

Health conscious

PHYSICAL STRUGGLING

Enjoying life

Feeling older

Retiring

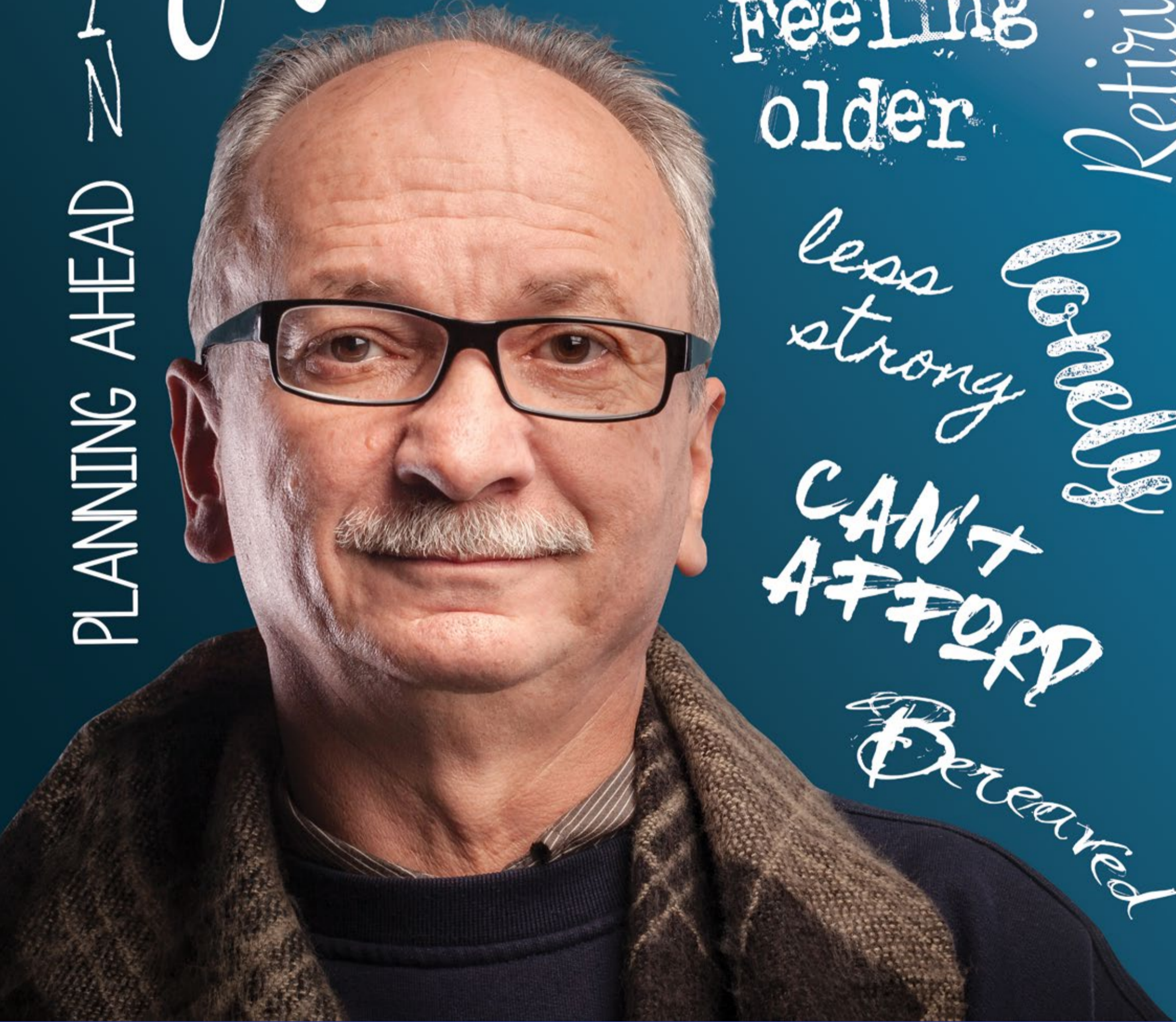
PLANNING AHEAD

less strong

Worried

CAN'T AFFORD

Deceived



Graham, Independent older person

Goals

- Manage my health and keep as fit as possible
- Sort my finances
- Live as well and independently as possible