CLAIMS

1. A computer system comprising:

one or more servers that:

(a) provide a financial personality assessment questionnaire to a user; and

(b) receive data describing said user's responses to one or more questions in said questionnaire; and

one or more processors in communication with said one or more servers that:

(a) based on said data describing said user's responses, assess said user's investment-related attitudes across a plurality of scales and produce a multi-dimensional financial personality identifier for said user; and

(b) construct a user risk profile for said user derived from said multi-dimensional financial personality identifier.

2. A system as in claim 1, wherein constructing said user risk profile comprises mapping said user to one of a plurality of profiles.

3. A system as in claim 1, wherein said one or more processors further adjust said user risk profile, based on said user's current financial circumstances.

4. A system as in claim 3, wherein said adjusting further comprises analyzing factors comprising one or more of: income, expenditures, externally held wealth, or liabilities.

5. A system as in claim 1, wherein said one or more processors adjust a portfolio risk profile for an investment portfolio of said user, based on said user risk profile.

6. A system as in claim 1, wherein said one or more processors generate a financial personality assessment report based on said user risk profile.

7. A system as in claim 6, wherein said financial personality assessment report comprises one or more single dimension texts and one or more interaction texts.

8. A system as in claim 7, wherein said financial personality assessment report further comprises one or more distinguishing features texts, said one or more distinguishing features texts based on all dimension scores.

9. A system as in claim 1, wherein said plurality of scales comprises risk tolerance and one or more of: composure, market engagement, perceived financial expertise, delegation, or belief in skill.

10. A system as in claim 9, wherein each of said scales is assigned a numerical score.

11. A system as in claim 10, wherein responses to questions related to said scales are each assigned a numerical score.

12. A system as in claim 11, wherein each of said numerical scores is an integer within the range of 1 to 5, inclusive.

13. A system as in claim 11, wherein a total score for each scale is obtained by summing numerical scores for responses to questions related to said scale.

14. A system as in claim 13, wherein each scale is divided into a plurality of categories related to a total score for said scale.

15. A system as in claim 1, wherein each scale in said plurality of scales is associated with a corresponding subset of said questions.

16. A system comprising:

one or more servers that receive and store data describing responses to a plurality of questionnaire questions related to risk tolerance; and

one or more processors that:

(a) identify, in said data, one or more personality dimensions related to financial personality, said one or more personality dimensions comprising a risk tolerance dimension;

(b) identify a first subset of said plurality of questionnaire questions related to risk tolerance as being associated with said risk tolerance dimension;

(c) identify a second subset of said plurality of questionnaire questions, which is a subset of said first subset, and which has a similar predictive power as said first subset; and

(d) construct, with said processing system, a questionnaire comprising said second subset of said plurality of questionnaire questions.

17. A system as in claim 16, wherein:

said one or more servers:

provide said questionnaire to a user; and

receive data describing said user's responses to one or more questions in said questionnaire; and

said one or more processors:

based on said data describing said user's responses, assess said user's investment-related attitudes across a plurality of scales and produce a multi-dimensional financial personality identifier for said user; and

construct a user risk profile for said user derived from said multi-dimensional financial personality identifier.

18. A system comprising:

one or more servers that:

receive data describing a user risk tolerance profile value for a user, said user risk tolerance profile derived from a multi-dimensional financial personality identifier; and

receive data describing financial circumstances and investment objectives of said user; and

one or more processors that:

calculate a portfolio risk profile for a current investment portfolio of said user;

calculate a target risk profile value for said portfolio, based at least in part on said financial circumstances and investment objectives and on said user risk tolerance profile value derived from said multidimensional financial personality identifier; and

construct a portfolio allocation recommendation based on said target risk profile value for said portfolio.

19. A system as in claim 18, wherein said target risk profile value is calculated as a function of one or more of: said user risk tolerance profile value, said user's assets and liabilities, said user's annual income and expenditures, or said user's estimated years until retirement.

20. A system as in claim 18, wherein said target risk profile value is calculated as a function of said user risk tolerance profile value, said user's assets and liabilities, said user's annual income and expenditures, and said user's estimated years until retirement.

21. A system as in claim 18, wherein said portfolio allocation recommendation is for no change, when the absolute value of the difference between said target risk profile value and said risk tolerance profile value is less than a predetermined numerical value.

22. An article of manufacture storing software in a non-transitory computer readable medium, said software configured to direct one or more processors to perform at least the following steps:

providing a financial personality assessment questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with a processing system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user; and

constructing, with said processing system, a user risk profile for said user derived from said multi-dimensional financial personality identifier;

wherein said processing system comprises one or more processors.

23. An article of manufacture as in claim 19, wherein constructing said user risk profile comprises mapping said user to one of a plurality of profiles.

24. An article of manufacture as in claim 19, further comprising software for adjusting said user risk profile, based on said user's current financial circumstances.

25. An article of manufacture as in claim 24, wherein said step of adjusting further comprises analyzing factors comprising one or more of: income, expenditures, externally held wealth, or liabilities.

26. An article of manufacture as in claim 19, further comprising software for adjusting a portfolio risk profile for an investment portfolio of said user, based on said user risk profile.

27. An article of manufacture as in claim 19, further comprising software for generating, with said processing system, a financial personality assessment report based on said user risk profile.

28. An article of manufacture as in claim 27, wherein said financial personality assessment report comprises one or more single dimension texts and one or more interaction texts.

29. An article of manufacture as in claim 28, wherein said financial personality assessment report further comprises one or more distinguishing features texts, said one or more distinguishing features texts based on all dimension scores.

30. An article of manufacture as in claim 19, wherein said plurality of scales comprises risk tolerance and one or more of: composure, market engagement, perceived financial expertise, delegation, or belief in skill.

31. An article of manufacture as in claim 19, wherein each scale in said plurality of scales is associated with a corresponding subset of said questions.

32. An article of manufacture storing software in a non-transitory computer readable medium, said software configured to direct one or more processors to perform at least the following steps:

receiving and storing data describing responses to a plurality of questionnaire questions related to risk tolerance;

identifying, with a processing system, in said data, one or more personality dimensions related to financial personality, said one or more personality dimensions comprising a risk tolerance dimension;

identifying a first subset of said plurality of questionnaire questions related to risk tolerance as being associated with said risk tolerance dimension;

identifying a second subset of said plurality of questionnaire questions, which is a subset of said first subset, and which has a similar predictive power as said first subset; and

constructing, with said processing system, a questionnaire comprising said second subset of said plurality of questionnaire questions.

33. An article of manufacture as in claim 16, further comprising software for:

providing said questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with a processing system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user; and

constructing, with said processing system, a user risk profile for said user derived from said multi-dimensional financial personality identifier.

34. An article of manufacture storing software in a non-transitory computer readable medium, said software configured to direct one or more processors to perform at least the following steps:

receiving data describing a user risk tolerance profile value for a user, said user risk tolerance profile derived from a multi-dimensional financial personality identifier;

receiving data describing financial circumstances and investment objectives of said user;

calculating with a processing system a portfolio risk profile for a current investment portfolio of said user;

calculating with said processing system a target risk profile value for said portfolio, based at least in part on said financial circumstances and investment objectives and on said user risk tolerance profile value derived from said multidimensional financial personality identifier; and

constructing a portfolio allocation recommendation based on said target risk profile value for said portfolio.

35. A method comprising:

providing a financial personality assessment questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with a processing system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user; and

constructing, with said processing system, a user risk profile for said user derived from said multi-dimensional financial personality identifier;

wherein said processing system comprises one or more processors.

36. A method as in claim 35, wherein constructing said user risk profile comprises mapping said user to one of a plurality of profiles.

37. A method as in claim 35, further comprising adjusting said user risk profile, based on said user's current financial circumstances.

38. A method as in claim 37, wherein said step of adjusting further comprises analyzing factors comprising one or more of: income, expenditures, externally held wealth, or liabilities.

39. A method as in claim 35, further comprising adjusting a portfolio risk profile for an investment portfolio of said user, based on said user risk profile.

40. A method as in claim 35, further comprising generating, with said processing system, a financial personality assessment report based on said user risk profile.

41. A method as in claim 40, wherein said financial personality assessment report comprises one or more single dimension texts and one or more interaction texts.

42. A method as in claim 41, wherein said financial personality assessment report further comprises one or more distinguishing features texts, said one or more distinguishing features texts based on all dimension scores.

43. A method as in claim 35, wherein said plurality of scales comprises risk tolerance and one or more of: composure, market engagement, perceived financial expertise, delegation, or belief in skill.

44. A method as in claim 35, wherein each scale in said plurality of scales is associated with a corresponding subset of said questions.

45. A method comprising:

receiving and storing data describing responses to a plurality of questionnaire questions related to risk tolerance;

identifying, with a processing system, in said data, one or more personality dimensions related to financial personality, said one or more personality dimensions comprising a risk tolerance dimension;

identifying a first subset of said plurality of questionnaire questions related to risk tolerance as being associated with said risk tolerance dimension;

identifying a second subset of said plurality of questionnaire questions, which is a subset of said first subset, and which has a similar predictive power as said first subset; and

constructing, with said processing system, a questionnaire comprising said second subset of said plurality of questionnaire questions;

wherein said processing system comprises one or more processors.

46. A method as in claim 45, further comprising:

providing said questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with a processing system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user; and

constructing, with said processing system, a user risk profile for said user derived from said multi-dimensional financial personality identifier.

47. A method comprising:

receiving data describing a user risk tolerance profile value for a user, said user risk tolerance profile derived from a multi-dimensional financial personality identifier;

receiving data describing financial circumstances and investment objectives of said user;

calculating with a processing system a portfolio risk profile for a current investment portfolio of said user;

calculating with said processing system a target risk profile value for said portfolio, based at least in part on said financial circumstances and investment objectives and on said user risk tolerance profile value derived from said multidimensional financial personality identifier; and

constructing a portfolio allocation recommendation based on said target risk profile value for said portfolio;

wherein said processing system comprises one or more processors.

CLAIMS

1. A computer system comprising:

one or more servers that:

(a) provide a financial personality assessment questionnaire to a user; and

(b) receive data describing said user's responses to one or more questions in said questionnaire; and

one or more processors in communication with said one or more servers that:

(a) based on said data describing said user's responses, assess said user's investment-related attitudes across a plurality of scales and produce a multi-dimensional financial personality identifier for said user, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

(b) calculate a user risk profile for said user derived from said multi-dimensional financial personality identifier.

2. A system as in claim 1, wherein calculating said user risk profile comprises mapping said user to one of a plurality of profiles.

3. A system as in claim 1, wherein said one or more processors further adjust said user risk profile, based on said user's current financial circumstances.

4. A system as in claim 3, wherein said adjusting further comprises analyzing factors comprising one or more of: income, expenditures, externally held wealth, or liabilities.

5. A system as in claim 1, wherein said one or more processors adjust a portfolio risk profile for an investment portfolio of said user, based on said user risk profile.

6. A system as in claim 1, wherein said one or more processors generate a financial personality assessment report based on said user risk profile.

7. A system as in claim 6, wherein said financial personality assessment report comprises one or more single dimension texts and one or more interaction texts.

8. A system as in claim 7, wherein said financial personality assessment report further comprises one or more distinguishing features texts, said one or more distinguishing features texts based on all dimension scores.

9. A system as in claim 1, wherein said plurality of scales comprises risk tolerance and one or more of: composure, market engagement, perceived financial expertise, delegation, and belief in skill, wherein risk tolerance is assessed separately and independently from said one or more of: composure, market engagement, perceived financial expertise, delegation, and belief in skill.

10. A system as in claim 1, wherein each scale in said plurality of scales is associated with a corresponding subset of said questions.

11. A system comprising:

one or more servers that receive and store data describing responses to a plurality of questionnaire questions related to risk tolerance; and

one or more processors that:

(a) identify, in said data, one or more personality dimensions related to financial personality, said one or more personality dimensions comprising a risk tolerance dimension;

(b) identify a first subset of said plurality of questionnaire questions related to risk tolerance as being associated with said risk tolerance dimension;

(c) identify a second subset of said plurality of questionnaire questions, which is a subset of said first subset, and which is as differentiating between individuals as said first subset; and

(d) construct, with said processing system, a questionnaire comprising said second subset of said plurality of questionnaire questions.

12. A system as in claim 11, wherein:

said one or more servers:

provide said questionnaire to a user; and

receive data describing said user's responses to one or more questions in said questionnaire; and

said one or more processors:

based on said data describing said user's responses, assess said user's investment-related attitudes across a plurality of scales and produce a multi-dimensional financial personality identifier for said user, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

calculate a user risk profile for said user derived from said multi-dimensional financial personality identifier.

13. A system comprising:

one or more servers that:

receive data describing a user risk profile for a user, said user risk profile derived from a multi-dimensional financial personality identifier, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

receive data describing financial circumstances and investment objectives of said user; and

one or more processors that:

calculate a portfolio risk profile for a current investment portfolio of said user;

calculate a recommended risk profile for said portfolio, based at least in part on said financial circumstances and investment objectives and on said user risk profile derived from said multidimensional financial personality identifier; and

construct a portfolio allocation recommendation based on said recommended risk profile for said portfolio.

14. An article of manufacture storing software in a non-transitory computer readable medium, said software configured to direct one or more processors to perform at least the following steps:

providing a financial personality assessment questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with a processing system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

calculating, with said processing system, a user risk profile for said user derived from said multi-dimensional financial personality identifier;

wherein said processing system comprises said one or more processors.

15. An article of manufacture as in claim 14, wherein calculating said user risk profile comprises mapping said user to one of a plurality of profiles.

16. An article of manufacture as in claim 14, further comprising software for adjusting said user risk profile, based on said user's current financial circumstances.

17. An article of manufacture as in claim 16, wherein said step of adjusting further comprises analyzing factors comprising one or more of: income, expenditures, externally held wealth, or liabilities.

18. An article of manufacture as in claim 14, further comprising software for adjusting a portfolio risk profile for an investment portfolio of said user, based on said user risk profile.

19. An article of manufacture as in claim 14, further comprising software for generating, with said processing system, a financial personality assessment report based on said user risk profile.

20. An article of manufacture as in claim 19, wherein said financial personality assessment report comprises one or more single dimension texts and one or more interaction texts.

21. An article of manufacture as in claim 20, wherein said financial personality assessment report further comprises one or more distinguishing features texts, said one or more distinguishing features texts based on all dimension scores.

22. An article of manufacture as in claim 14, wherein said plurality of scales comprises risk tolerance and one or more of: composure, market engagement, perceived financial expertise, delegation, and belief in skill, wherein risk tolerance is assessed separately and independently from said one or more of: composure, market engagement, perceived financial expertise, delegation, and belief in skill.

23. An article of manufacture as in claim 14, wherein each scale in said plurality of scales is associated with a corresponding subset of said questions.

24. An article of manufacture storing software in a non-transitory computer readable medium, said software configured to direct one or more processors to perform at least the following steps:

receiving and storing data describing responses to a plurality of questionnaire questions related to risk tolerance;

identifying, with a processing system, in said data, one or more personality dimensions related to financial personality, said one or more personality dimensions comprising a risk tolerance dimension;

identifying a first subset of said plurality of questionnaire questions related to risk tolerance as being associated with said risk tolerance dimension;

identifying a second subset of said plurality of questionnaire questions, which is a subset of said first subset, and which is as differentiating between individuals as said first subset; and

constructing, with said processing system, a questionnaire comprising said second subset of said plurality of questionnaire questions.

25. An article of manufacture as in claim 24, further comprising software for:

providing said questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with a processing system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user, wherein said multi-

dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

calculating, with said processing system, a user risk profile for said user derived from said multi-dimensional financial personality identifier.

26. An article of manufacture storing software in a non-transitory computer readable medium, said software configured to direct one or more processors to perform at least the following steps:

receiving data describing a user risk profile for a user, said user risk profile derived from a multi-dimensional financial personality identifier, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales;

receiving data describing financial circumstances and investment objectives of said user;

calculating with a processing system a portfolio risk profile for a current investment portfolio of said user;

calculating with said processing system a recommended risk profile for said portfolio, based at least in part on said financial circumstances and investment objectives and on said user risk profile derived from said multidimensional financial personality identifier; and

constructing a portfolio allocation recommendation based on said recommended risk profile for said portfolio.

27. A method comprising:

providing a financial personality assessment questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with an automated programmed computer system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

calculating, with said automated programmed computer system, a user risk profile for said user derived from said multi-dimensional financial personality identifier;

wherein said automated programmed computer system has been programmed to perform said assessing and calculating steps.

28. A method as in claim 27, wherein calculating said user risk profile comprises mapping said user to one of a plurality of profiles.

29. A method as in claim 27, further comprising adjusting said user risk profile, based on said user's current financial circumstances.

30. A method as in claim 29, wherein said step of adjusting further comprises analyzing factors comprising one or more of: income, expenditures, externally held wealth, or liabilities.

31. A method as in claim 27, further comprising adjusting a portfolio risk profile for an investment portfolio of said user, based on said user risk profile.

32. A method as in claim 27, further comprising generating, with said processing system, a financial personality assessment report based on said user risk profile.

33. A method as in claim 32, wherein said financial personality assessment report comprises one or more single dimension texts and one or more interaction texts.

34. A method as in claim 33, wherein said financial personality assessment report further comprises one or more distinguishing features texts, said one or more distinguishing features texts based on all dimension scores.

35. A method as in claim 27, wherein said plurality of scales comprises risk tolerance and one or more of: composure, market engagement, perceived financial expertise, delegation, and belief in skill, wherein risk tolerance is assessed separately and independently from said one or more of: composure, market engagement, perceived financial expertise, delegation, and belief in skill.

36. A method as in claim 27, wherein each scale in said plurality of scales is associated with a corresponding subset of said questions.

37. A method comprising:

receiving and storing data describing responses to a plurality of questionnaire questions related to risk tolerance;

identifying, with an automated programmed computer system, in said data, one or more personality dimensions related to financial personality, said one or more personality dimensions comprising a risk tolerance dimension;

identifying a first subset of said plurality of questionnaire questions related to risk tolerance as being associated with said risk tolerance dimension;

identifying a second subset of said plurality of questionnaire questions, which is a subset of said first subset, and which is as differentiating between individuals as said first subset; and

constructing, with said automated programmed computer system, a questionnaire comprising said second subset of said plurality of questionnaire questions;

wherein said automated programmed computer system has been programmed to perform said data identifying and said constructing steps.

38. A method as in claim 37, further comprising:

providing said questionnaire to a user;

receiving data describing said user's responses to one or more questions in said questionnaire;

based on said data describing said user's responses, assessing with said automated programmed computer system said user's investment-related attitudes across a plurality of scales and producing a multi-dimensional financial personality identifier for said user, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales; and

calculating, with said automated programmed computer system, a user risk profile for said user derived from said multi-dimensional financial personality identifier.

39. A method comprising:

receiving data describing a user risk profile for a user, said user risk profile derived from a multi-dimensional financial personality identifier, wherein said multi-dimensional financial personality identifier comprises a plurality of distinct numerical components, each numerical component corresponding to a separate one of said plurality of scales;

receiving data describing financial circumstances and investment objectives of said user;

calculating with an automated programmed computer system a portfolio risk profile for a current investment portfolio of said user;

calculating with said automated programmed computer system a recommended risk profile for said portfolio, based at least in part on said financial circumstances and investment

objectives and on said user risk profile derived from said multidimensional financial personality identifier; and

constructing a portfolio allocation recommendation based on said recommended risk profile for said portfolio;

wherein said automated programmed computer system has been programmed to perform said calculating steps.