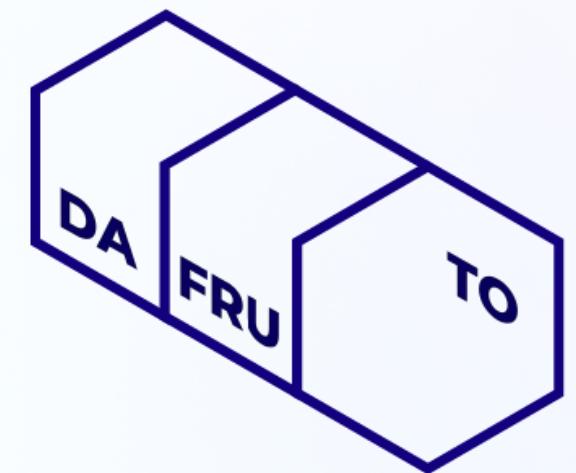


Pinans financial learning app



The goal



**The objective was to develop
app for Filipinos looking to
learn financial planning**

Presentation Flow

5 Chapters



- Motivation

- Challenge
- Solution
- User Characteristics

- Requirements

- Findings
- Features

- Design

- User Flow
- Low-Fidelity
- High-Fidelity

- Evaluation and Revision

- User Journey
- Survey
- Empathy Map

- Conclusion

- Prototype
- Closure

Motivation



**What problem did we
want to solve?**

- Main Problem

Filipinos tend to associate learning with boredom



Gumasing et, al. (2022)

- Solution

Ensuring Pinans is both intuitive and motivating to use.

- User Characteristics

Goal Oriented

Curious and Inquisitive

Reward - Responsive

Self - Disciplined

Feedback-Seeking

Balanced

Requirements



**What did we learn
from our users?**

- Findings

1. Monotonous Content
2. Complicated Interface
3. Poor Content Quality
4. Limited Interactivity
5. Internet-dependent

- Features

Educational Modules

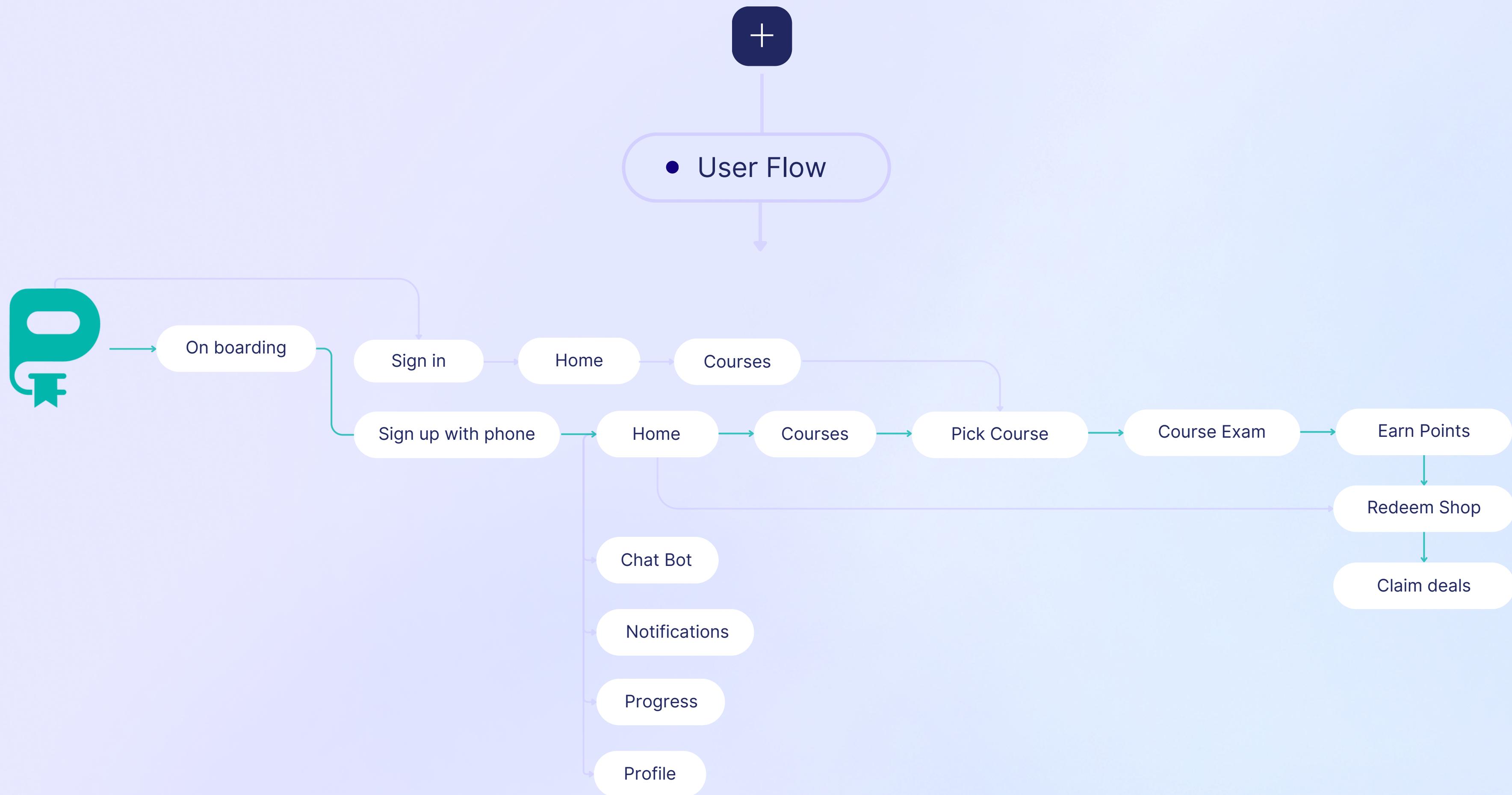
Gamified Experience

Offline Download

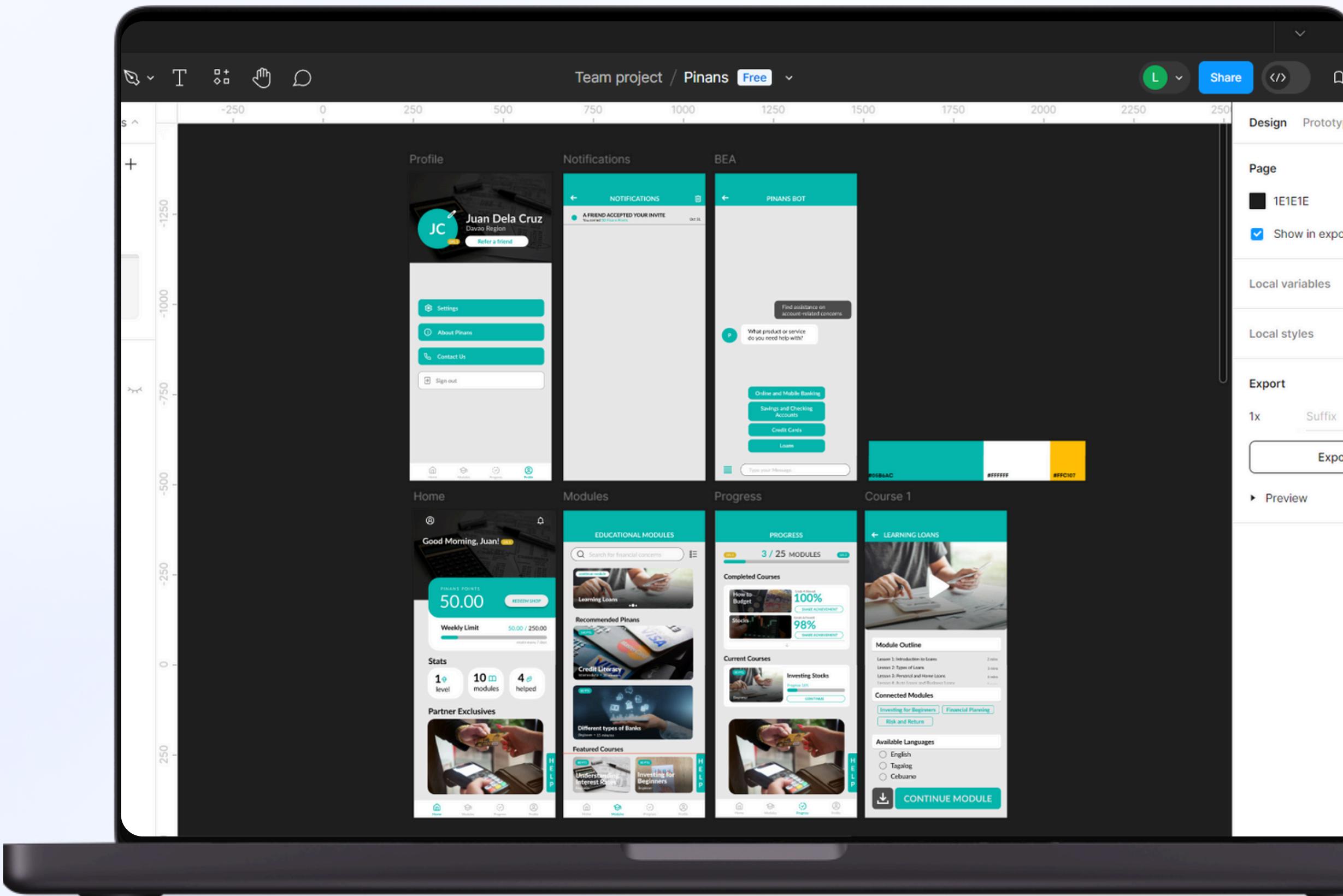
Designs



**What we came
up with.**



● Low Fidelity



- High Fidelity



Pinans Course • 30 mins • Easy

Learning Loans

160 PTS

A course on student loans, covering loan types, repayment options, interest rates, and financial planning.

The smartphone screen displays a user profile for Juan Dela Cruz from the Davao Region, joined in June 2024. It shows a referral reward message: "Get your friend download Pinans and earn referral rewards!" with a QR code. Below are achievement stats: 1 level up, 3 modules completed, 2 day streak, and 4 refers. The main course card for "Learning Loans" is shown with a thumbnail of a person writing on a calculator, a "continue module" button, and a progress bar at 100%.

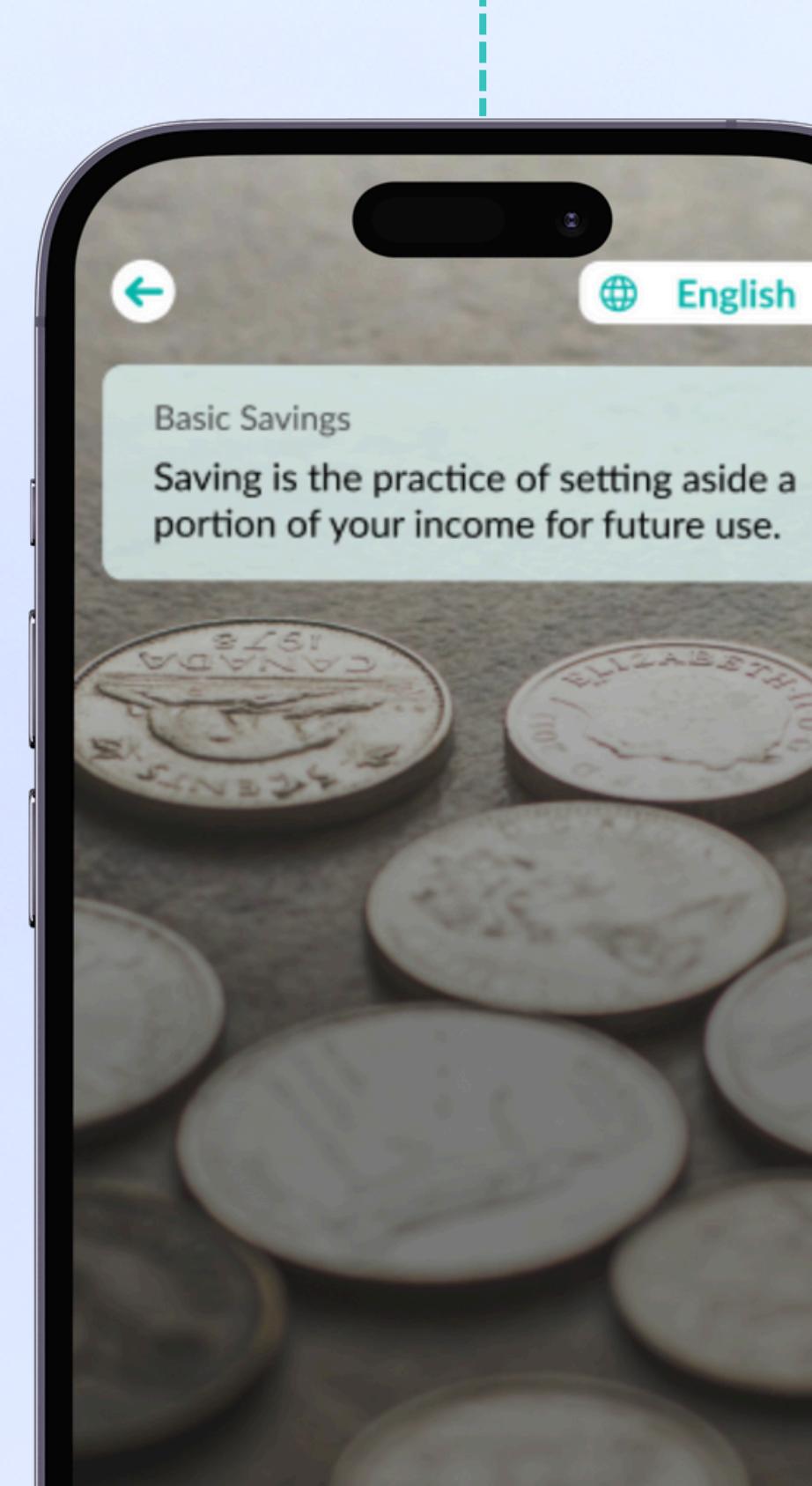
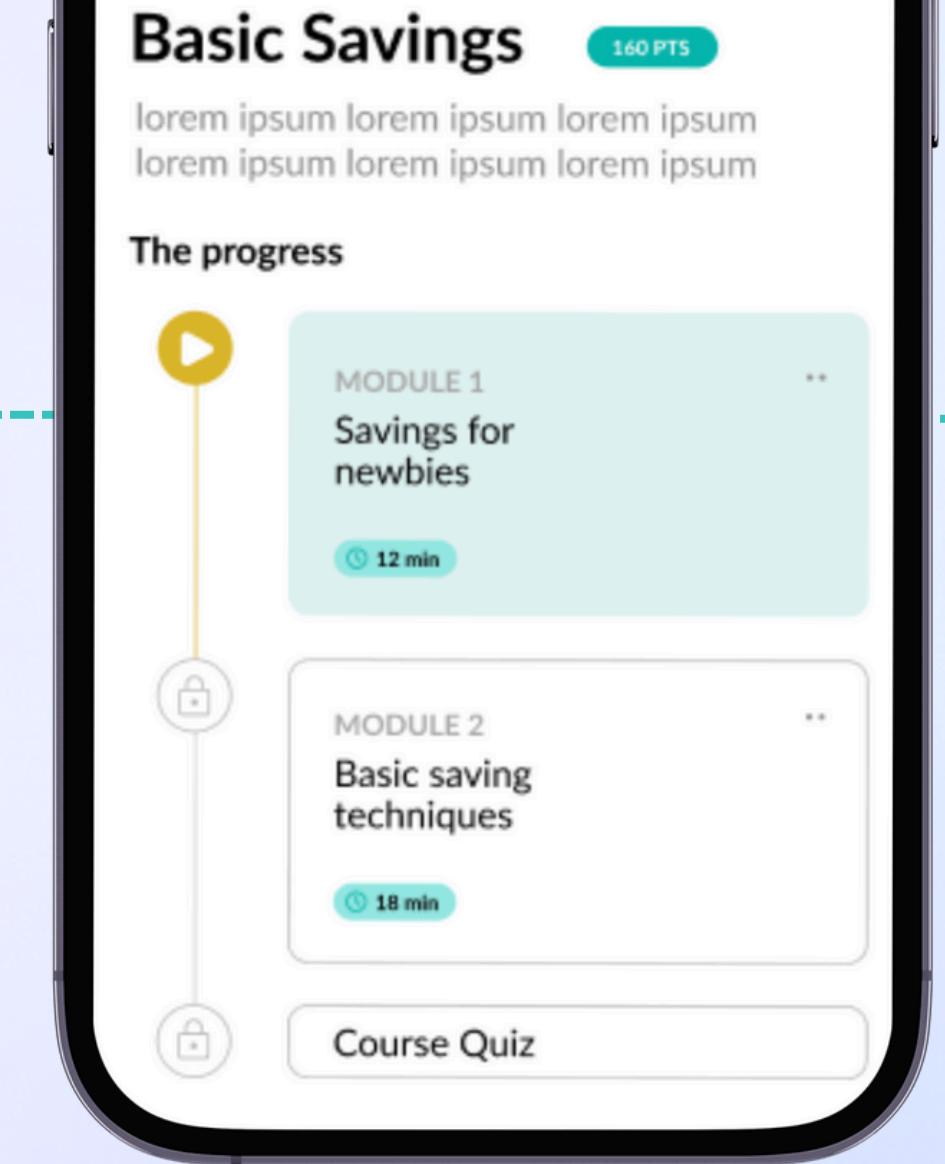
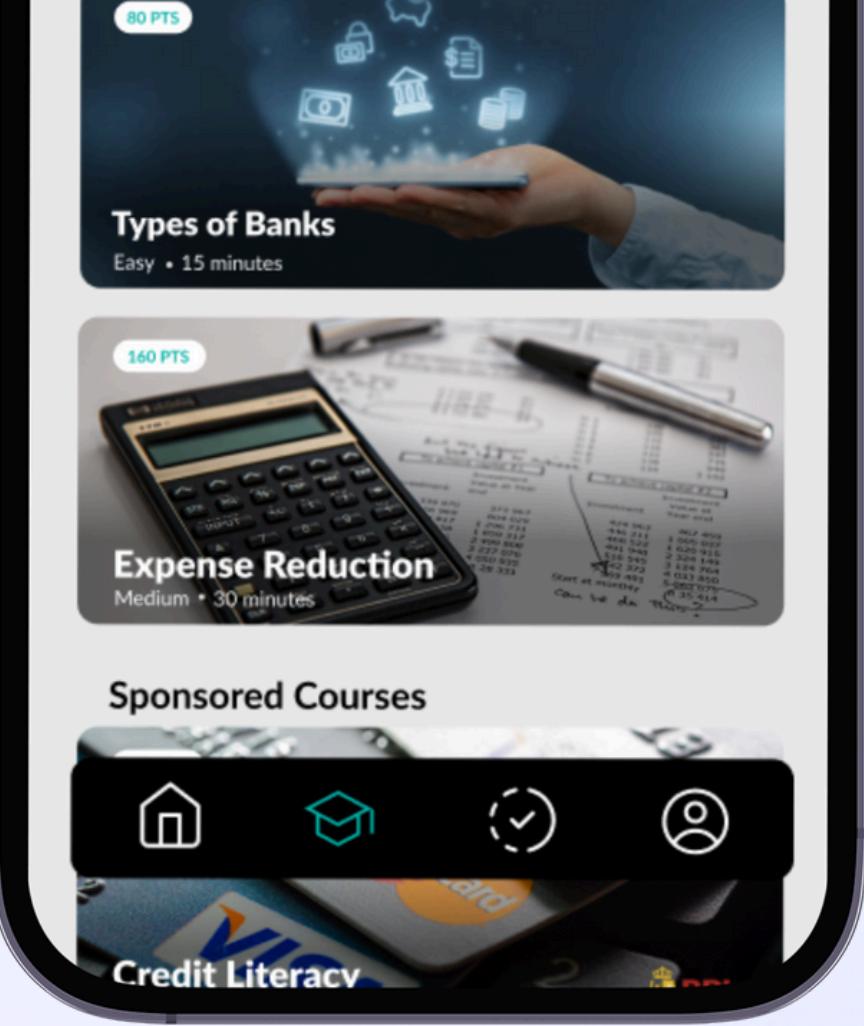
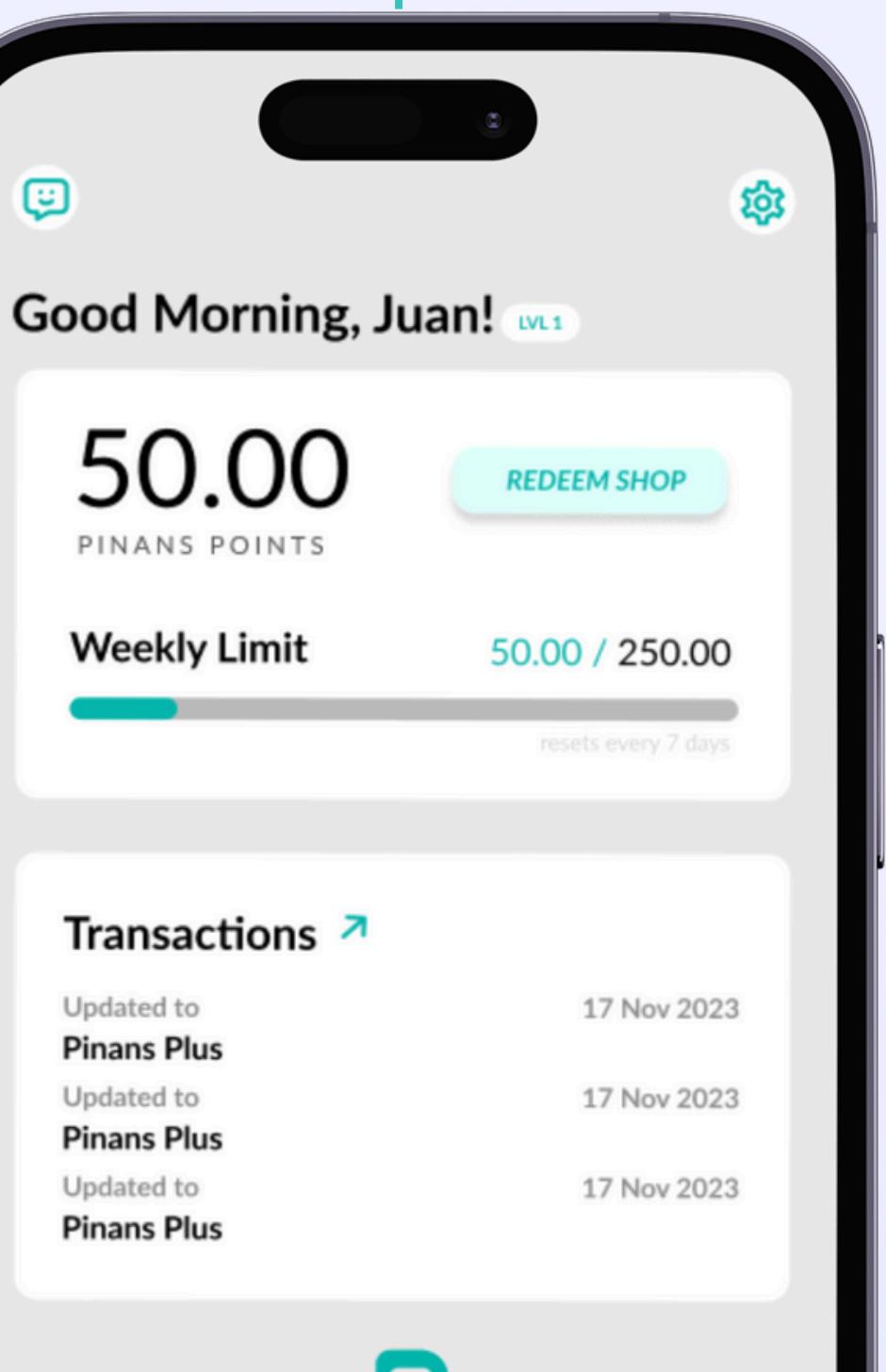
The second smartphone screen shows a search bar with "Search for financial concerns". Below are three recommended courses: "Types of Banks" (80 PTS), "Expense Reduction" (160 PTS), and "Sponsored Courses". A "REDEEM SHOP" button is visible. A progress bar at the bottom indicates "50.00 / 250.00" with a note "resets every 7 days".

Evaluation and Revision



We let **users try**
our prototype.

• User Journey



In general, users agree that the app is **user-friendly**.

P Pinans Course • 30 mins • Easy

Learning Loans 160 PTS

A course on student loans, covering loan types, repayment options, interest rates, and financial planning

Free Points

Get your friend
download Pinans and
earn referral rewards!



Juan Dela Cruz

Davao Region
Joined June 2024

80 PTS

Medium
Tax Preparation

Progress 16%

CONTINUE

Most users praised the UI Design
for being clean yet unobtrusive.

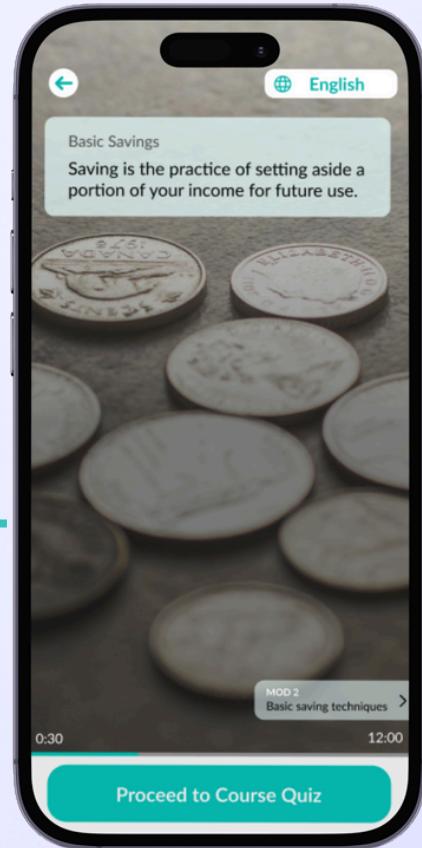
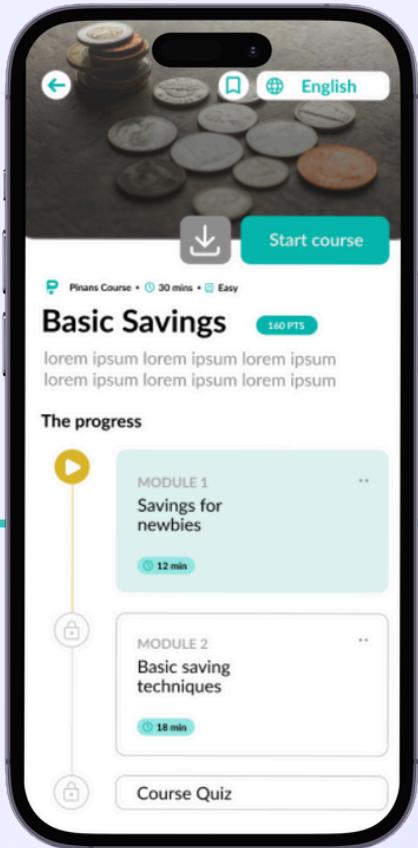
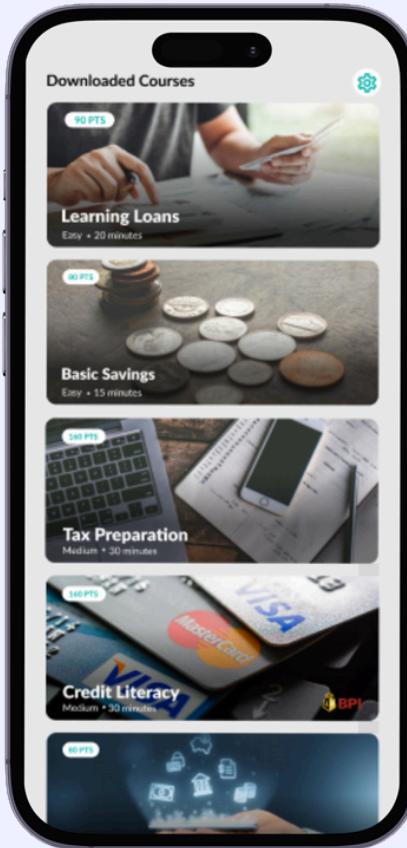


- Survey

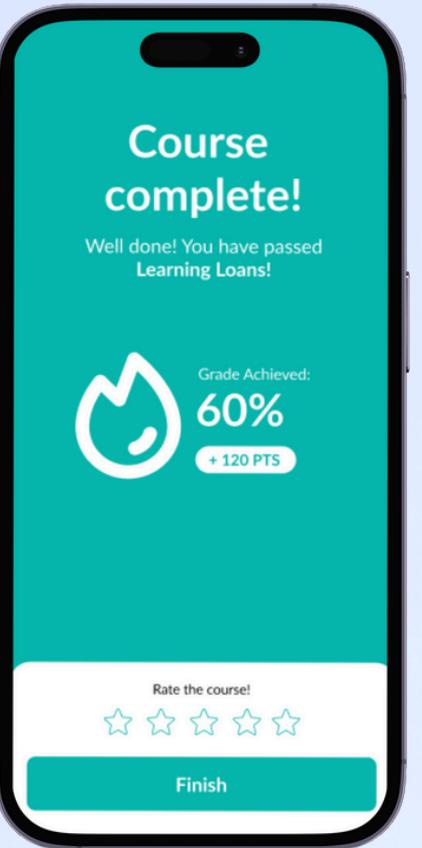
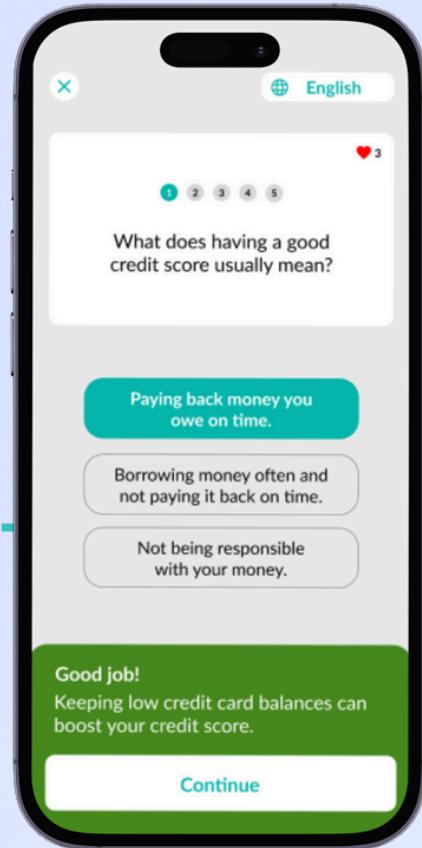
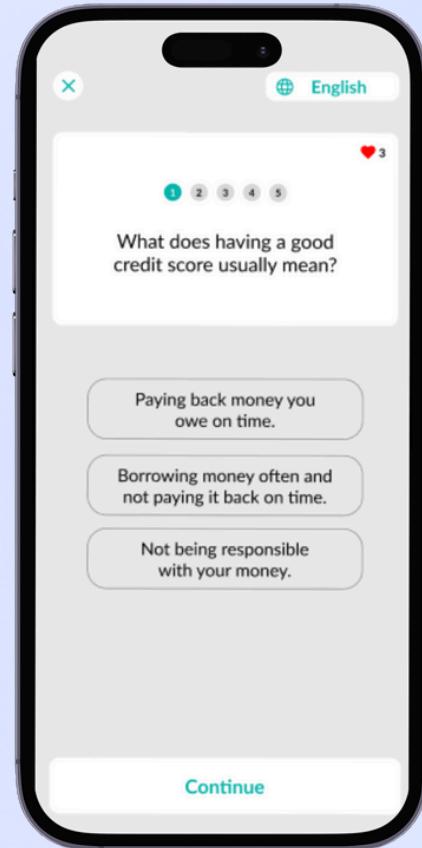


The app's navigation was overall clear and easy to follow.

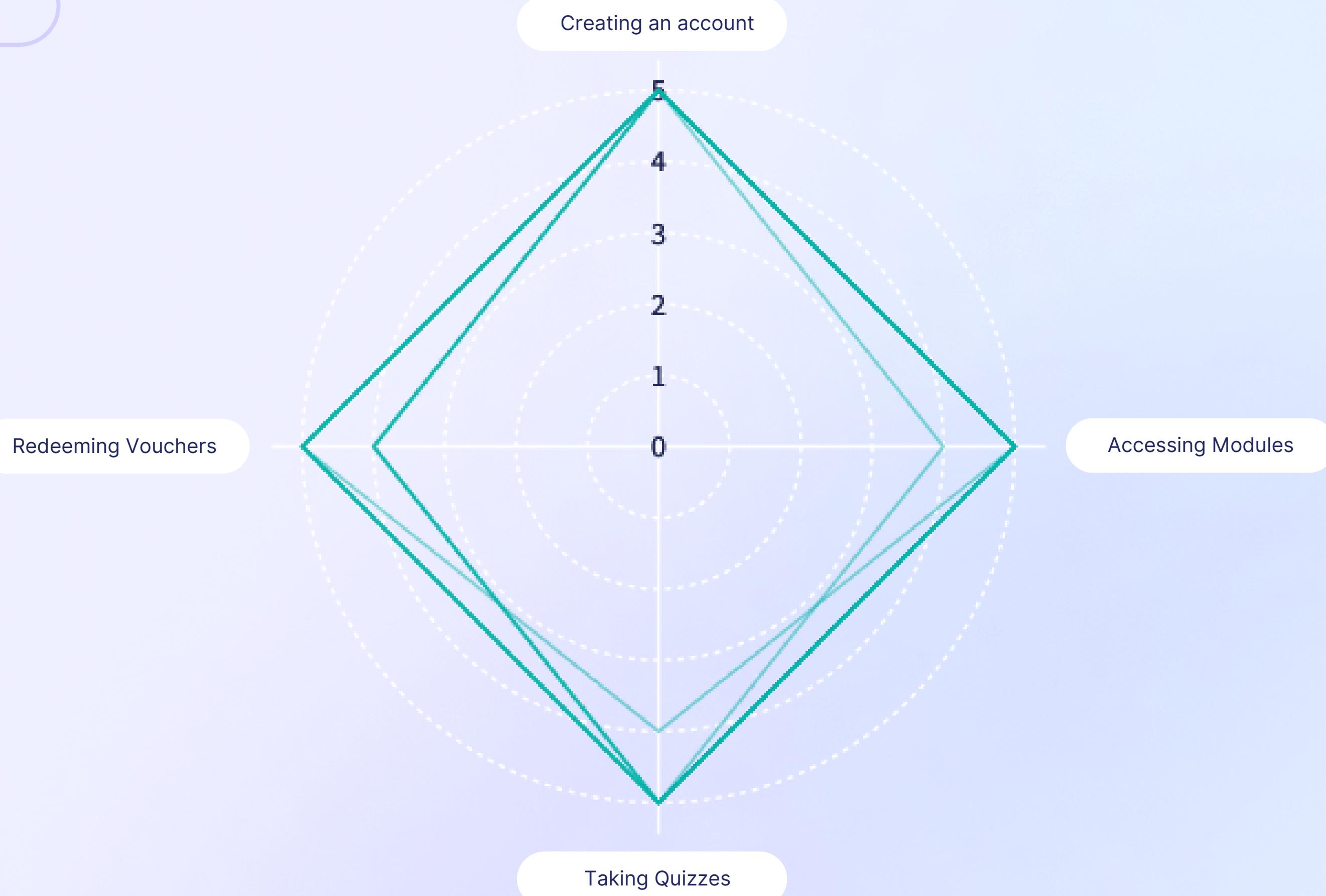
Course Lecture



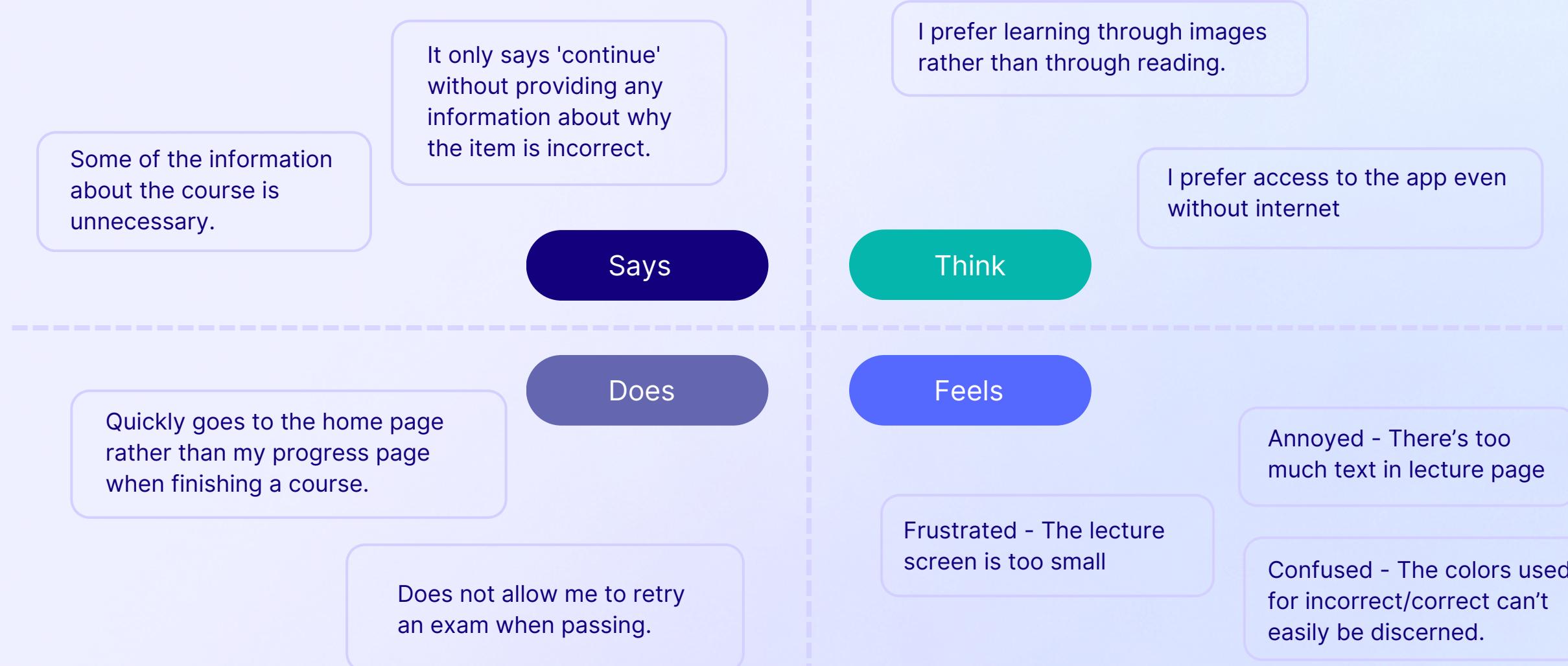
Course Quiz



• Survey

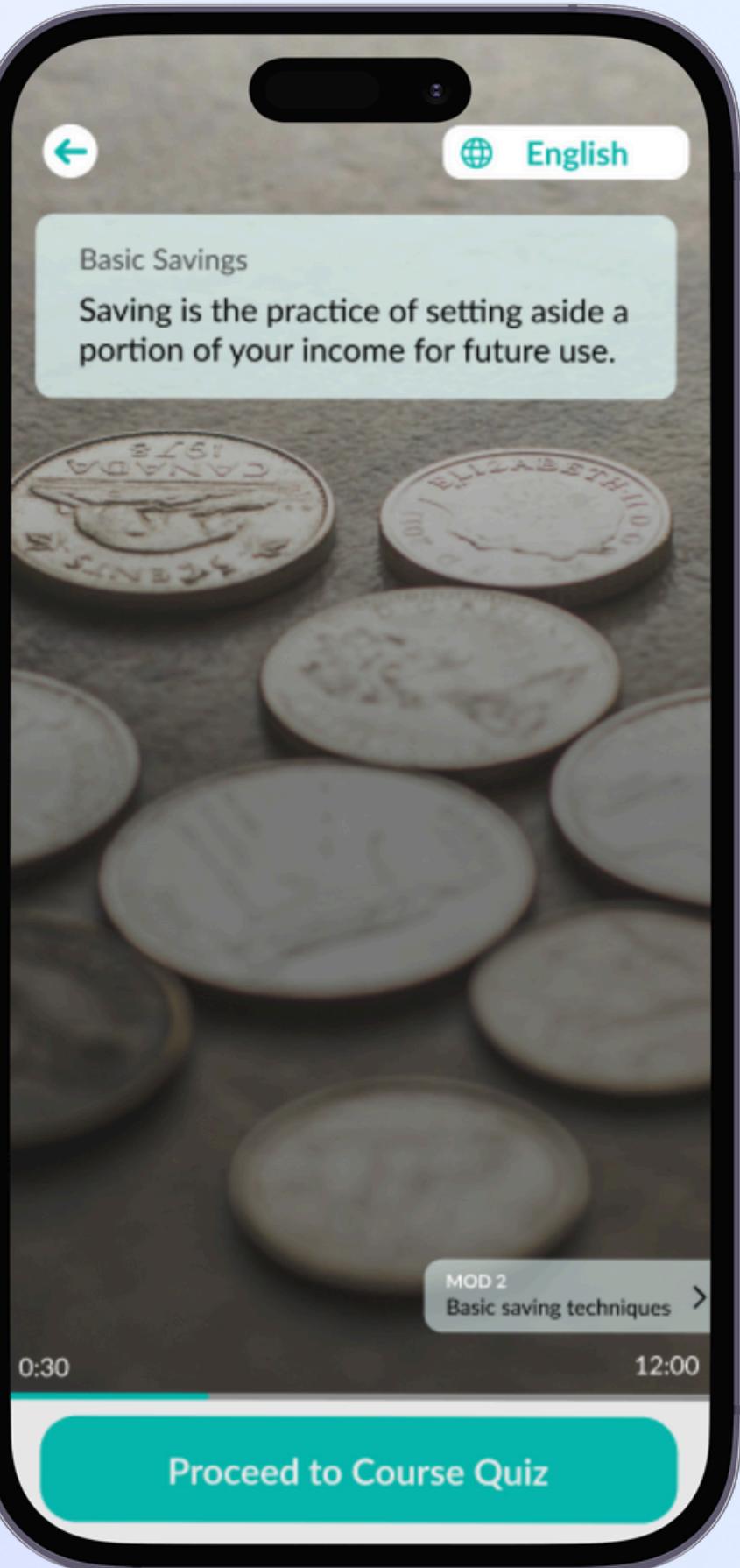
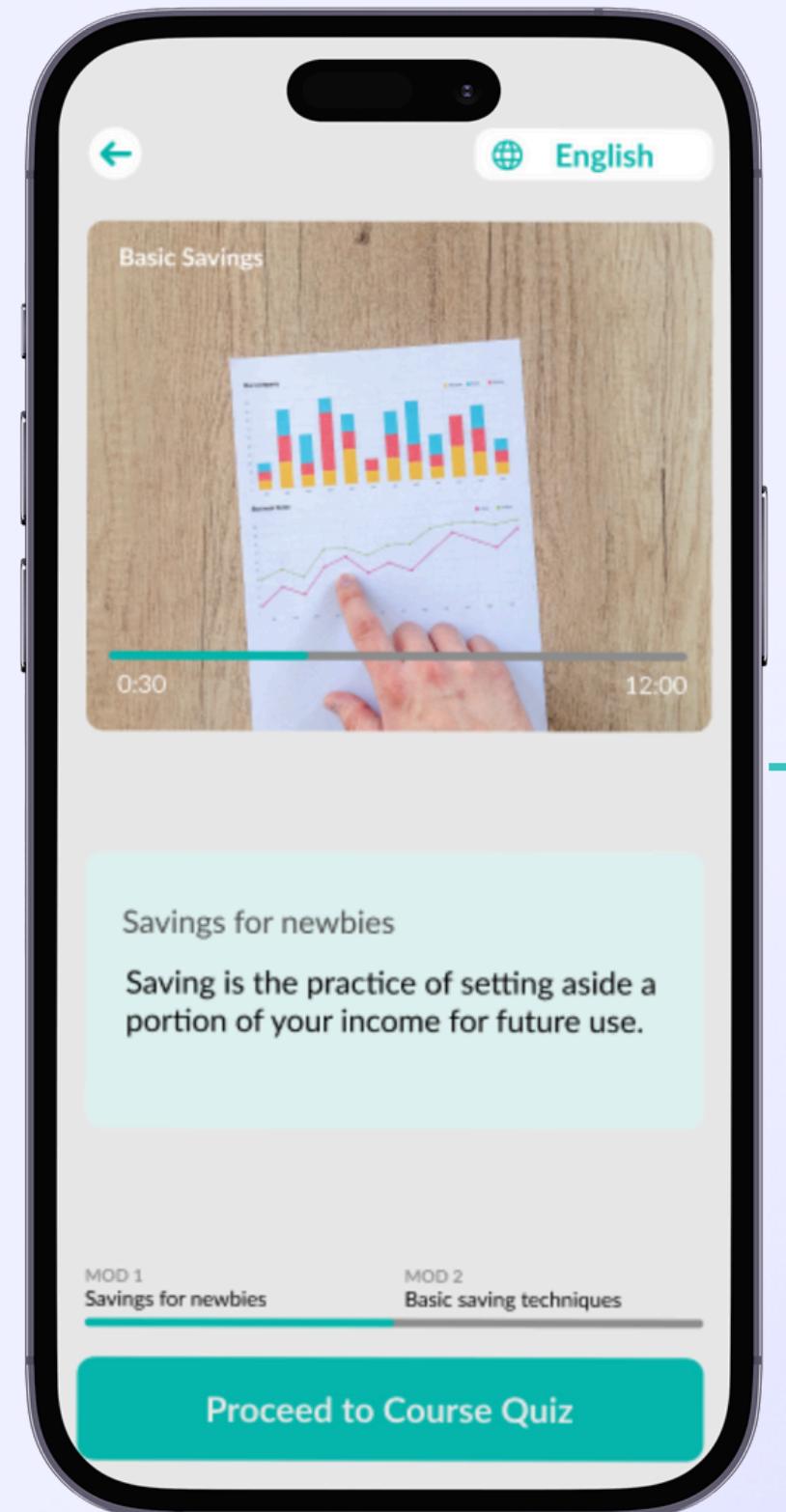


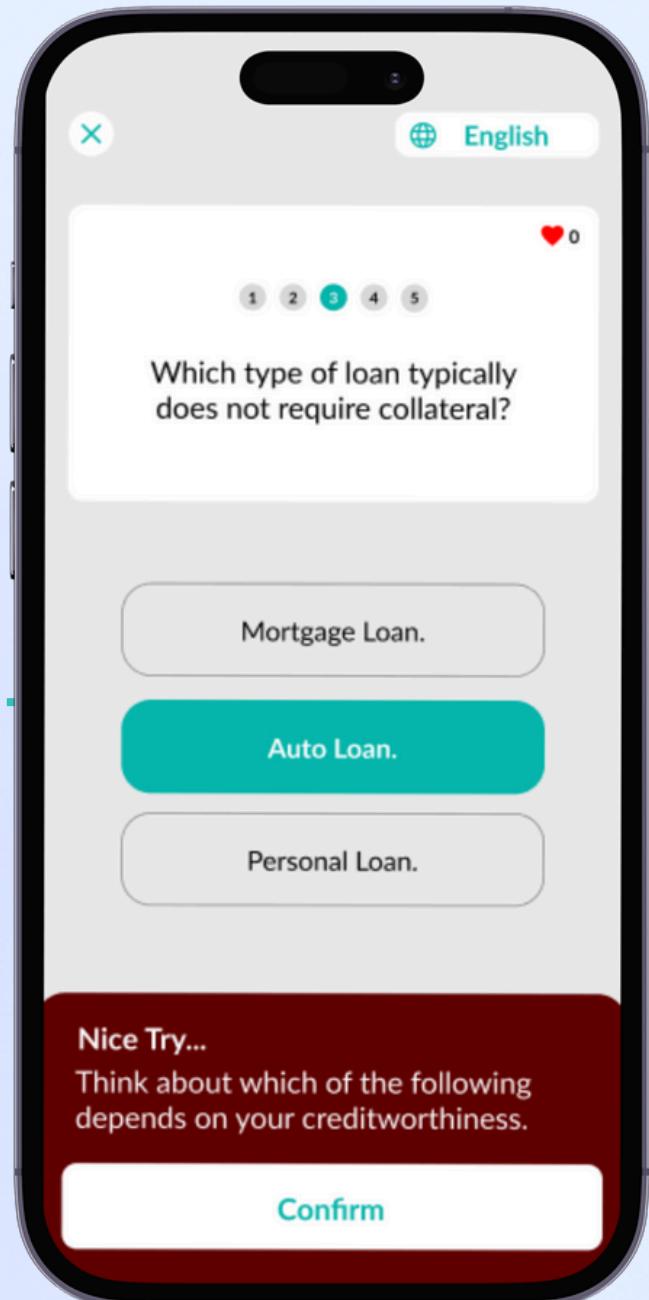
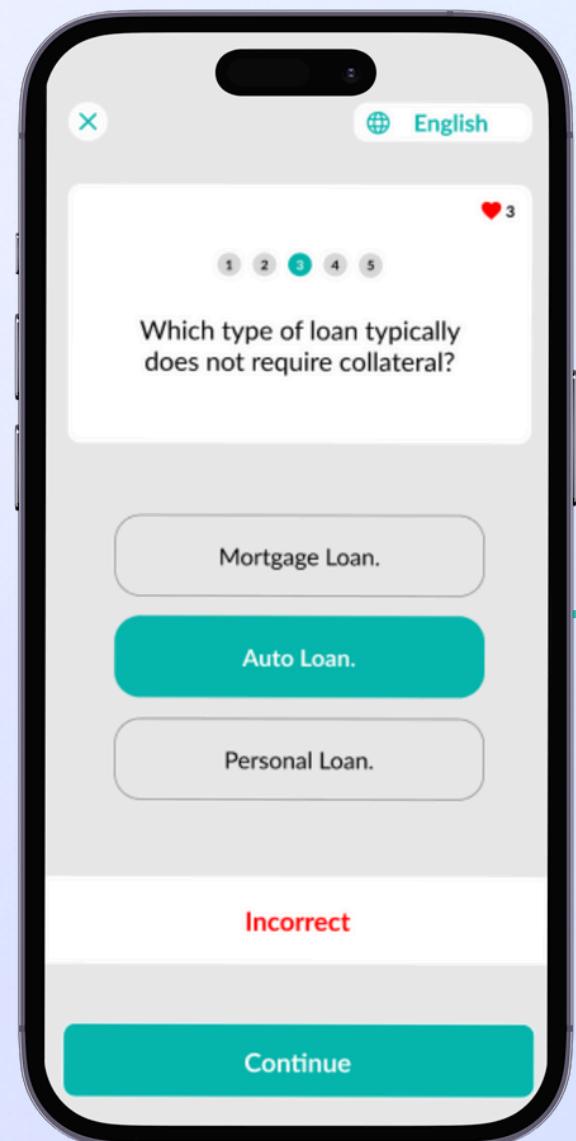
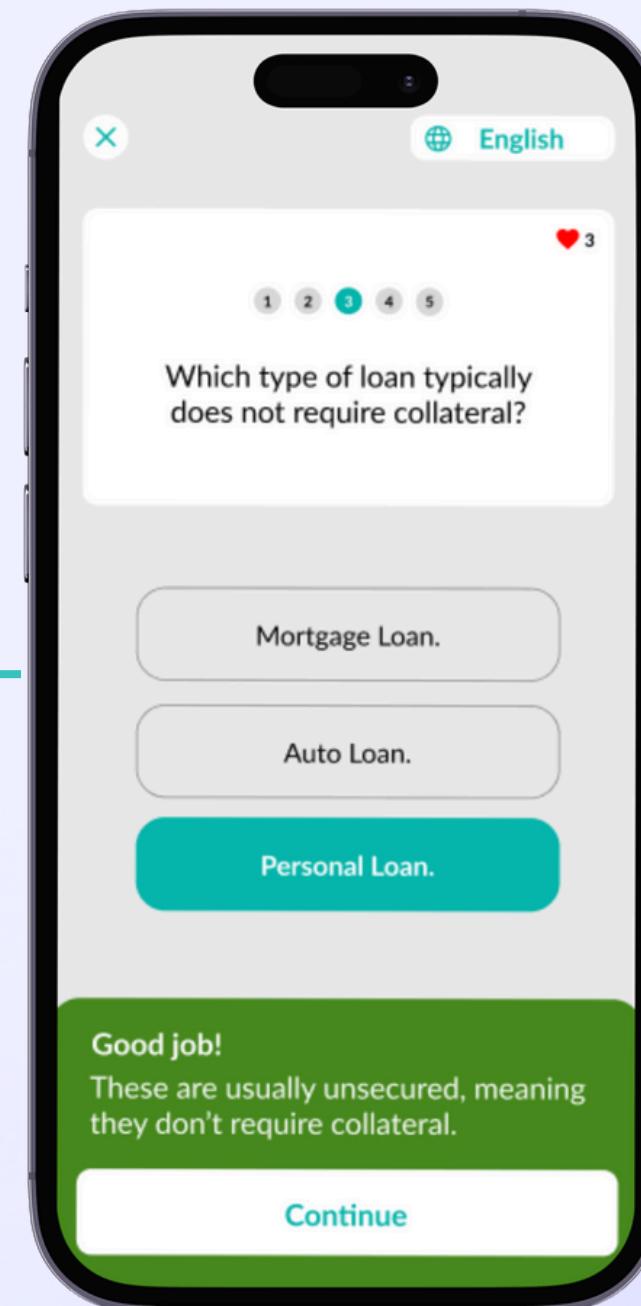
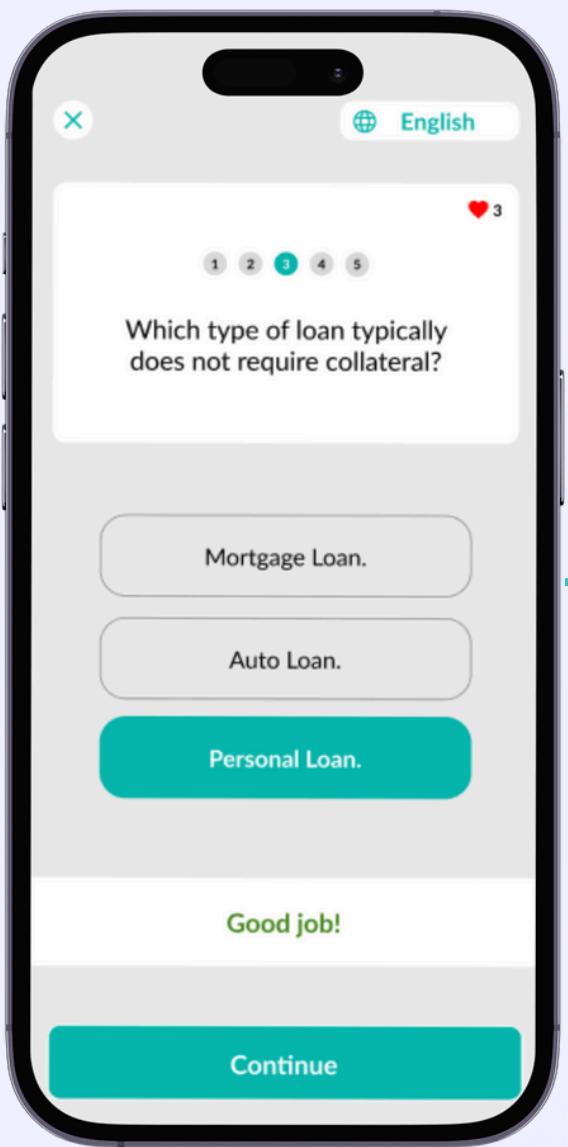
● Empathy Map

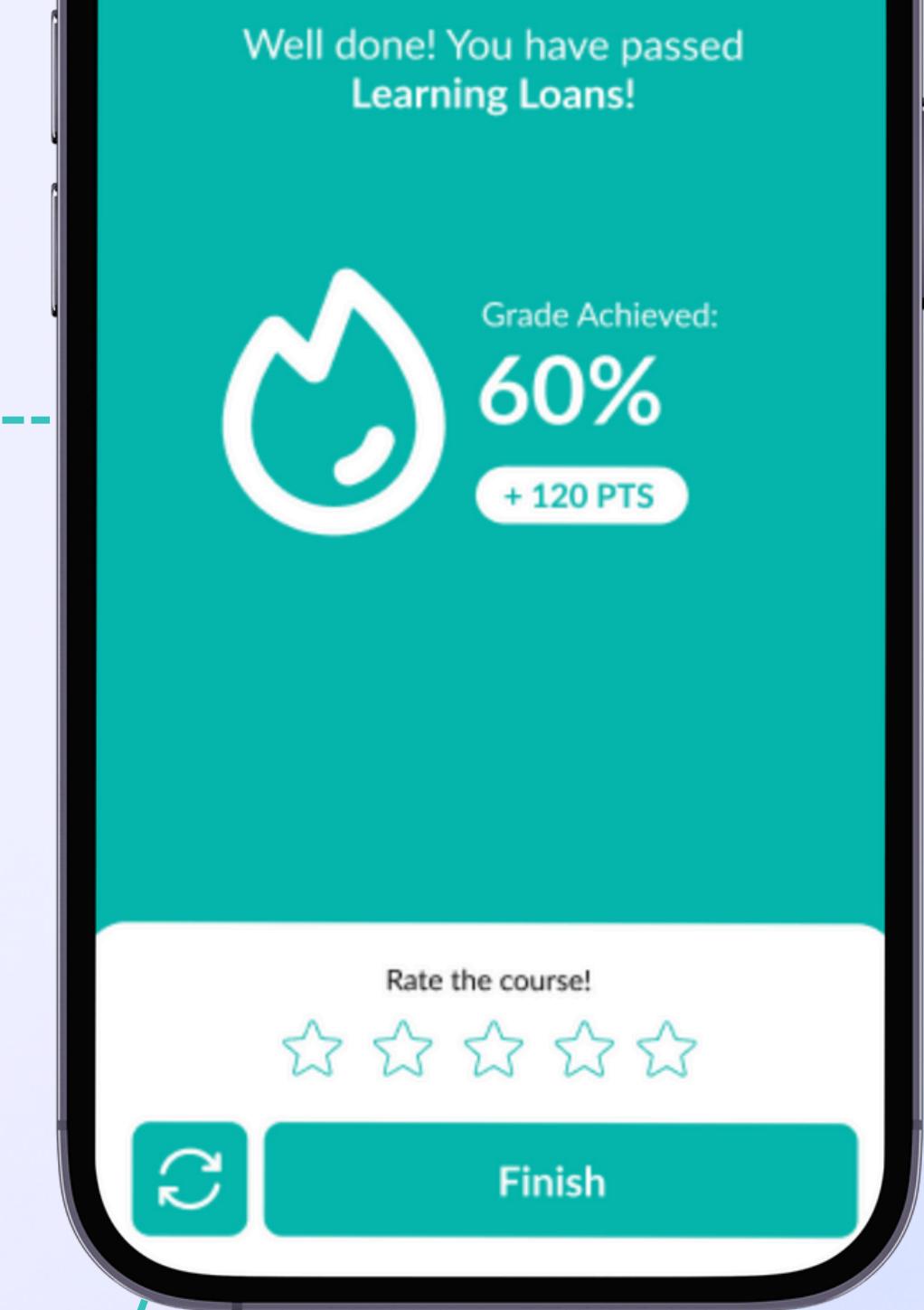
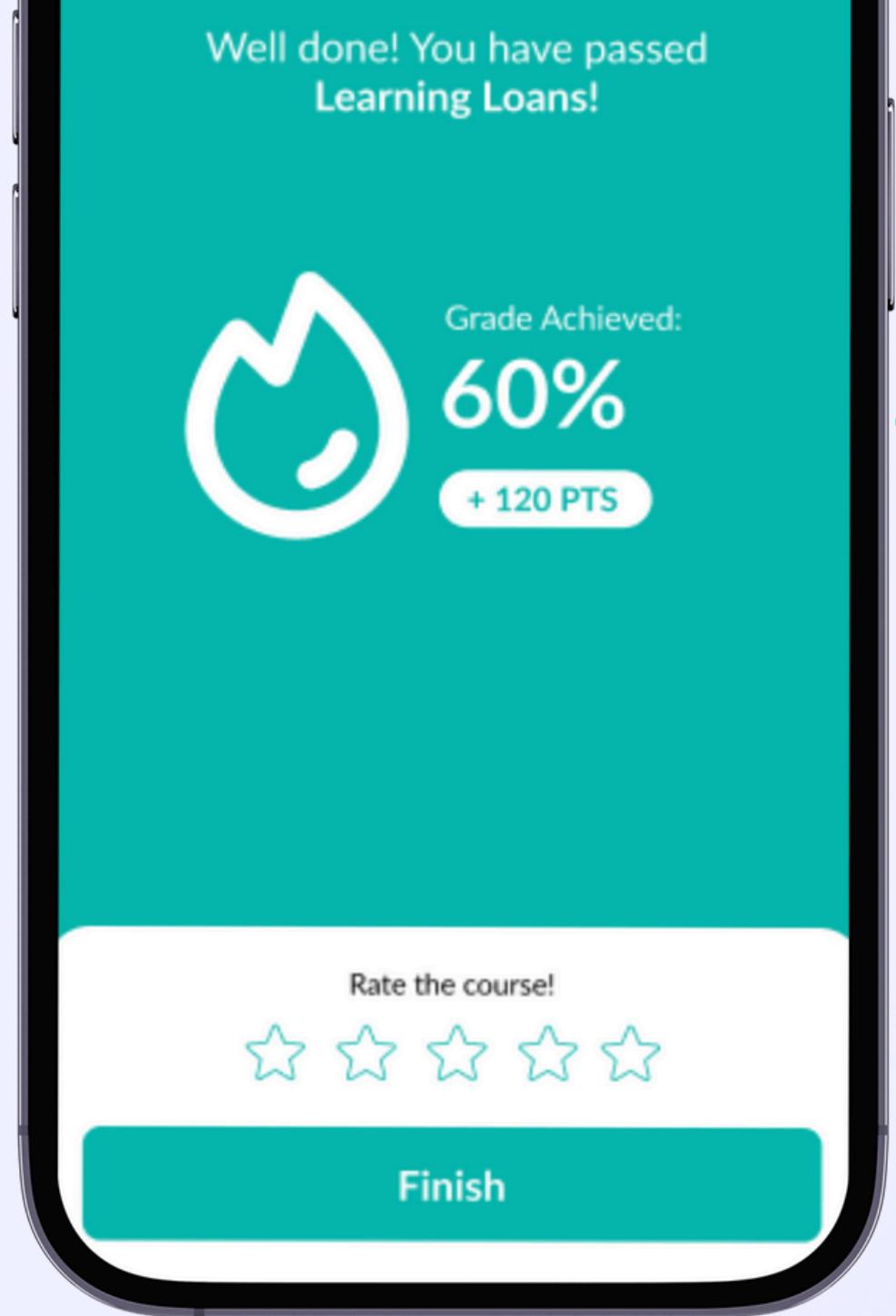


Here are the design changes we've implemented

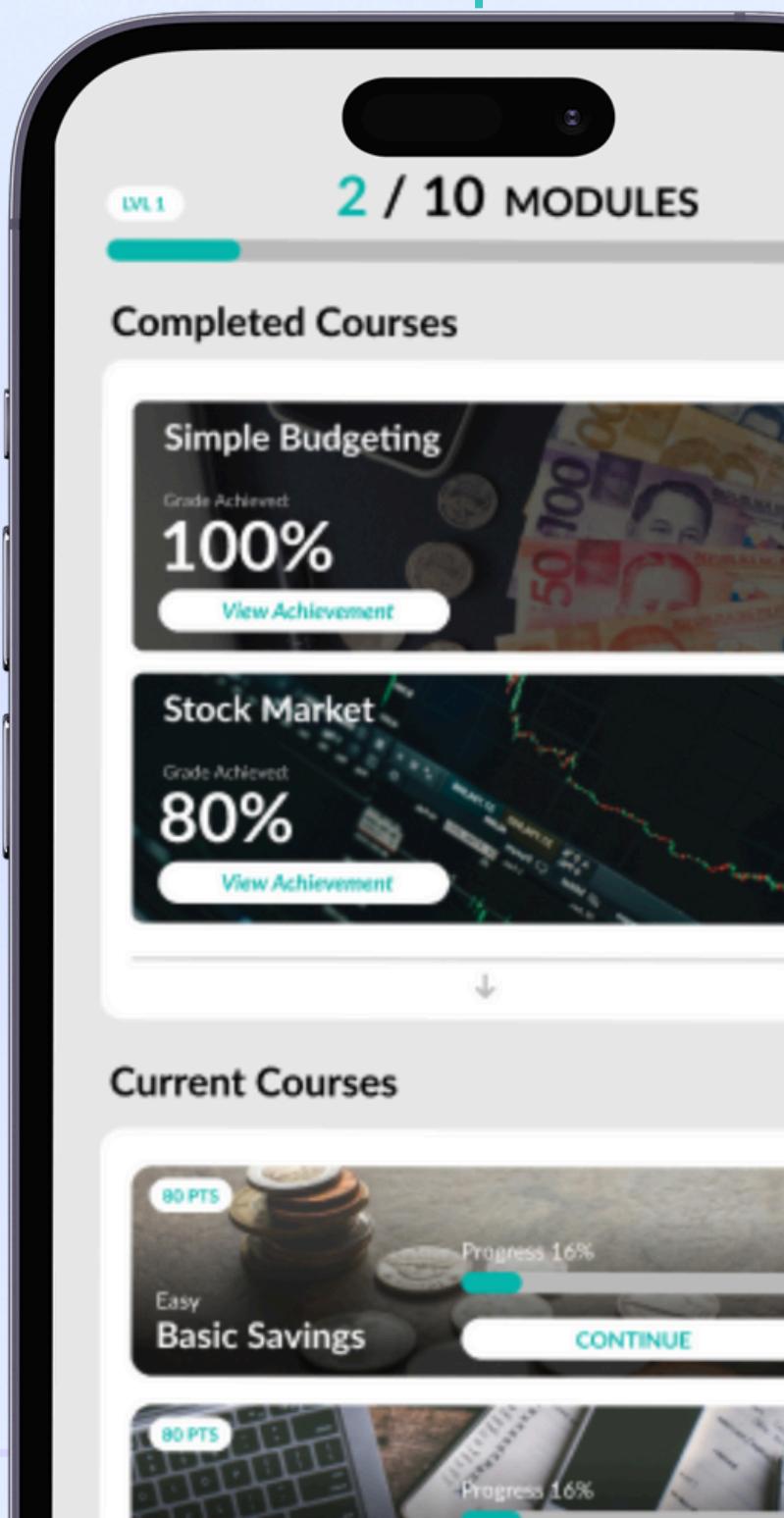








Redirects to



Retry Button

Prototype Demo



What we've concluded.

