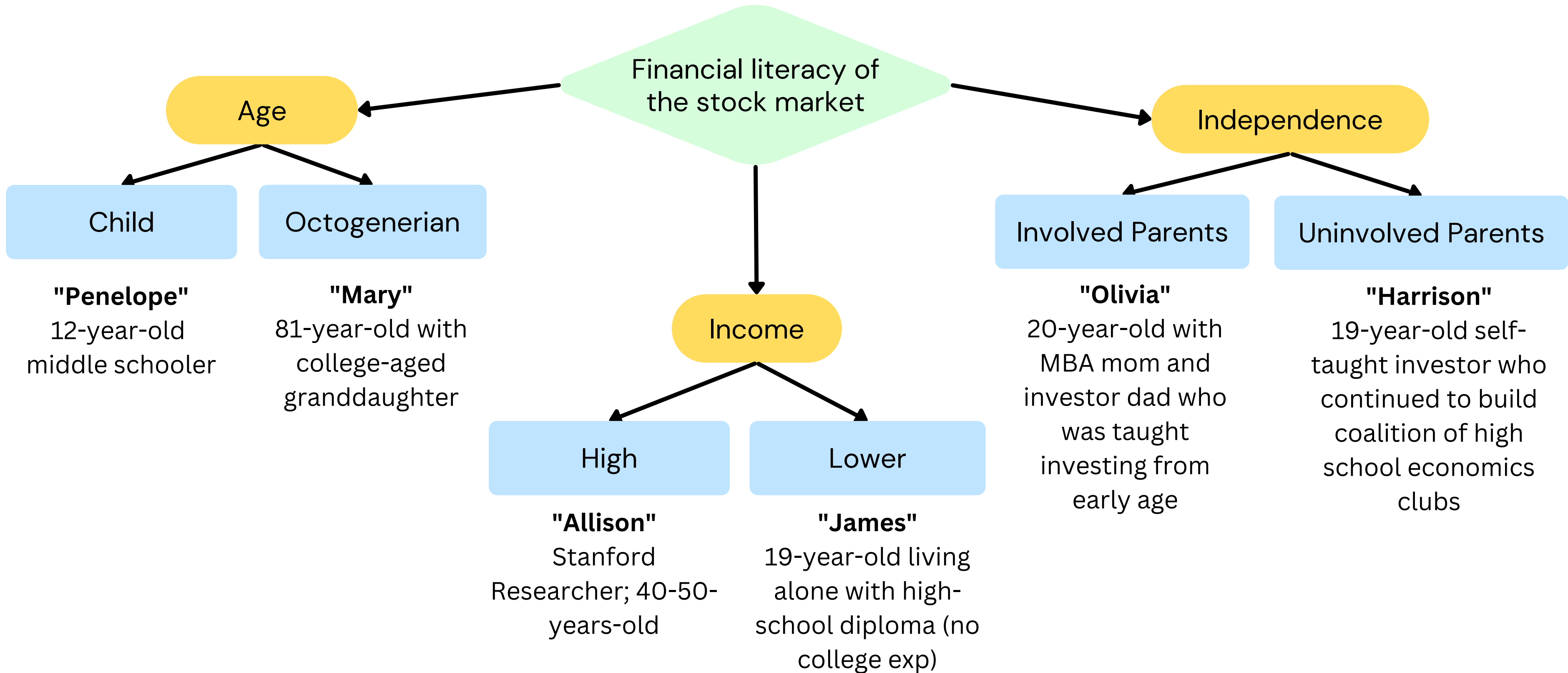
Participant Selection



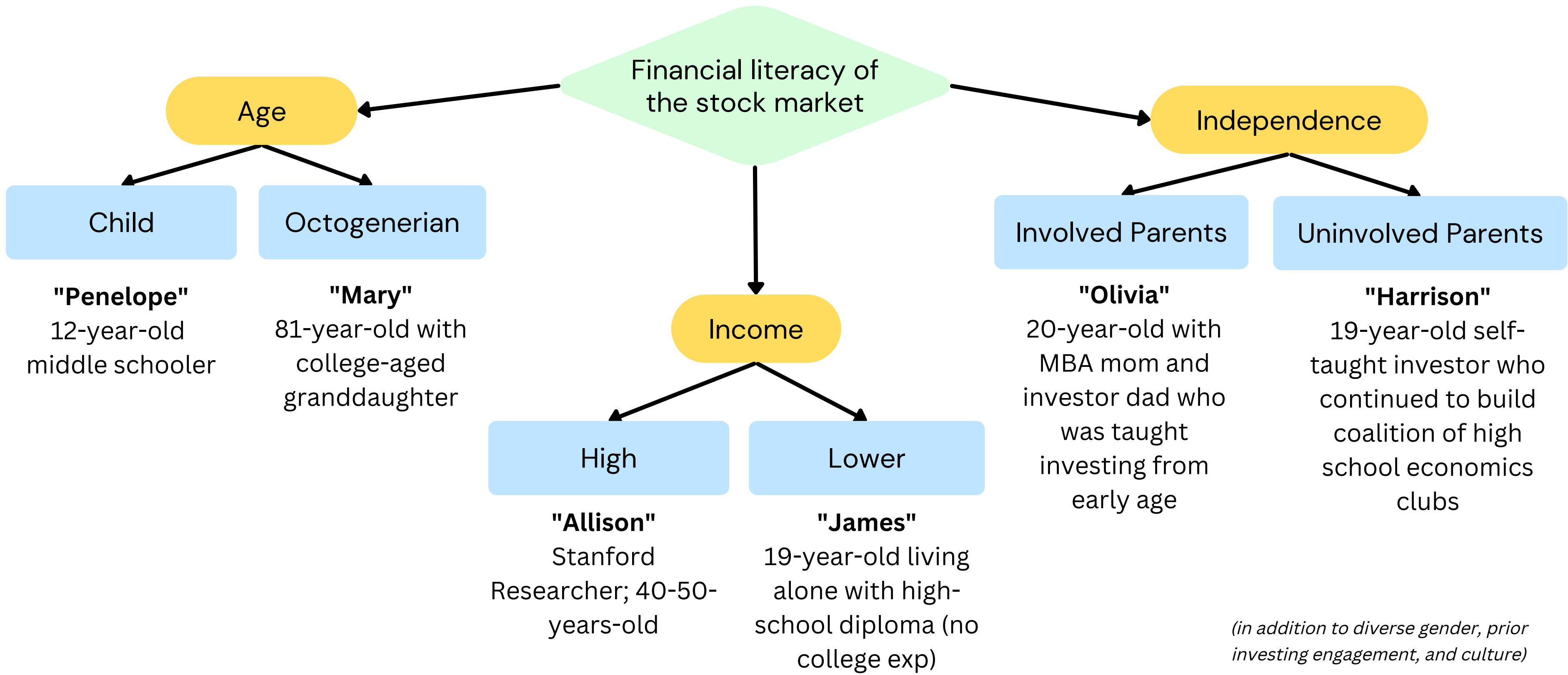
Participant Selection



Participant Selection

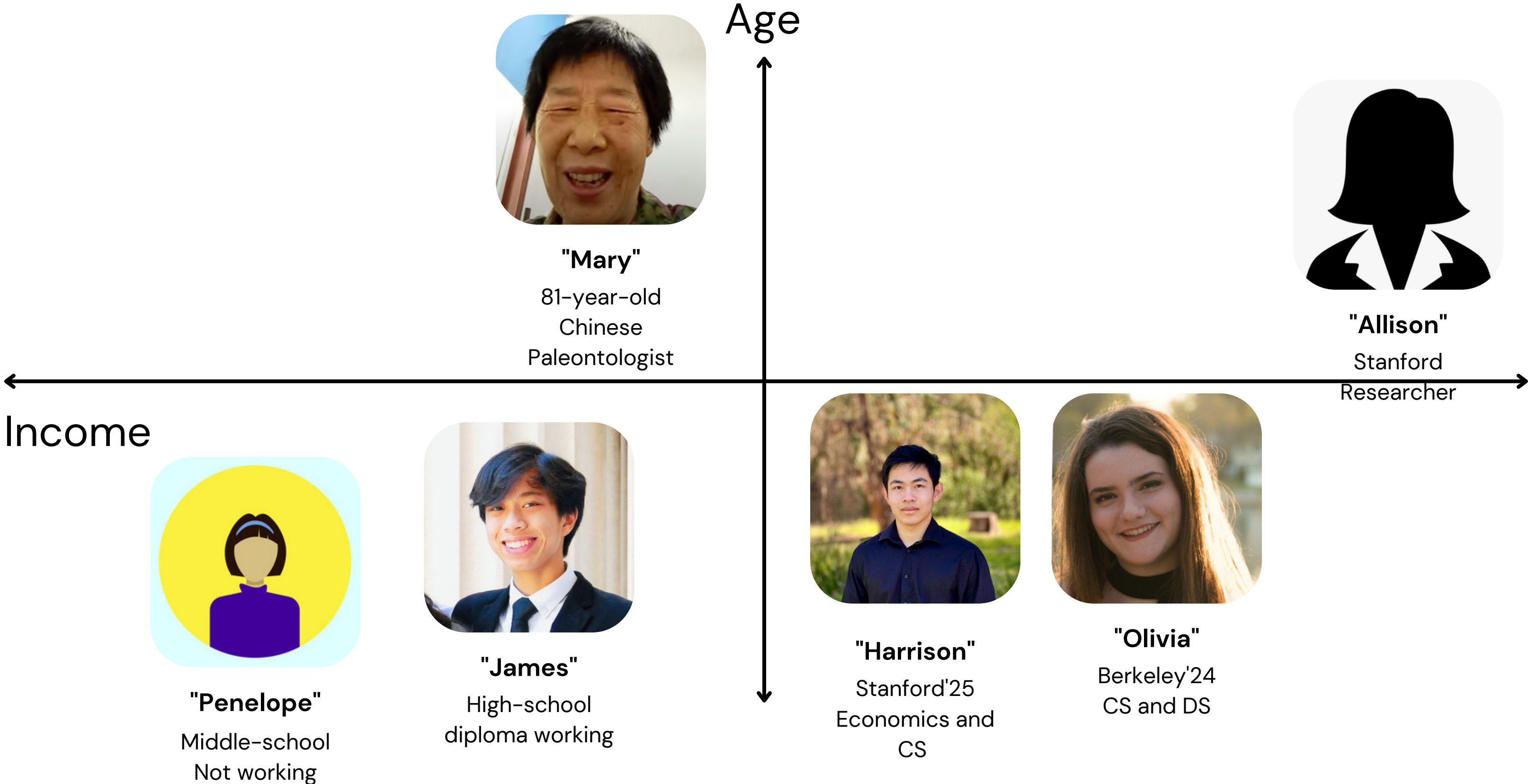


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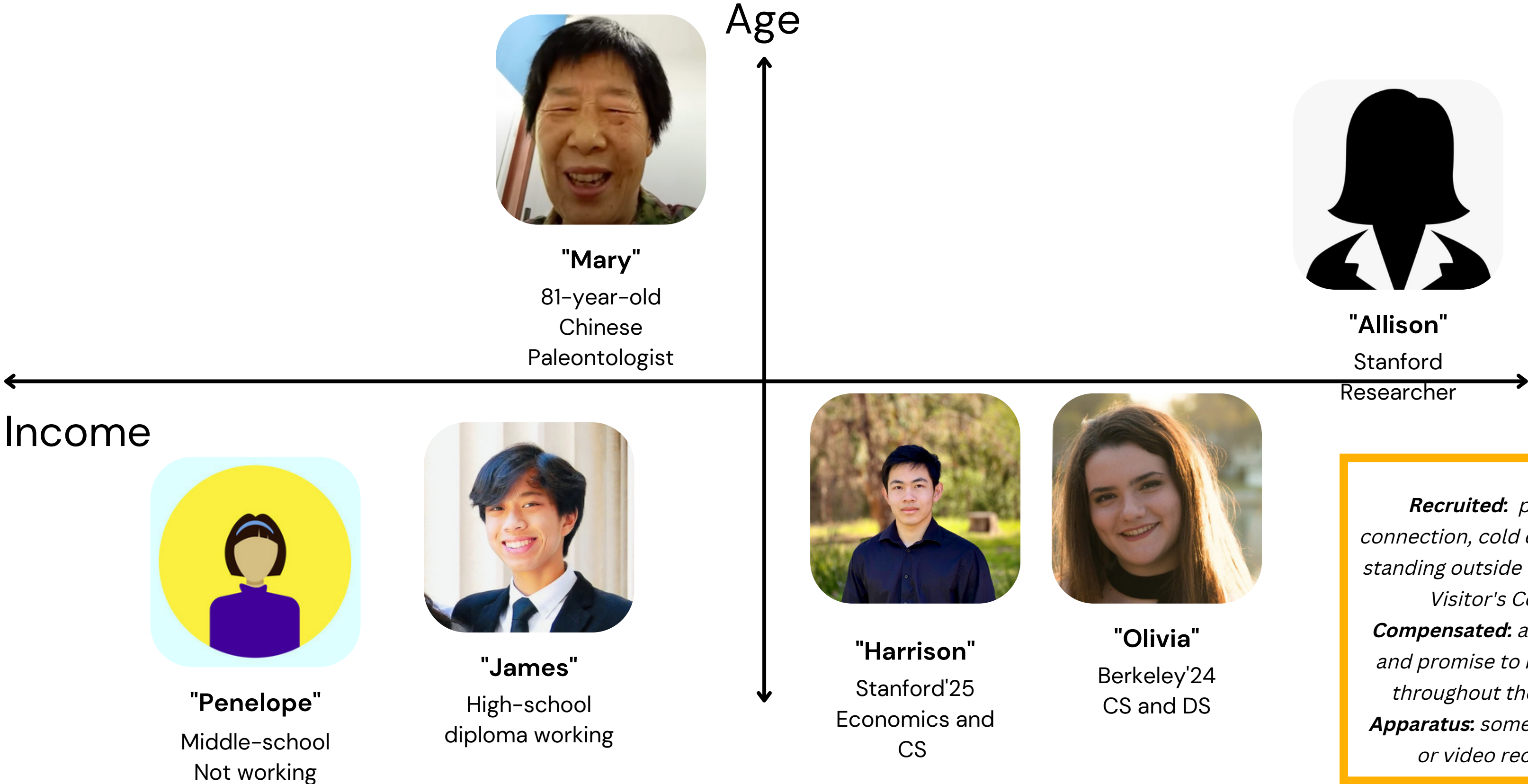


(in addition to diverse gender, prior investing engagement, and culture)

We spoke to...



We spoke to...



Recruited: personal connection, cold emailing, and standing outside the Stanford Visitor's Center.

Compensated: appreciation and promise to be updated throughout the quarter.

Apparatus: some were audio or video recorded.

... and asked them

How did you learn about personal finance?

Do you invest? Why or why not?

Do you educate your kids on personal finance and investment?

What are some challenges you have faced in investment?

How do people around your age / in your social circle make investments similarly or differently from you?

3

Interview results

Key quotes & empathy map



"Penelope"

Middle-schooler

Interview length: 30 min

Location: Richmond, California

"What do you feel about personal finance?"

"... boring?"

chokes on my glass of water

"... but important!!! ^_^ "

"I think personal finance is about paying your bills, working jobs, and being responsible."

"I think I'll learn it through google on my own. Then maybe, if I have questions, I will consult my parents and my big sis."



"Mary"

**81-year-old Chinese
Paleontologist**

Interview length: 30 min

Location: Zoom

"Scholars like me don't have much time to figure things out about investment, so it's better to choose something safe."



"Allison"

Stanford researcher

Interview length: 30 min

Location: Cantor

"I feel like it's a lot of information I'd have to catch up on and really dedicate myself to understanding to be able to make decisions for myself, and I'm just not there"

"It's a constant negotiating of how much [finance concepts] to share and how much to let kids in this adult stuff"



"James"

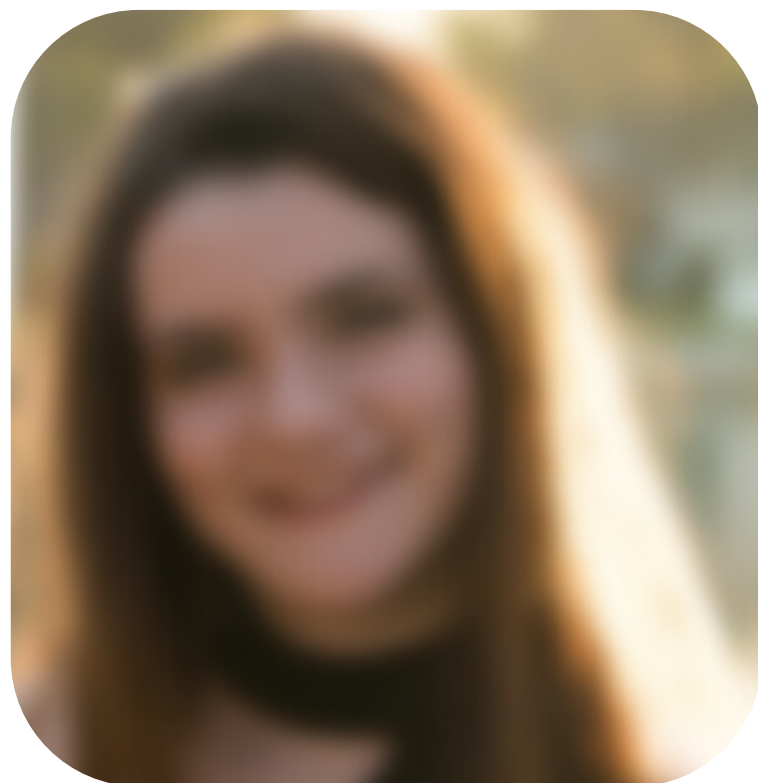
High-school
diploma; working

Interview length: 20 min

Location: Outside Duan (EVGR-A)

"I have gone down Investopedia rabbit holes ... there are a lot of traditionally opaque tools in investing that the average trader wouldn't know if they haven't worked in finance"

"I want to have an expected return over a time period and not worry about atomic details like what instrument or what what companies"



"Olivia"

Berkeley '24
CS and DS

Interview length: 30 min

Location: Stanford Visitor's Center

"What worries me is that stocks are intangible. There is real money on the line and real lives can be lost without proper understanding of investing."

"I'm worried about letting control go — when I have to decide who will touch my money, who can manage it, what sites I can enter information without it being sold — I'm essentially gambling a lot of money I can't control"

Say

Stocks are worrisome cause they are intangible like gambling

Parents work with a lot of money so trust a money manager to allow time

Winning stories of investing in options are dangerous doesn't have standing

Really hard to understand investing because it is intangible

Makes sense to play around with stocks while you have low income; advisor is necessary for safety with higher income

Thinks

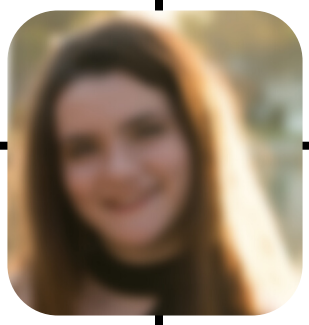
People can be reckless with stocks because they are intangible

Financial advisors are necessary when investing large amounts of money for their expertise

There are nuances in the stock market that are lucrative (ie. options)

Stock investing is necessary to stay ahead of inflation

Necessary to education self well (though time consuming) before investing



Do

Keeps her summer earnings in her own account

Splits money 1/3 to sure investments (S&P 500), 1/3 to companies with 80-90% chance of growing (Apple, Google, Amazon) and 1/3 to cheap stocks (\$15-\$20)

Asks parents to help make investment decisions to practice on larger amounts

Consciously invests portions of income to savings account, utilities, fun, and stocks

Been researching about options for a year but not committing cause uncertain despite seeing Robinhood encouraging

Feels

Dependent on financial advisors to make large investments

Worry about always personally staying ahead of inflation

Annoyed that there isn't a integrated simulation system to practice before investing

Troubled when stocks are no longer a game and need support for higher salary

Worried about online sites being vague, unhelpful for some concepts, or scams

Does taxes herself runs by her own account

Googles internet to figure out tax follows .gov sites

Her income goes to savings account that is tax-deferred, 5-10% to utilities, and 10% to investing

Started investing with Fidelity because of educational resources for new members

Happy taking ownership of her own finances

Enjoys investing taught how to get returns reliably

How she splits her budget

Empowered with resources do concepts through

Not enjoying life the expense of research and thought investing

How long it takes to figure out some personal finance concepts (taxes)

Took Girls Inc program to learn more about percentages to invest

No investment app

First practiced for 3 months with small amount of money

Troubled how the future will be when she has more money and investing is less a game

Not others who do not have financial education and make poor investment decisions that affect their real lives

Skeptical of online sites and potential financial scams

Practicing investing is better before committing

Savings accounts are essentially losing money over time

Stocks over savings account is a must to stay ahead of inflation

MBA mom and dad invests heavily

It is possible to do research and learn about investing through the Internet

Online investing sites can be helpful for personal information

Should learn personal finance from an older age

Annoying filing taxes (different regions)

Believes every person should split financial decisions

Fun to do investment decisions here

Lots of online resources to learn about investing

Investing is dangerous a lot of earnings go to taxes

Googled "investing" to Google "investing" since it is so hard

When higher salary and another control or enter information in potentially unsafe websites

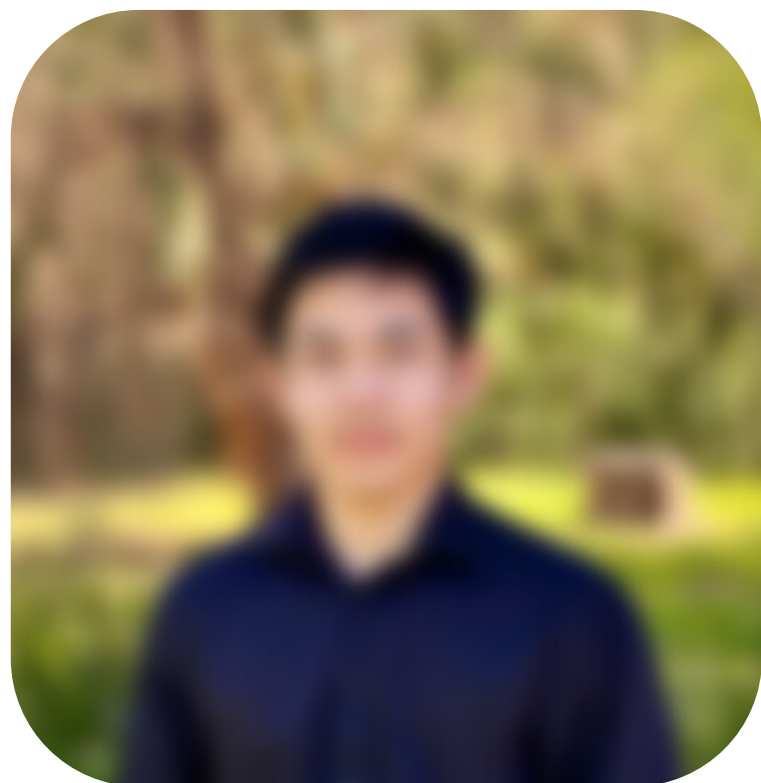
Hard to teach parents did a lot of questions

Good for secure money, but some want big profits that only options can provide

There is a lot of information involved with personal finance

Investing and investing are for long term storage

People invest in the stock market but knowledge and options) the real money



"Harrison"

Stanford CS & Econ '25

Interview length: 30 min

Location: Wilbur Dining

"It's pretty tricky to navigate, especially if you get sucked into Youtube personalities"

"The amount of money I was spending on computers was like a ton for a small child like me. I got seven hundred dollars to spend, I got to maximize it. I spent weeks and weeks getting familiar with the market; if it's like a normal price for this type of hardware... like I spent many hours a day monitoring"

4

Analyze

Contradictions, tensions, surprises
insights & needs

Contradictions

- Parents may not be supportive of teen investment until they see good results. New investors may not trust investing till they see good results.
- Parents want to teach children about finance concepts early but don't want them to know too much about the "adult details."
- For those who chose to keep money in savings account for safety in the future, they are actually losing in the long term because of inflation.

Tensions

- People are easily discouraged by unsuccessful investment stories in their social circle or the time it takes to learn about investing and the financial jargon.
- Younger children are less excited about personal finance because they have no income, despite early practice being necessary for a better future.
- Older people have trouble keeping up with investment trends and making sound decisions as the market might update without them knowing.

Surprises

- Some younger generation learn personal finance independent from their parents.
- People's willingness to invest (and even child habits) can be influenced by those around them.
- While students can make their own financial decisions and have fun being independent, higher salaries, complex income packages, and busy lives means they inevitably need to find a trustworthy financial advisor.

5

Summary

Key takeaways and next steps

Summary

- Interviewed 6 people across varied income, age, and independence.
- It is not just a literacy problem. There are plenty of resources, but there are constraints of time, support, and confidence that prevents people from starting to invest.
- It is empowering and fun to invest at a young age. However, people find it hard keep up with, so often chose to minimize investing later in life.
- This is as much a branding game as a product game. Things like (1) necessity of investing (2) building trust of an online platform (3) rewriting the mindset that investing is hard to start must be overcome

Next Steps

- Continue interviewing diverse personas
- Continue synthesizing and drawing insights from interviews
- Narrow down problem domain within investing for personal finance
- HMW statements and experience prototyping as next steps of the design thinking process!!

Appendix

Additional information

Say

Stocks are worrisome cause they are intangible like gambling

Parents work with a lot of money so trust a money manager to allow time for life

Winning stories of investing in options are dangerous and even she doesn't have understanding

Annoying filing taxes (different regions esp)

Day trading is dangerous because a lot of earnings will go to taxes

No central hub to teach everything so parents did a lot of answering questions

Believes every person should split finances

Daunting to Google "What is a stock" since it is so broad

Stocks are good for secure long term money, but some want big profits that only options can provide

Fun to do investing decisions herself

Worried when higher salary and has to give another control or enter information in potentially unsafe websites

Lots of online resources to learn about investing

Stocks over savings account is a must to stay ahead of inflation

MBA mom and dad invests heavily

Thinks

People can be reckless with stocks because they are intangible

Financial advisors are necessary when investing large amounts of money for their expertise

There are nuances in the stock market that are lucrative (ie. options)

There is a lot of jargon involved with personal finance

Stocks and investing are necessary for long term money storage

People invest in the stock market without knowledge (day trading and options) and often lose real money

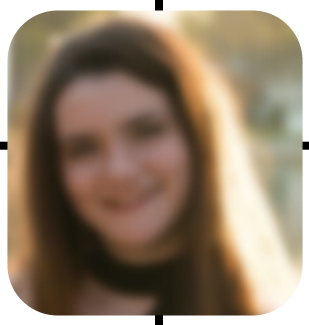
It is possible to research and learn about investing through the Internet

The stock market is a sound, safe, and reliable investment

Everyone should learn about personal finance from a young age

Practicing investing is better before committing

Savings accounts are essentially losing money over time



Do

Keeps her summer earnings in her own account

Splits money 1/3 to sure investments (S&P 500), 1/3 to companies with 80-90% chance of increasing (Apple, Google, etc), and 1/3 to cheap risky stocks (\$15-\$20)

Asks parents to help make investment decisions to practice on larger amounts

Does taxes herself and runs by family accountant

25% of her income goes to savings account that is untouchable, 5-10% to fun, rent & utilities, and rest to investing

Been researching about options for a year but not committing cause uncertain despite seeing Robinhood encouraging

Googles intensely to figure out taxes but only follows .gov sites

No investment app

Started investing with Fidelity because of educational resources for new members

Took Girls Inc program to learn more about percentages to invest

First practiced for 3 months with small amount of money

Feels

Dependent on financial advisors to make large investments

Worry about always personally staying ahead of inflation

Annoyed that there isn't a integrated simulation system for her to practice before starting to invest

Happy taking ownership of her own finances

Proud of how she splits up and follows her budget

Troubled that enjoying life comes at the expense of heavy research and thought in investing

Enjoys investing once taught how to make returns reliably

Feels disempowered when online resources don't teach concepts throughly

Frustrated how long it takes to figure out some personal finance concepts (taxes)

Troubled how the future will be when she has more money and investing is less a game

Anxious for others who do not have financial education and make poor investment decisions that affect their real lives

Skeptical of online sites and potential financial scams

Say

There is an existing investing app for teens called Bloom

Parent's attitude about his investing only changed after his investment (in bitcoin) paid off

There are more investment options for teens today.

He doesn't put as much effort into investing now compared to before.

One should invest early since a young age

Even his teachers in school (before college) mentioned investing

Not a big portion of his peers also invested so early like him

Youtubers in cryptocurrency are especially manipulative

When he first started investing, even opening an account was hard because not a lot of companies considered teens.

His personal finance and investment habits developed relatively independent of his family

All the adults around him told him to invest early since he was young

Thinks

Young people have a limited budget that investing can maximize

Investing can start at a very young (middle school) age

Students learn better with a community

Students don't really learn from theories, numbers, and graphs. They prefer real world examples.

Not a lot of high school students have economics resources. Most are offered to upperclassmen if it exists at all

People can self-learn finances and investing

Online resources are a reputable method to learn about finances and investing

People who are unfamiliar with investing are highly averse to starting

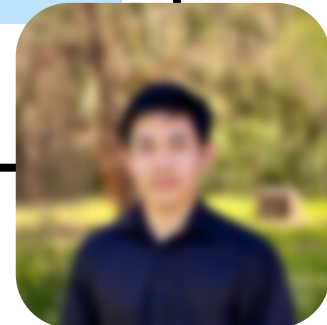
People are more open to investing when they see the profits possible

Barriers should be broken to allow young kids to start investing

It is possible to invest without spending a lot of effort and research

Media has ability to cause financial behavior change

Parents can influence a child's behavior



Do

Found the Youth Economic Initiative (YEI): an initiative that helps high school students find economics clubs.

Mostly invests in index funds now. Only checks the stocks every 5 months or so.

Bought a bitcoin in highschool

First invested in 10th grade.

In 6th grade, he monitored the computer parts market to understand the standard prices and find good deals.

In 6th grade, whenever he found good deals on computer parts, he would buy a couple and sell the extra later for profit.

Referenced reputed investment encyclopedia, financial literacy youtube channels, and other articles/media for investment information.

Reached out to other existing economics clubs to join YEI

Attended economics camp in middle school that got him into economics

Hosted "boba fundraisers" as part of YEI: they went "interviewing people, like derive the demand curve for boba and derive the cost and whatnot, and we applied all these economics principles to find the optimal price for boba"

Feels

Frustrated with determining who is manipulative and spreading misinformation

Exhausted spending too much effort and time on investing

Finds value in investing

More like an adult deserving of respect when investing

Dealing with finances alone can be demotivating

Investing can be fun

Pride for figuring out his own way in investing

Satisfied with his investment decisions thus far

Wants to prove his parents he can be independent

Regrets that he could've started even earlier

Independent with the ability to invest

Say

There is an existing investing app for teens called Bloom

Parent's attitude about his investing only changed after his investment (in bitcoin) paid off

There are more investment options for teens today.

He doesn't put as much effort into investing now compared to before.

One should invest early since a young age

Even his teachers in school (before college) mentioned investing

Not a big portion of his peers also invested so early like him

Youtubers in cryptocurrency are especially manipulative

When he first started investing, even opening an account was hard because not a lot of companies considered teens.

His personal finance and investment habits developed relatively independent of his family

All the adults around him told him to invest early since he was young

Thinks

Young people have a limited budget that investing can maximize

Investing can start at a very young (middle school) age

Students learn better with a community

Parents can influence a child's behavior

Students don't really learn from theories, numbers, and graphs. They prefer real world examples.

Not a lot of high school resources support investing

People are more open to investing when they see the profits possible

Online resources are a reputable method to learn about finances and investing

People who are unfamiliar with investing are highly averse to starting

People are more open to investing when they see the profits possible

Investing should be broken to young kids to start investing

It is possible to invest without spending a lot of effort and research

Media has ability to cause financial behavior change

Everyone should, and has the capability of, starting to invest early

Do

Found the Youth Economic Initiative (YEI): an initiative that helps high school economics

Mostly funds from the school

Bought

First invested in 10th grade.

In 6th grade, he monitored the computer parts market to understand the supply and demand

Used various channels, and articles/media for investment information.

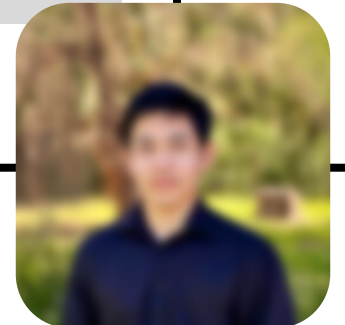
Reached out to other existing economics clubs to

Attended an economics camp in that got him

Used "fundraisers" as they went "people, like and curve for the cost and applied all these economics principles to find the optimal price for boba"

Keeping a budget and buying computer parts helped him develop personal finance consciousness

Tied real life examples (boba) to activities in his economics club to keep people engaged



Feels

Frustrated with determining who is manipulative and mis

Exhausted too much time on investing

Finds value in investing

More like an adult deserving of respect when investing

Dealing with financial decisions

Investing can be fun

Pride for figuring out his own way in investing

Empowered when investing independently early

Frustrated in finding trustworthy investing information

Worried with his investment decisions thus far

Wants to prove his parents can be independent

Wishes that he could've started even earlier

Independent with the ability to invest

Say

Both parents are lawyers

Her daughter has a classmate who became "obsessed with money"

Mom is a tax specialist and did corporate retirement. She was able to ask her mom about financial details

Thinks

Job/specialization deters from proper financial literacy

Financial differences can cause tension

Children can become entitled to their privileges

Did not grow up in a family that frequently discussed money

Had a long runway till starting to make income b/c of grad school and phd

The personal finance info she got from parents focused on saving and frugal spending

Beneficial to diversify personal finance profile

Having spare money makes investing much easier

Different jobs/stages of life have different options in financial packages

Her children are increasingly noticing what other people have versus what they have

There are different retirement options at stanford. (e.g. pick targeted date fund based on age)

Had a lot of Econ major friends in college that made her think more about personal finance

Good to learn financial concepts from a young age

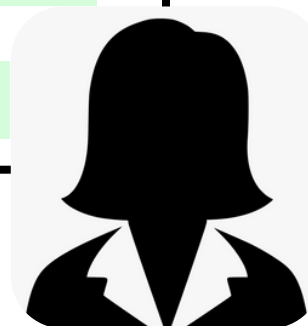
Sharing details of finances with children make them too money-oriented

Having knowledgeable parents gives confidence to try a financial action when independent

Realized in grad school that she has institutional options to save for retirement

As a high schooler, parents urged her to think about stocks and companies

Her two kids have very different spending habits



Feels

Do

Invests pretty conservatively

Teaches children financial concepts in more abstract ways (e.g. borrow money & interest rate)

Teaches her children that different people make different financial choices

Confused by large number of terminology

Respects financial advisors to handle money

Loves explaining concepts through children activities

Took one year off between undergrad and grad school, during which she learned importance of retirement saving from family conversations

When her kids have lemonade stands or bake sales, she encourages her kids to think about the behind-the scene costs

Signed up for financial advising support that has a pretty high annual fee

Timid in current investments due to lack of knowledge

Worried that older children have bad spending habits

Secure in her financial stability

Mostly invests in index funds now. Only checks the stocks every 5 months or so.

Emphasizes to her children that they are very lucky

Participated in racial inequity and investment knowledge workshops in the school she previously worked at

Surprised how so many investors choose to be risky

Overwhelmed with all the possible how-to financial information to read

Curious about how to grow her family's investment portfolio

Hires a financial advisor and outsources investing things to them

Concerned with high-risk high-reward stocks

Say

Both parents are lawyers

Her daughter has a classmate who became "obsessed with money"

Mom is a tax specialist and did corporate retirement. She was able to ask her mom about financial details

Did not grow up in a family that frequently discussed money

Became aware of personal finances because of retirement saving

Her children are increasingly noticing what other people have versus what they have

Started a 401k (e.g. pick targeted date fund based on age)

Realized in grad school that she has institutional options to save for retirement

As a high schooler, parents urged her to think about stocks and companies

The personal finance info she got from parents focused on saving and frugal spending

Had a lot of Econ major friends in college that made her think more about personal finance

Her two kids have very different spending habits

Thinks

Job/specialization deters financial growth

Important for kids to understand financial concepts

Beneficial to have a personal finance profile

Good to learn financial concepts from a young age

Financial differences can cause tension

Money makes it hard to share

Sharing details of financial goals with children make them more money-oriented

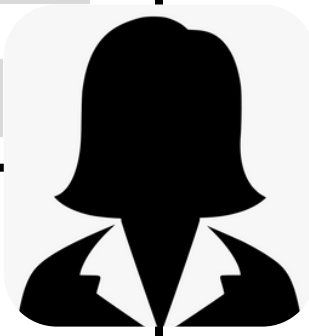
Investing can be low time commitment

Children can become entitled to their privileges

Different jobs/stages of life have different options in financial packages

It's hard to be a money manager when you have a lot of money

Investing has a scary, volatile side



Do

Invests pretty conservatively

Teaches children financial concepts in more abstract ways (e.g. borrow money & interest rate)

Outsources her investing to an advisor

Took one year off between undergrad and grad school when she learned about retirement and family options

Teaches her kids about financial concepts through her kid's activities and abstract explaining

Mostly in her spare time, she spends about 15-20 minutes or so.

Hires a financial advisor and outsources investing things to them

Her kids don't understand or bake into their lives, she encourages her to think about the real world costs

Emphasizes to her children that they are very lucky

Teaches her children that different people have different financial goals

She signed up for financial advising support that has a pretty high annual fee

Participated in racial inequity and investment knowledge workshops in the school she previously worked at

Feels

Confused by large number of terminology

Timid in current investments due to lack of knowledge

Surprised how so many investors choose to be risky

Respects financial advisors to handle money

Overwhelmed with the effort needed to invest: knowledge one has to learn and time it takes

Can be taught to children

Overwhelmed with all the possible how-to financial information to read

Loves explaining concepts through children activities

Concerned about her financial stability

Worried about how to grow her family's investment portfolio

Concerned with high-risk high-reward stocks

Say

Understands personal finance is important

Personal finance is limited to paying bills, working on jobs, and not getting into trouble.

Likes learning from apps like Prodigy Math where you make progress in a game via solving math problems.

Personal finance is boring

Barriers to learning about personal finance since the topic is high level.

Enjoys drawing, art, and reading. Art looks nice. Is drawn to aesthetics and fun activities.

Is open to trying apps that do financial stuff for you automatically

Will learn about finance online by self. If help is needed, will consult parents.

Top of mind is that financial apps may get hacked or the app may glitch, making someone lose real money

Really enjoys apps like tiktok where content is in watching format

Has more fun when playing games with friends.

Playing games with friends is chaotic

Showing achievements in games are not competitive. It's more about admiration.

Thinks

Understands real money is at play in investing

A good time to start learning about personal finance is when she enters high school

Addicting apps are also the most fun

Games become boring after you learn everything about them

Personal finance is limited to working jobs and paying bills

Personal finance can be automated

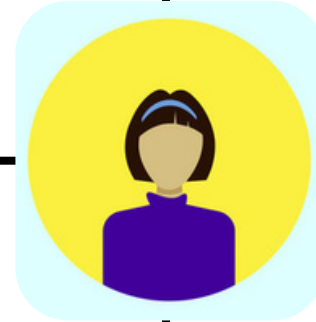
Good games need to have continual mysteries and updates

Personal finance is tough to learn because not many people know about it from a young age

Spending time with friends is more enjoyable than any alternative

Personal finance is inherently a boring subject

Personal finance education starts at high school age



Do

With friends, plays GamePegion, text message games, and roblox.

Doesn't play much with random people.

She shows proud achievements in games to friends.

If games do not receive updates, she keeps it around, does not uninstall it

She had a stiff face when talking about finance but excited/smile when talking about things she does with friends.

Switches up games once she knows it inside out.

Downloads apps that have hype around them.

Plays alone when no friends are nearby

Apps that keep her engaged:
TikTok
GamePegion
Prodigy Math
Roblox

When she visits family members where adults talk she has nothing to do and sits quietly.

Feels

Proud about short lived, virtual achievements in games

Personal finance is boring and mundane

Connected with friends when she shared in-app achievements with them

Stimulated when playing with friends

Content when drawing and indulging in art

Values independence when learning about personal finance

Worried at the security of financial apps

Happier when doing things with her friends

Dissatisfied when apps/games end or are not updated frequently

Restricted due to limited prior knowledge

Say

Understands personal finance is important

Personal finance is limited to paying bills, working on jobs, and not getting into trouble.

Likes learning from apps like Prodigy Math where you make progress in a game via solving math problems.

Personal finance is boring

Barriers to learning about personal finance since the

Is open to t that do finan you auto

Will learn personal finance on her own with the help of the internet, in the next couple of years.

Really enjoy tiktok where content is in watching format

Has more fun when playing games with friends.

Playing games with friends is chaotic

Showing achievements in games are not competitive. It's more about admiration.

Enjoys drawing, art, and reading. Art looks nice. Is drawn to aesthetics and fun activities.

Top of mind is that financial apps may get hacked or the app may glitch, making someone lose real money

Thinks

Understands real money is at play in investing

A good time to start learning about personal finance is when she enters high school

Addicting apps are also the most fun

Games become boring after you learn everything about them

Personal working

No rush to learning about personal finance until earning a salary

Personal finance can be automated

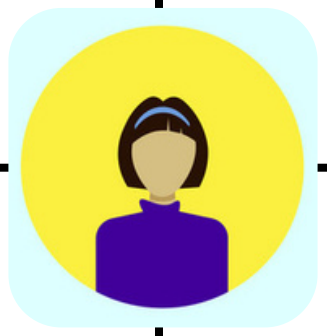
Good games need to have continual mysteries and updates

Personal learn because not many people know about it from a young age

ing time with friends e enjoyable than any alternative

Personal finance is inherently a boring subject

Personal finance education starts at high school age



Do

With friends, plays GamePegion, text message games, and roblox

Doesn't play much with random people.

She shows proud achievements in

If games do updates, s around, c unis

Uses apps if it allows interaction with friends

She had a stiff face

She sticks with apps that have new updates or features to keep the exhilaration of exploration alive

Downloads apps that have hype around them.

When she visits family members where adults talk she has nothing to do and sits quietly.

Prodigy Math Roblox

Feels

Proud about short lived, virtual ach

Personal finance is boring and mundane

Connected with friends when

Stim playin

Personal finance, in general, is not an alluring subject

Worries about handling finances herself due to loss of allowance when using insecure investment apps

Worried at the security of financial apps

en draw ing in ar

Dissatisfied when apps/games end or are not updated frequently

prior knowledge

Say

Most who are elderly, scholars, or researchers prefer investing in safer options like bank products, governmental bonds, or securities

Not willing to invest in stock because it is unpredictable

Stocks need dedicated time and energy to make good decisions

People she knew who chose riskier investing options got into scams before.

She is not willing to make risky investment because she's afraid of getting into scams.

When her husband started investing (pre-internet) he had to exchange info with acquaintances or go to stock centers

The government has imposed stricter regulations on investment fraud.

Her son-in-law makes investment that is slightly riskier

Son-in-law doesn't have enough time and energy to make very large/risky investment.

Elderly people give their money to support their children to buy houses or their grandchildren's education, so would not spend much on investments.

Thinks

People working in accounting or finance would be able to invest themselves

Only experienced people can educate their kids on investing

Scholars are not interested in dealing with investing

It is difficult to learn about investing and personal finance

An institutional bank is a safer choice for money

Saving money in a bank is the best way to use decades later

Risky investments can be scams

Investing is time consuming

Not having financial background compounds to later generations also not investing either

People without financial background have no ability to provide thoughts on investment decisions



Do

Only invests in products offered by major national bank

She relies on a specialist at the bank near where she lives to understand the different investment products at the bank.

She didn't really educate her daughter on personal finance or investing.

Her daughter also didn't educate her granddaughter on financial investment.

Uses apps on her phone to keep up on news.

Personally never plays games on her phone.

Prefers her learning through books or personal computer.

Saves money to support her daughter and her family

Did not take the time to understand stocks

Hands-off in education of children in investments and in the present decisions as well

Feels

Afraid of investing scams

Terrified by stories of investing mistakes of people around her

At peace with investing in a bank

Grateful for reliable assistance offered by bank specialists

Unsupportive of risky stock investing

Overwhelmed by knowledge needed to get into stocks

Troubled about how-up-to-date one needs to be to invest

Trusts old financial experts with financial decisions

Values safety, convenience, and reliable assistance

Concerned that financial inexperience will mean bad investment decisions

Say

Most who are elderly, scholars, or researchers prefer investing in safer options like bank products, government bonds, or securities.

People she knew who chose riskier investing options got into scams before.

Her son-in-law makes investment that is slightly riskier.

She is not willing to make

Son-in-law doesn't have enough time and energy to make very large/risky investment.

Prefers safer, easier investing options that do not require her to devote too much time and energy

Not willing to invest in stock because unpredictable.

Elderly people give their money to support their children to buy houses or their grandchildren's education, so would not spend much on investments.

Stocks need dedicated time and energy to make good decisions.

acquaintances or go to stock centers

The government has imposed stricter regulations on investment fraud.

Thinks

People working in accounting or finance would be able to invest.

It is difficult to learn about investing and personal finance.

Investing is time consuming.

Need high-paying finance related job to invest

Financial experts can be trusted with the complex investing system

Only people like their kids

personal bank use for money

financial compounds to also not either

Scholars are not interested in dealing with investing.

Saving money in a bank is the best way to use decades later.

People without financial background have no ability to provide thoughts on investment decisions.

Risky investments can be scams.



Do

Only invests in products offered by major national bank.

Her daughter also didn't educate her granddaughter on financial investment.

Saves money to support her daughter and her family.

Stores savings only in bank products, with even later generations less inclined to invest

She relies on at the bank she lives to use the different products at

Did not take the time to understand stocks.

Feels

Afraid of investing scams.

Grateful for reliable assistance offered by bank specialists.

Trusts old financial experts' financial decisions.

Investing in stocks is stressful, unintuitive, and difficult to keep to-date with

Safer doing what those around her are doing: low-risk bank products

Terrified by investing people are

high-risk stocks

convenience, assistance

At peace with investing in a bank.

knowledge needed to get into stocks

that financial will mean bad decisions

Troubled about how-up-to-date one needs to be to invest.

Say

Living off-campus means less organic meetups and conversations

Living off-campus alone means needing to figure out a lot of offer letters and finances independently

Lots of prior knowledge and vocab is needed to invest before starting

Financial advisors are really helpful in navigating the investment space

Hard to navigate offer letters for the first time because so much knowledge is unknown

Hard to get a credit card for the first time because all the concepts are foreign

Complicated to pick what brokerage what type of stocks, what stocks to invest

Wished there was an opportunity in stocks to just say the goal and could meet it automatically

Invests to catch up with inflation and grow savings for future

Would educate future kids by opening a sub account early

Thinks

Tribal knowledge (knowledge passed down from older peers) is valuable

Having people and friends around is easier to make better financial decisions

Investing is hard to get started with

It is possible to self-learn investing

Financial advisors are better to make financial decisions for a beginner

There is a lot of jargon in personal finance

Lots of mini choices to make before investing (firm, amount, which stocks) that make it hard to learn

Every part of investing is separate (investing is separate than bank savings)

Investing is very hands-on and not automated

Investing is a good way to grow money when it is not being used

Everyone should learn about personal finance from a young age

Internet has a lot of trustworthy information on investing



Do

Has a lot of separate apps for finances that has to filter through

Knows financial advisors are helpful, but does not personally have one

After getting a job, asked people at work what each part of the job offer meant

Went down many Investopedia rabbit holes

Learned from Robinhood Learning platform

Invests in single companies and index funds

Currently researching into liquidity options, single trader and double trader concepts

Goes out of his way to message people to meet up so that he can keep friends and bounce ideas off friends

Appreciates feedback loops that are built into the quarter system vs. quarterly for a job

Spends a lot of time on the internet figuring out concepts

Feels

Alienated from conversations when living alone

Overwhelmed by the amount needed to research before investing

Safer having a financial advisor make decisions for early investments

Pressured to invest to have money in the future

Underprepared for knowledge needed in personal finance

Happy learning from the internet

Proud of current investment choices after trial and error

Curious to always learn new investing concepts

Duty to pass on investing knowledge to children early

Worried that he will miss financial details in small print

Say

Living off-campus means less organic meetups and conversations

Living off-campus means needing to figure out a lot of things and financial independence

Lots of prior knowledge and vocab is needed to invest before starting

Financial advisors are really helpful in navigating the investment process

Hard to navigate the first time because all the concepts are foreign

Complicated to pick what brokerage what type of stocks, what stocks to invest

Wished there was an opportunity in stocks to just say the goal and could meet it automatically

Wants to catch up with others and grow savings for future

Would educate future kids by opening a sub account early

Investing is necessary to meet financial goals in the future

Personal finance knowledge and jargon is complicated

Thinks

Tribal knowledge (knowledge passed down from older peers) is valuable

Having people and friends around is easier to make better financial decisions

Investing is hard to get started with

It is possible to self-learn investing

Financial advisors are better to make financial decisions for a beginner

Thinks that financial advisors or tribal knowledge can help make easier, and better, financial decisions for you

Lots of things to learn before starting which makes it hard to learn

Every part of investing is separate (investing is separate than bank savings)

Investing is very hands-on and not automated

Investing is a good way to grow money when it is not being used

Should learn personal finance from a young age

Internet has a lot of trustworthy information on investing



Do

Has a lot of separate apps for finances that has to filter through

Knows financial advisors are helpful, but does not personally have one

After getting a job, asked people at work what each part of the job offer meant

Went down many Investopedia rabbit holes

Learned a lot from Investopedia

Investing is complicated

Currently researching into liquidity options, single trader and double trader concepts

Goes out of his way to message people to meet up and bounce ideas off friends

Appreciates feedback loops that are built into the quarter system vs. quarterly for a job

Spends a lot of time on the internet figuring out concepts

Spent a lot of time researching online and asking others to learn investing

Feels

Alienated from conversations when living alone

Overwhelmed by amount of research needed for investing

Safer having a financial advisor make decisions for early investments

Pressured to invest to have money in the future

Not prepared for the amount of knowledge needed for personal finance

Happy learning from internet

Proud of current investment choices after trial and error

Curious to always learn new investing concepts

Worried about the amount of investing children early

Worried that he will miss financial details in small print

Properly learning about investing takes a lot of time

Impedence of investing and learning about investing

Insight

People have trouble learning more about investing because of the daunting amount of things to learn and challenge in finding trustworthy information.

Need!

Step by step personal finance education that empowers people to find trustworthy sources.

Insight

People (children) learn finance principles better from real world examples.

Need!

Personal finance education that is based on real world example and enables simulated practices.

Insight

People chose not to invest because of the time it takes to understand concepts, keep up-to-date, and consistently think about investment decisions.

Need!

Low-friction path from goal (percentage of income or percent in investment categories) to automatically completed nuances of platform, which company, or investment amount.

Insight

As people have higher incomes and compensation packages, it is impossible to make optimized financial decisions by oneself. Thus, people chose to minimize investing or limit to just index funds.

Need!

Accessible financial advisors to folks that don't have financial background or even strong finances.