Investment Grade - Capstone
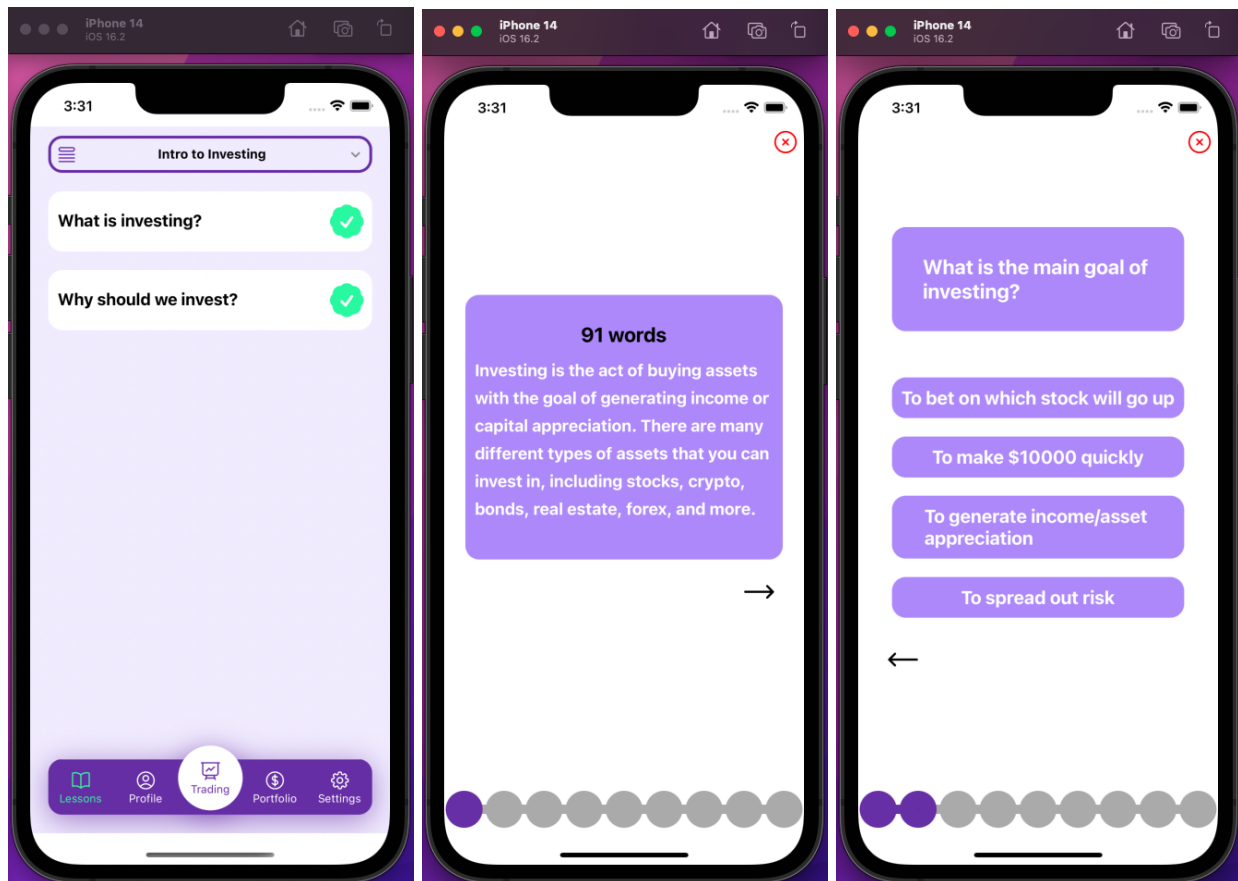Erika McCluskey and Hayden Jin

User Feedback Session (Jan. 5)

While we are still at an early stage in the development process, we wanted to get some feedback from someone who has no idea how to program and is purely judging the app by the way it looks/functions. The person we got feedback from is interested in learning about money and told us she would definitely download an app like this, therefore the feedback is from a potential user.

What we currently have:

Feedback received from this user interface:
- It looks childish, the target demographic is likely to be above 20 years old therefore make it look a little more serious.
- The logo has too much going on and the colours are too bold. Try making the logo simpler.
- Try blue instead of purple
- It's not intuitive what the courses and lessons are (perhaps a tutorial at the start would fix this or consider adding to the UI to clarify)

- If a user gets a quiz question wrong, re-explain the concept with a popup instead of just telling them they're wrong (or could redirect to the existing explanation card)

Potential extra features:
- It would be nice to have a place to input financial goals since if you're using this app, it's likely because you have some kind of goal that's motivating you to want to invest.
- Could add a chat bot with FAQ about finance.
- Notification system (remind users to come do a lesson for the day)
- Tied to the notifications but there could be a daily streak