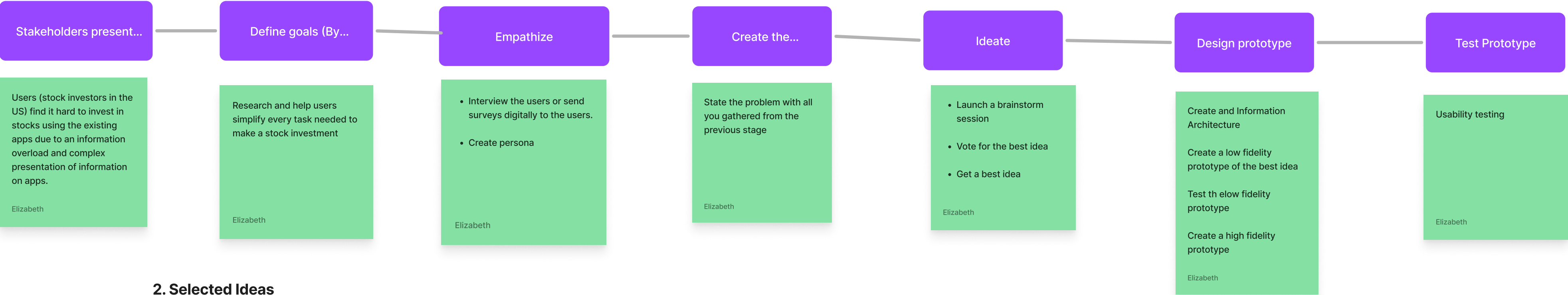


Workflow Stages

- Stakeholders present the problem and the users facing the problem
- Define goals
- Empathize
- Create problem statement
- Ideate
- Design prototype
- Test

Elizabeth



1. Problem statement

Users are frustrated with existing investment Apps; as a result of excessive ambiguity of informaation and complex steps. This concern negatively affect the experience of thes users.

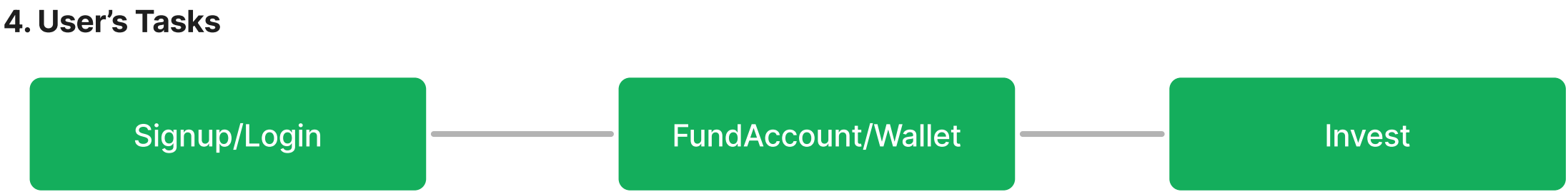
3. Information Archetecture

Goals - to invest with a good experience

2. Selected Ideas

Create an investment App where

- Graphs are represented with Text
- Users will have the option to fund their account/wallet via Bank transfer or their debit cards
- Recent transaction history will be easily accesible
- Plain and easy to understand english will be mostly used



Information Architecture flow

