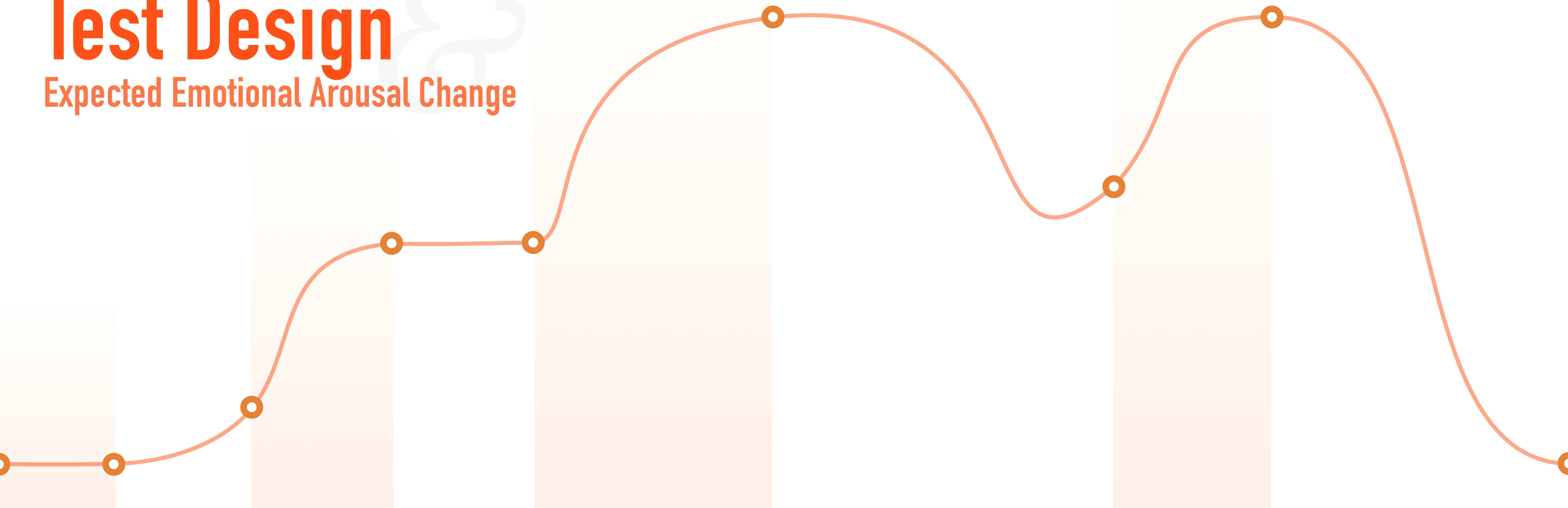


Test Design

Expected Emotional Arousal Change



STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

STEP 7

STEP 8

Introduce the test and build rapport

Ask people to estimate their retirement cost

Tell a story of others and articulate how much it costs

Guide people to create their profiles and rank their passions

Inspire people to imagine exciting scenarios by shopping predefined scenarios under the passions they ranked at Step 4

Complement scenarios with heuristics

- important people who need your financial support
- a day in retirement
- things happen monthly
- things happen yearly
- last 10 years of your life

Show the cost based on the picked scenarios

Propose solutions

made easy
retirement