

Audience Analysis Chart

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Question: *How might we create a digital experience that increases confidence and engagement for beginning investors to sign up for and benefit from accounts/services?*

| Characteristic | Description | Users |
|----------------------------|---|--|
| Age | Age range of potential users | The age range of all users starts at 18 years old with no upper limit. |
| Income Level | Income bracket of users | \$15,000+ annually |
| Investment Goals | What do users want to do with their money | Most beginning investors would be looking for more long-term investment with low to moderate risk tolerance. Some may have some short-term savings goals. |
| Knowledge Level | What level of knowledge do users have with investing | The user base would consist of no experience or knowledge of investments to basic knowledge. They would be generally unfamiliar or lack expertise with complex financial instruments (e.g., needs foundational knowledge on stocks, bonds, mutual funds). |
| Challenges/ Limitations | What are some of the hurdles users may encounter when to engage with investing services | The users challenges could include: <ul style="list-style-type: none"> ● fear of losing money ● information/jargon overload ● identifying sources they can trust ● Lack of experience of investing ● Lack of mentorship ● Lack of initial minimum capital ● Lack of resources to support niche investment interests |
| Preferred Learning Methods | How do users want to learn more about | Users prefer visual aids, step-by-step guides, and interactive tools (e.g., enjoys learning |

| | | |
|---------------------------|--|---|
| | investment accounts/services/tools | through videos, infographics, and user-friendly apps), and ability to contact a real person for further questions. ¹ |
| Communication Preferences | How users like to receive information related to investing | <ul style="list-style-type: none"> ● Jargon-free language ● A support page with more resources ● Personalized to own preferences and needs |
| Online Behavior | Refers to any devices used, websites visited, social media platforms | <ul style="list-style-type: none"> ● Devices: Smartphone (80%), Laptop (60%) ● Websites visited: News websites, social media platforms, online shopping sites |
| Investment Interests | What kinds of things do users want to invest their money in | Our user base will have diverse interests, with some being interested in ethical/sustainable investing, technology stocks, real estate, or stable index funds or bonds. ² |

Sources

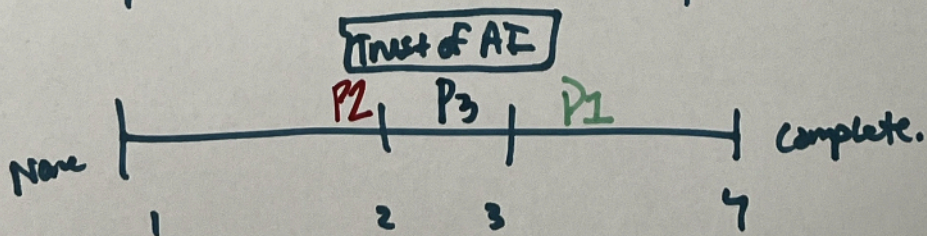
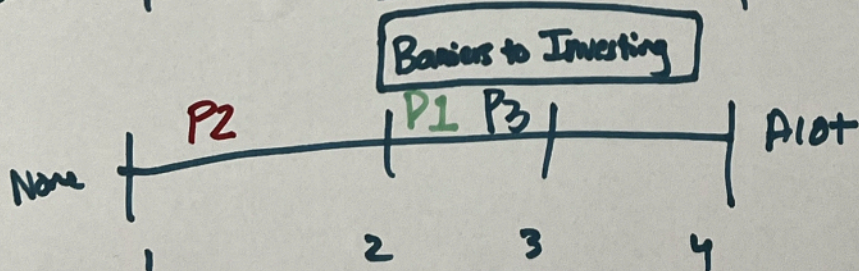
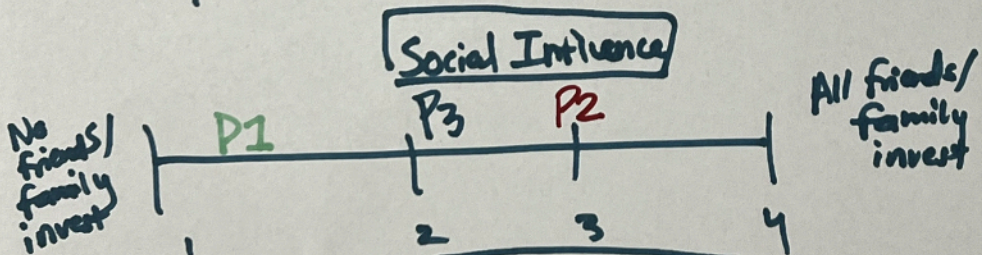
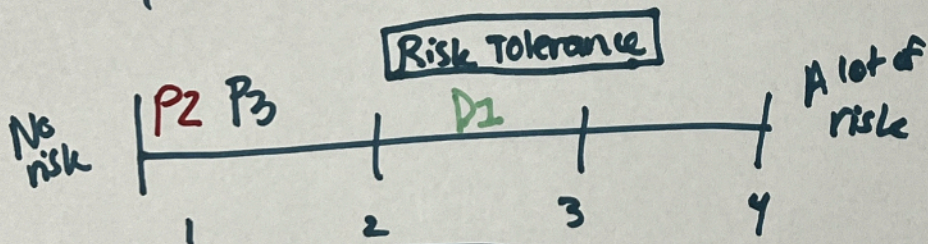
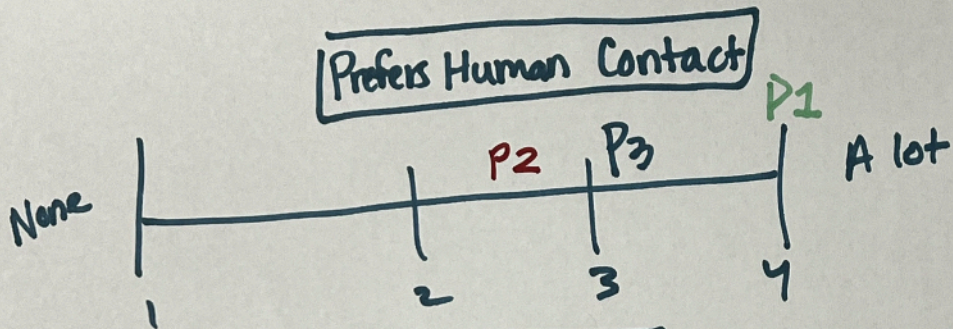
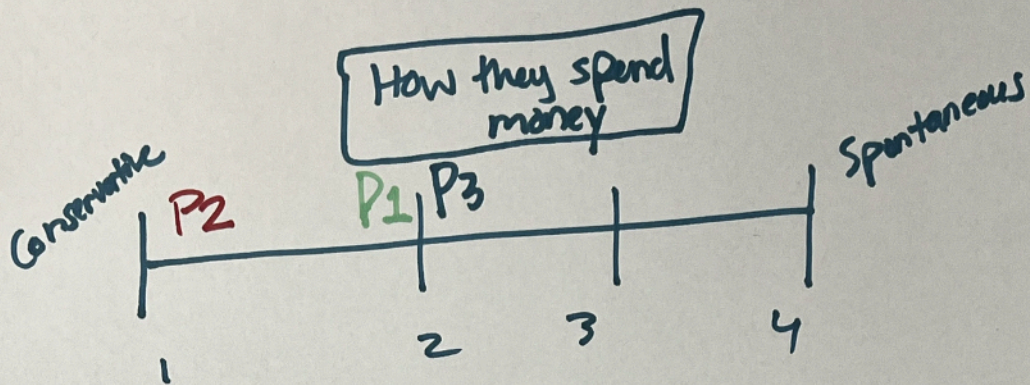
Generative for the Audience Analysis Chart (Bing, Gemini, and ChatGPT)

¹ “About 82 percent of new investors said they are interested in speaking with a financial advisor to offer assistance, according to a 2021 Schwab survey.”

<https://www.bankrate.com/investing/statistics-for-beginning-investors/#beginning-investors-statistics>

² “Financial stocks (39 percent) were the most popular among Gen Z investors, followed by real estate (37 percent) and technology (37 percent), according to Saxo research.”

<https://www.bankrate.com/investing/statistics-for-beginning-investors/#beginning-investors-statistics>



Persona List

Jon Smith (Grace)

Jon got an entry-level job at a start-up technology company after he graduated with a master's degree in mechanical engineering. He became a father half a year ago, and since his wife needed to take care of the newborn, she quit her job. Jon was a tech enthusiast who deeply loved the latest electronic products. He never impulsively splurged despite his interest, prioritizing savings and meticulously planning each purchase. Outside work, his personality drew him to tech meetups and seminars, where he relished engaging with fellow tech lovers and sharing insights and experiences.

Blake (Norry)

Blake is a detail-oriented software engineer with a keen interest in emerging technologies, particularly in artificial intelligence and fintech innovations. Having worked in the tech industry for over a decade, Blake possesses a solid understanding of the potential and risks associated with digital investments. Driven by a desire for financial independence and an early retirement, Blake is a long-term visionary who is always on the lookout for smart, sustainable investment strategies.

Amy (Ikra)

Amy is a very-risk averse young person who is interested in investing after landing her first job. She's skeptical of the rise of AI and bots, and prefers to talk or email humans directly. Before making decisions, she likes to consult her family and friends to see what companies and products they use for investing. She trusts their advice as she is new to investing. Amy has talked to some family members who mentioned Vanguard may be one company she wants to check out.