



Amy Smith

Digital Lifestyle

Amy is used to short-form content in the form of YouTube Shorts or TikTok videos. She likes to browse *The New York Times* newsletter that comes into her inbox from time to time. She also likes to learn by doing or following along to video instruction.



SUMMARY

- Enjoys video content
- Hands-on learner
- Subscribes to newsletters

Fears

Amy is afraid of losing her money unless she can get reassurance from a human that her money is in good hands with Vanguard.

Opportunities

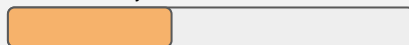
Amy is investing her money for the first time, and her dad mentioned she check out Vanguard— it's a change for a lifelong relationship.

Investment Experience

- Has no investment accounts
- Has basic knowledge of how to open an account
- Both parents have (401)k
- Friends also have no investment experience

AI Opinions

Familiarity with AI

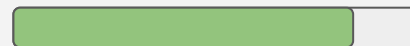


Trust of AI



Contact Preferences

Phone 📞



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Mail 📧

