Investment Grade

ENSE477 - Vlog 5

Erika McCluskey, Hayden Jin
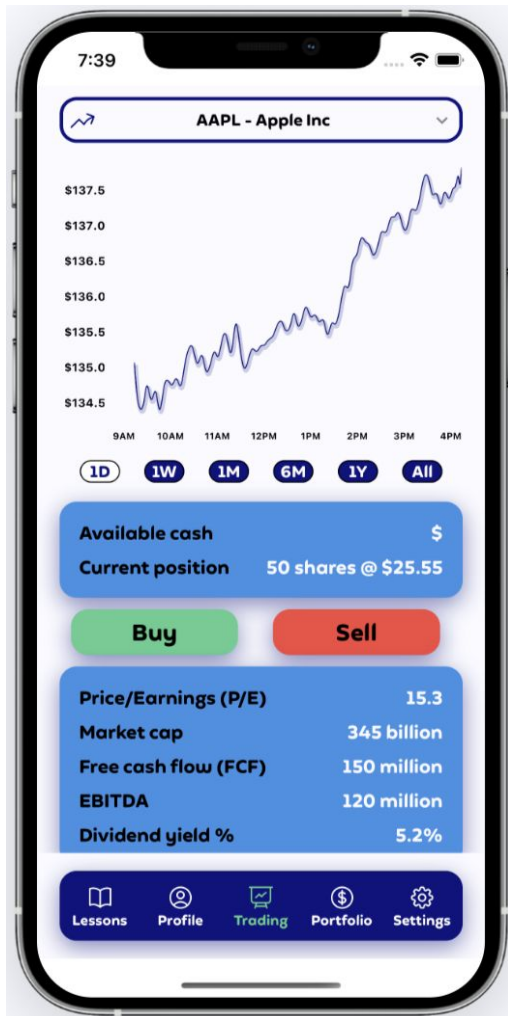
Team

Erika McCluskey
Full stack developer
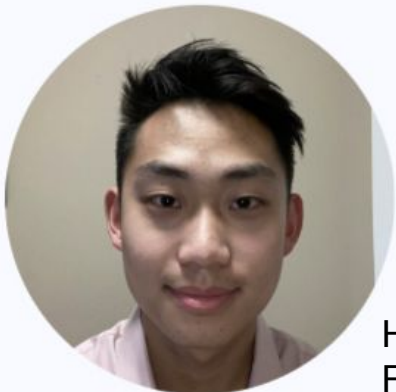
Hayden Jin
Full stack developer

Solution

Money and investing is a scary concept to many, as there is just so much to know. Our goal is to make it fun and easy.

Through the power of gamification and habit building, we aim to create a platform which provides adequate financial education to those who have been let down by traditional education systems.

Our application has two primary features: lessons with interactive quizzes and paper trading. Daily lessons will encourage users to form healthy habits of learning while the paper trading section will allow users to apply their newly acquired knowledge.

An Issue Prevalent Throughout North America

US Financial Literacy at a Glance

25% of Americans say they **don't have anyone they can ask** for trusted financial guidance.

Financial Contacts
NONE

In 2021, Americans reported **losing an average of $1,389** because of a lack of personal finance knowledge.

60% of non-retirees **didn't think their retirement savings were on track** in 2021.

In 2021, 34% of U.S. adults reported that **"just getting by financially"** describes them completely or very well.

Paycheck

80%
of Canadians believe they have poor financial literacy skills
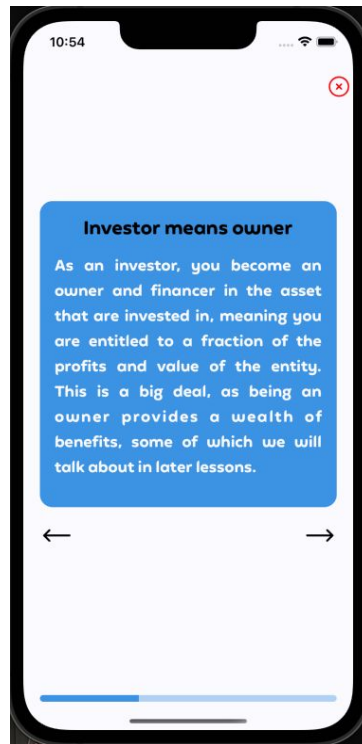
177%
average Canadian household debt to disposable income in 2019

73%
of Canadians have some type of outstanding debt
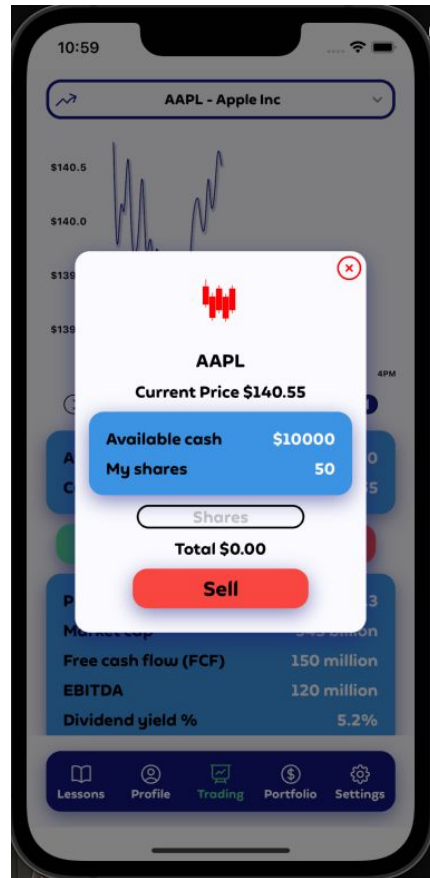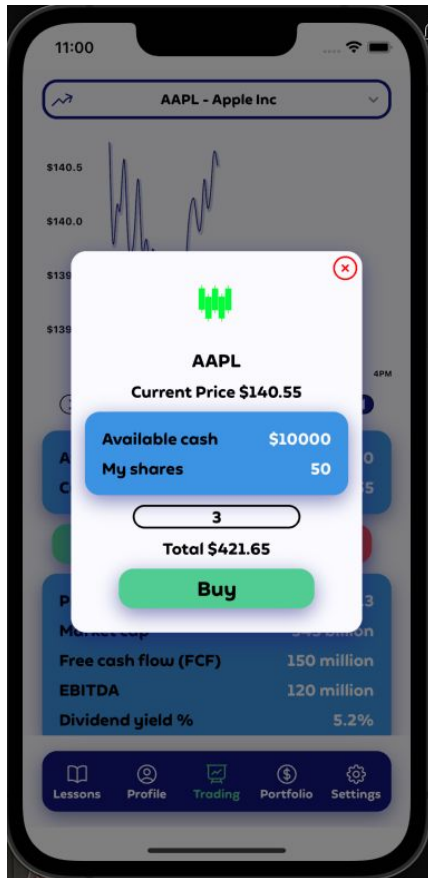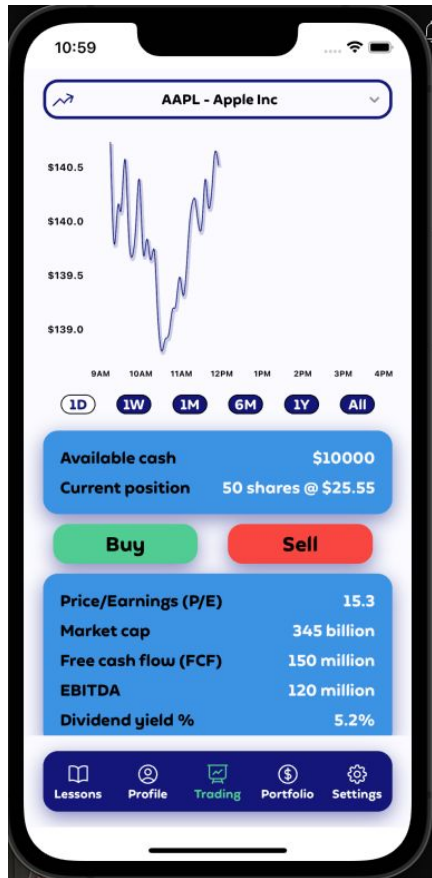
Demo

Lessons (not much change)
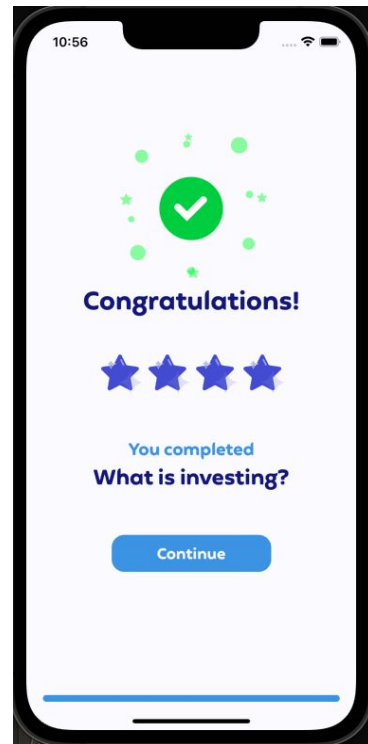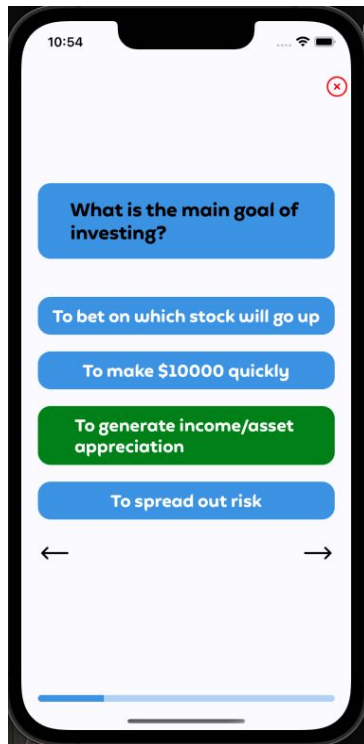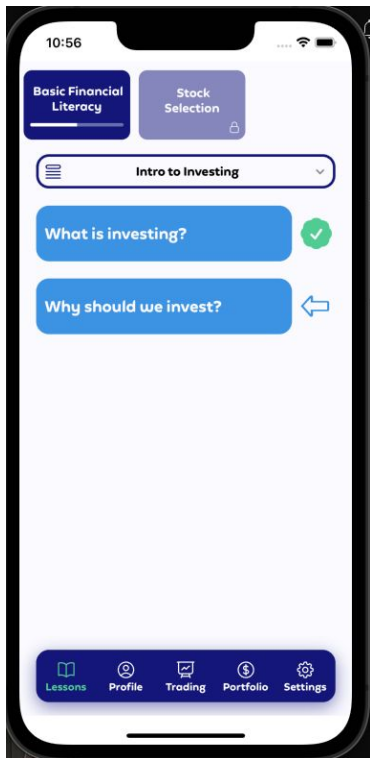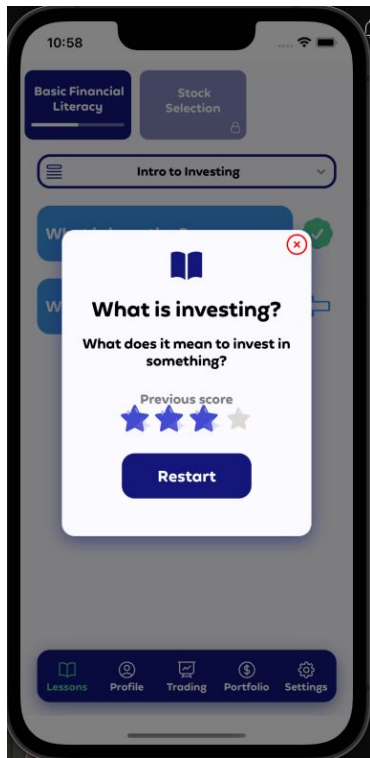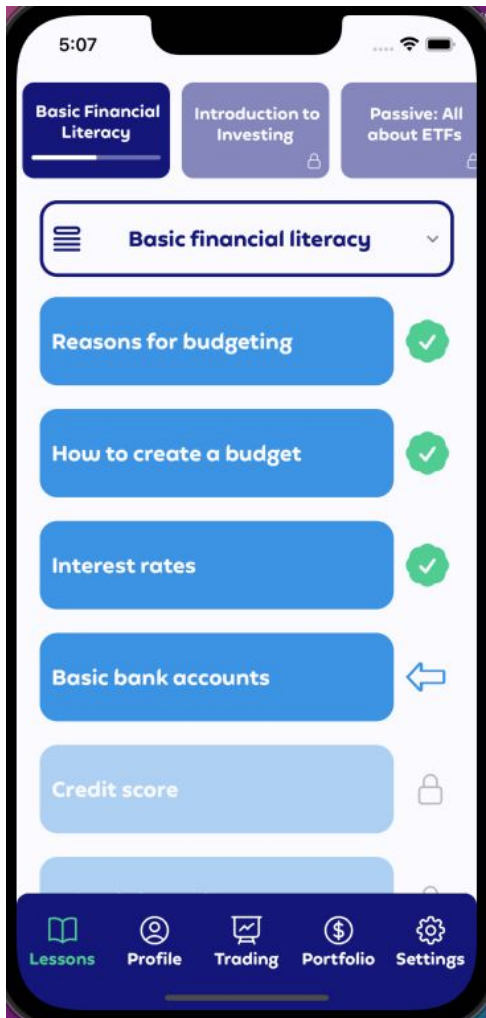
Before:
- Placeholder lessons

Now:
- More lessons created
  - Enough lesson content to start testing

- Lesson insertion script tested when adding the 6 new lessons
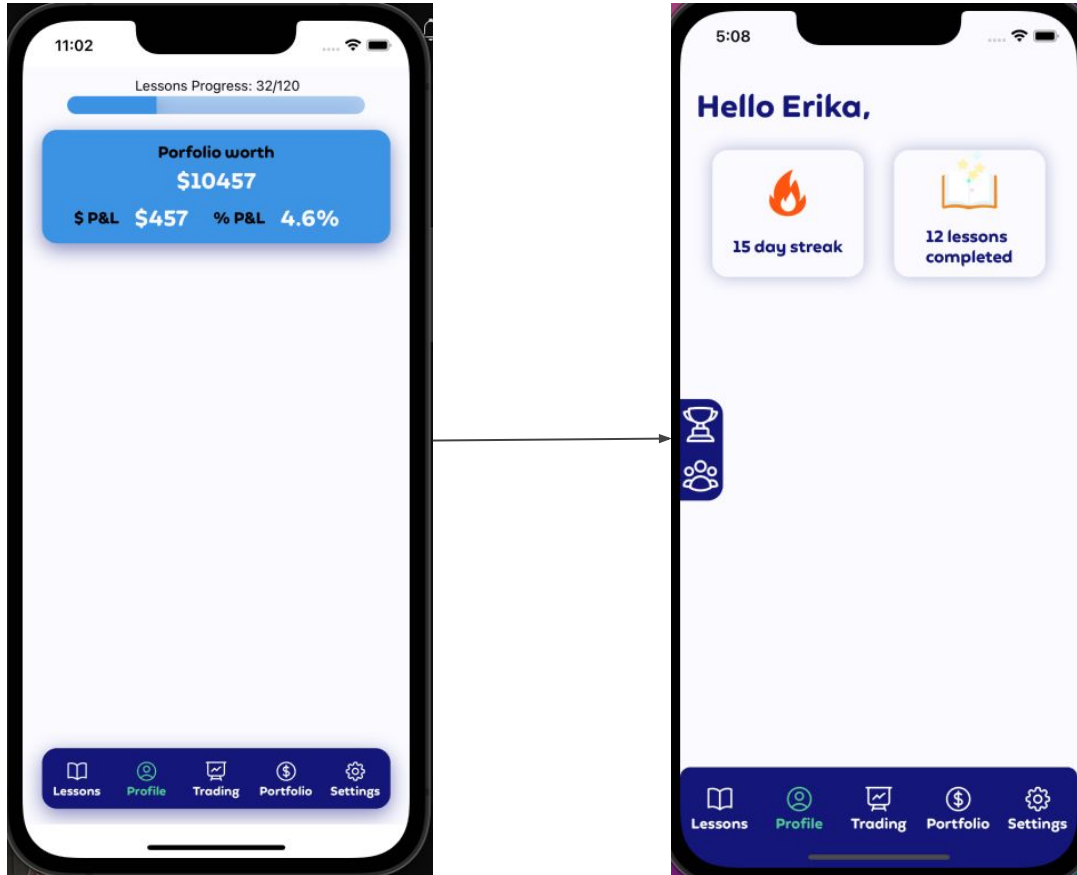
Trading (progress update)

Before:
- Couldn't buy or sell

Now:
- Added functionality
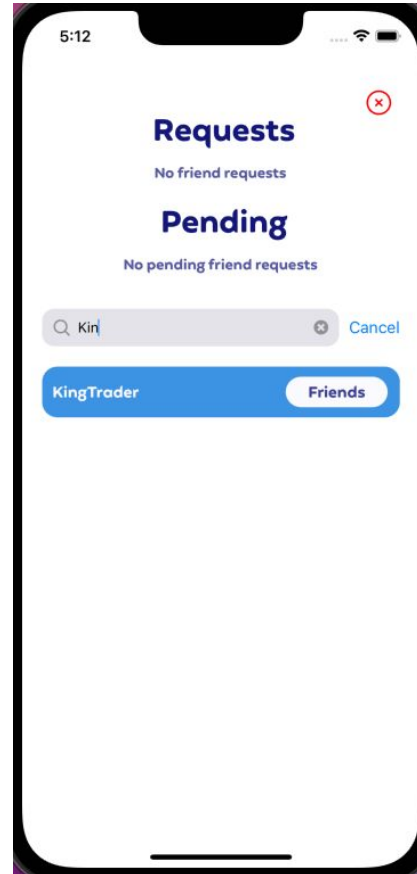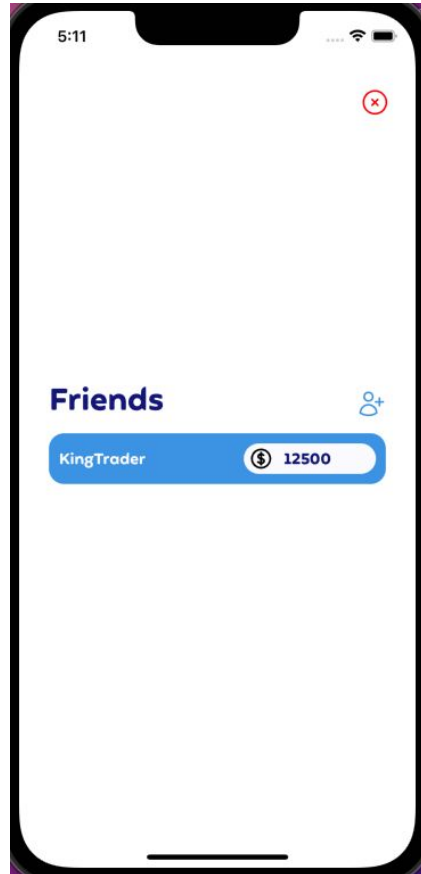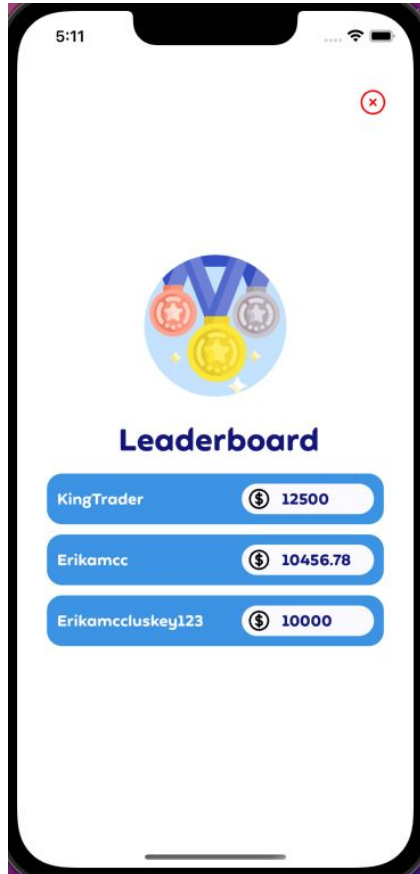
Profile (progress update)

Before:
- Idea was to have only trading information

Now:
- New idea is to make this page a summary of the lessons and the trading
- Focus on making it look more gamified
  - Looks less scary

Friends (new update)

- Social aspect of the app is important to us so we've added
  - Leadboard
  - Friend leaderboard
  - Friend adding

Status

- Progressing smoothly
- Almost done MVP 1
  - Which gives us lots of time to test and play around with the UI

Next up

- Finish the dashboard page (with user's summary)
- Getting user feedback
  - Are the lessons actually easy to understand?
  - Is it easy to understand how the app works? Where to click for what?
  - User interface ok?
- Lots of end-to-end testing
  - On page loads/refresh -> app hangs sometimes
  - Navigating from one page to another, does everything work?
  - Adding more users to the database to ensure scaling up doesn't cause problems (mostly on the UI)

Thank you!