

Design A Way To Help Tutor Teenagers In Financial Skills

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Project overview



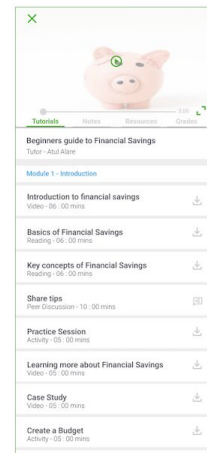
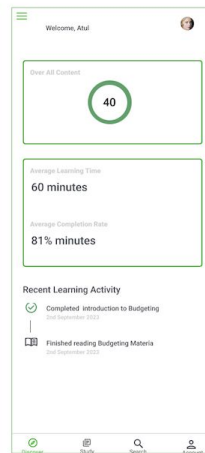
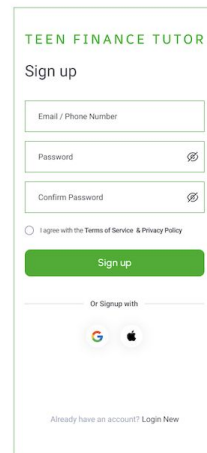
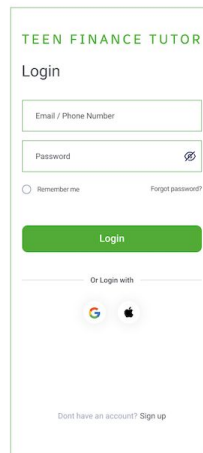
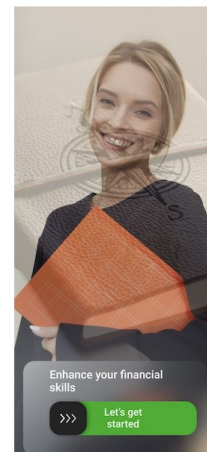
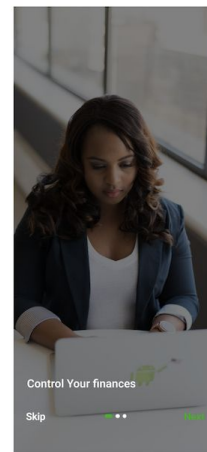
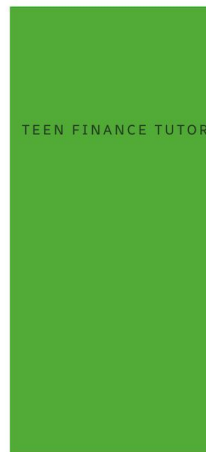
The product:

The product is a design solution aimed to empower teenagers with essential financial knowledge and skills that will help them make informed and responsible financial decisions



Project duration:

June - July 2023



Project overview



The problem:

The existing learning application do not have a solution specifically designed to teach teenagers financial literacy. The existing applications have modules and subjects across many fields and no tailor made content to encourage teenagers learn and understand financial skills



The goal:

To design a learning application that specifically address financial literacy gaps amongst teenagers. The solution will be tailor made to teach and coach teenagers skills required to learn and upskill. The content will be designed in a friendly and interactive way to encourage teenagers to learn and tailoring it to meet the diverse backgrounds and levels of financial knowledge users.

Project overview



My role:

UX researcher and Ux Designer



Responsibilities:

Responsibilities:

- Planned and conducted the user research through collaboration with stakeholders using qualitative and quantitative research methods
- Created user personas to help guide the design process
- Planned and conducted usability testing sessions
- Collaborated with UX Designers to translate findings into design recommendations
- Created wireframes and mock-ups

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



A detailed approach was adopted to gain insights into user needs and user pain points. Interviews and surveys were conducted among teenagers. Most participants reported the existing learning platforms came with a cost. Participants wanted a dedicated learning platform that catered to learning financial skills in a hands on practical way. They wanted a simple way to understand complex topics. The feedback received through research made it very clear that users were willing to learn financial skills and not abandon the program if the modules were taught in a simple way for participants to grasp and understand.

Amawen

Problem statement:

Amawen is a high school student who needs to learn financial skills to manage his allowances because the available programs makes it difficult for him to learn.



Amawen

Age: 17

Education: High School

Hometown: Atlanta

Family: Parents and 2 siblings

Occupation: Student

"To be financially independent and not rely heavily on my parents when I graduate"

Goals

- Learn how to manage allowance
- Invest to gain future returns
- Learn how to avoid debts

Frustrations

- Concerned about understanding the complexity of financial concepts
- Concerned about balancing school, part time work and learning

Amawen is a 17 year old high school student. They live with their parents and two siblings. Their parents have a busy schedule and barely make time to teach financial literacy. Amawen wants to understand how to manage finances and gain financial independence as they plan for college

Persona 2: **Apuingle**



Apuingle

“To overcome challenge with dyslexia and become financially literate”

Problem statement:

Apuingle is high school graduate with dyslexia who needs to have personal tuition on financial skills because her current learning environment is not personalized.

Age: 16
Education: High school
Hometown: Dubai
Family: Single
Occupation: Student

Goals

- Learn how to manage money effectively
- Plan and save for the future
- To become financial independent
- To be a successful entrepreneur

Frustrations

- Frustrated that they are challenged in reading materials
- Difficulty in understanding financial jargon

Apuingle is a 16 year old high school graduate with dyslexia. They recently migrated to Gh and lives with their parents and 4 siblings. Their parents are supportive and understanding of the learning difference. Apuingle has basic financial knowledge and is determined to learn. Apuingle wants to learn in a supportive environment where learning difference is accommodate. They are concerned that they may not get a tailor made content and not enough support

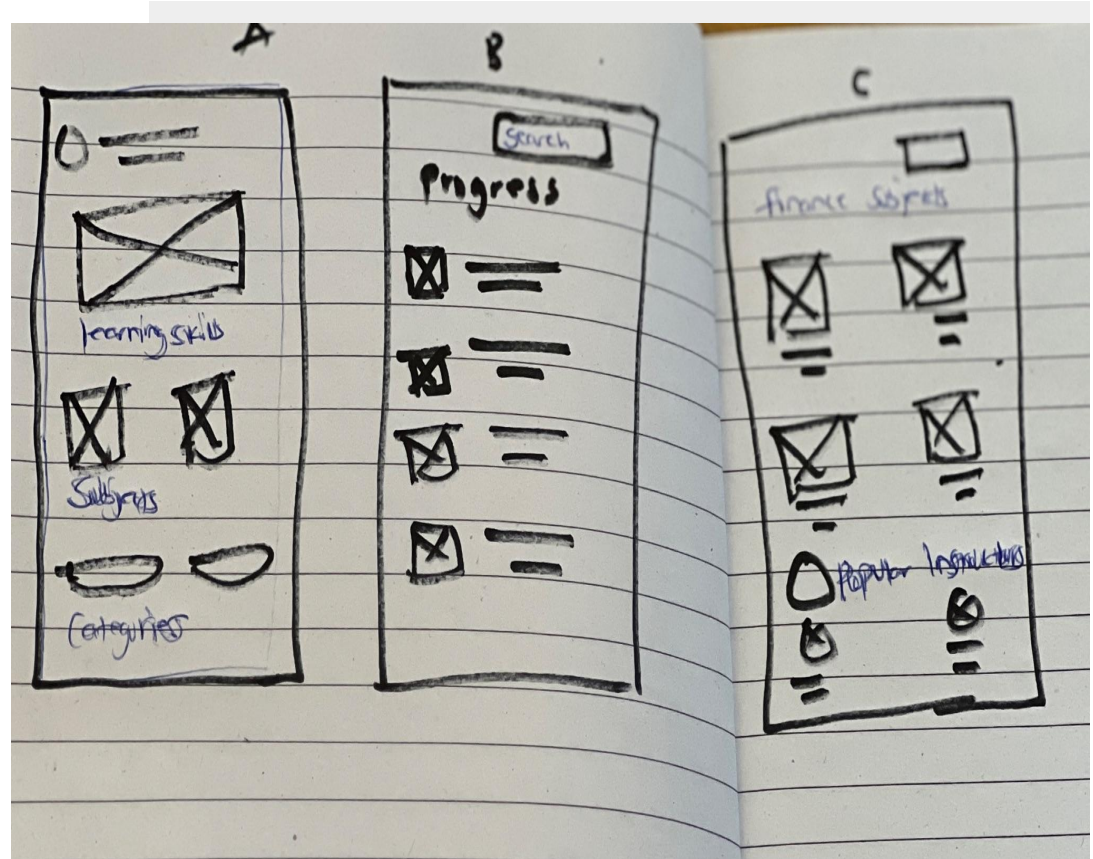
Competitive audit

Users wanted a dedicated learning platform targeted at teenagers and tailored to teach financial skills. Users wanted the course to be taught in simple manner for them to understand. Users also wanted to enroll on courses taught by instructors who could simplify the content

US		JX				
	A	J	K	L	M	
1						
2						
3		First Impressions		Interaction		
4		Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
5	Linked In Learning	Good + Visually appealing + Makes users feel welcome - daunting for a new user	Okay + Loaded with information - App is only available in 12 languages	Outstanding + curated training content + Secured app + Partnership with universities to tailor content	Needs work + Available in limited number of languages	Outstanding + straightforward + course content
6	Udemy	Good + simple to navigate + Makes users feel welcome	Good + Visually appealing + Navigation is easy - App is only available in 14 languages	Okay + wide variety of training content - complex input of information	Good + Available in 14 languages	Needs work - no integration of milestone
7						
8						
Add 1000 more rows at the bottom						

Ideation

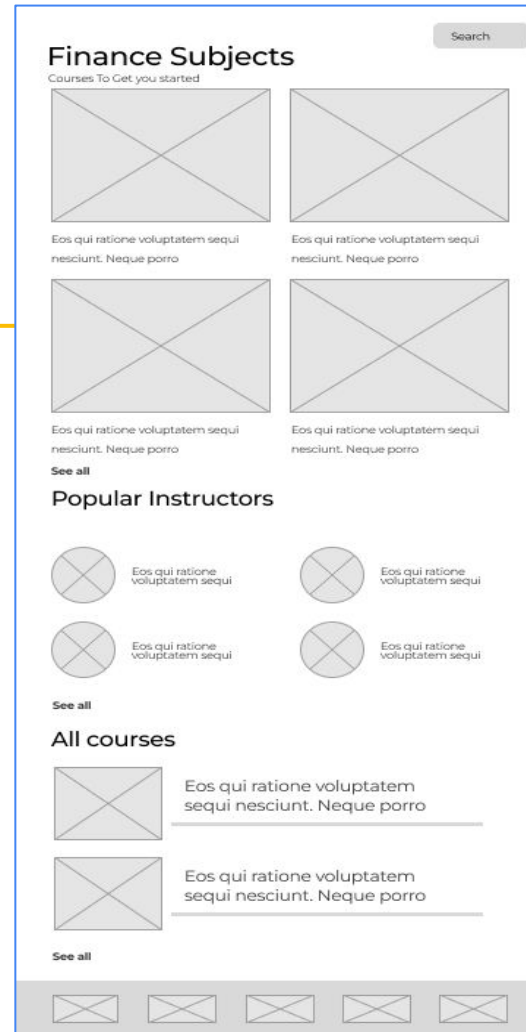
This shows the basic structure and highlights the intended use of the application. All subjects are accessed freely with no cost. The application shows the subjects under financial skills a learner can enroll on. The second image shows the progress of each module taken and the 3rd screen provides an overview of the course instructors. Instructor reviews will motivate users to enroll



Digital wireframes

[Users desired an overview of the subjects and the instructors teaching the subjects

Tips on the various finance subjects a learner can enroll on

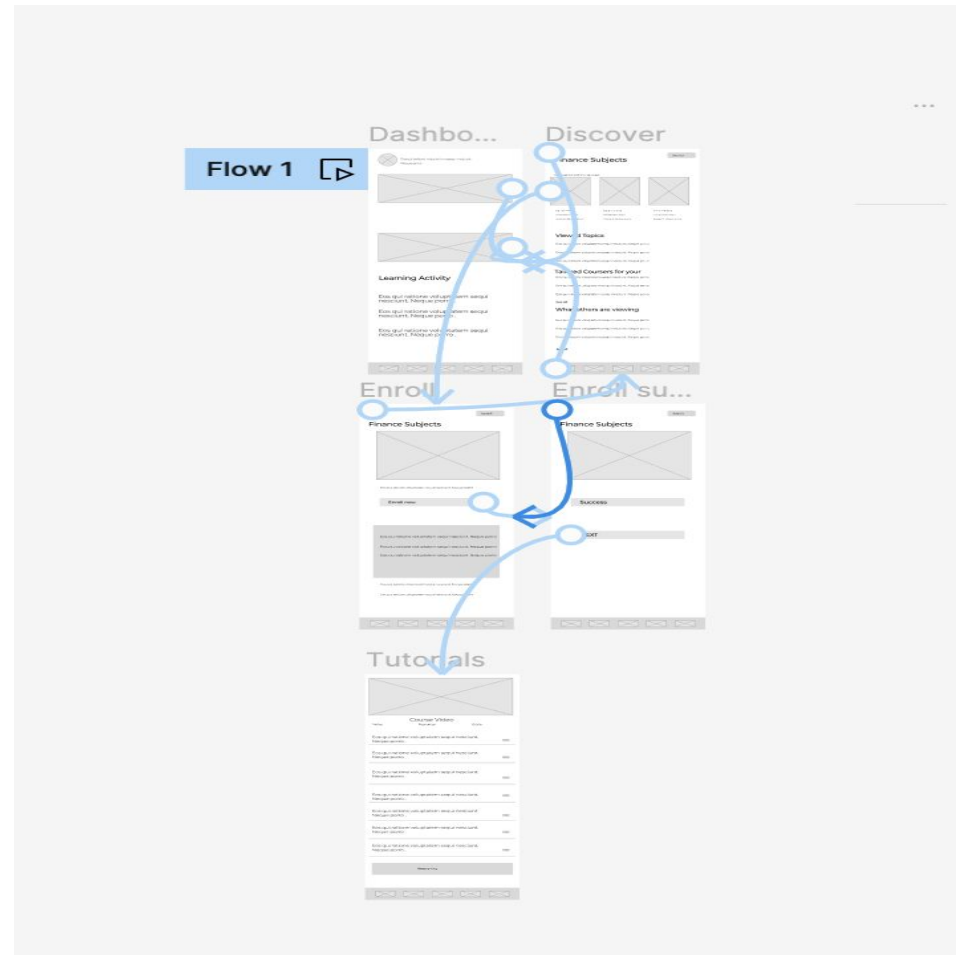


Information on the instructors to provide learners with a information to make a decision before enrolling on a course

Low-fidelity prototype

The user access the homepage. The user is guided on the selection of subjects based on the user's interest. A list of subjects are displayed providing the user the option to select from. The user selects the preferred course and follows through the steps to enroll. Please find link below

<https://www.figma.com/file/dcqu1J9EjE74Tua5pTai3s/Web-Payment?type=design&node-id=122%3A105&mode=design&t=ALZ4SUg2pnRWjz7-1>



Usability study: parameters



Study type:

Unmoderated usability study



Location: Erith, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users wanted interactive learning that would incorporate games, quizzes and discussions to reinforce learning

2

Finding

Users wanted a tracking system that would enable them see their progress and achievements

3

Finding

Users wanted clear language and jargon free content

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

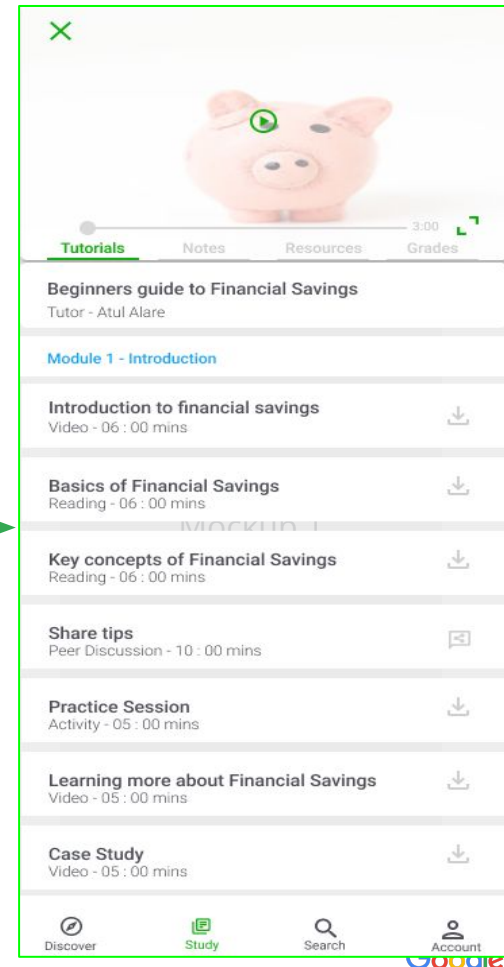
Mockups

Based on the insights from the usability studies, i applied design changes like providing a clear indication on the course progress and nature of the content.

Before usability study



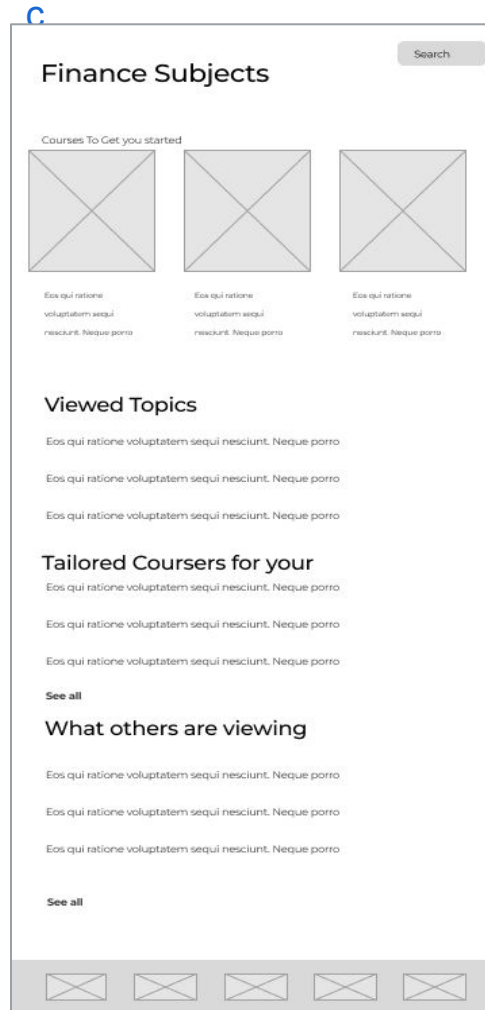
After usability study



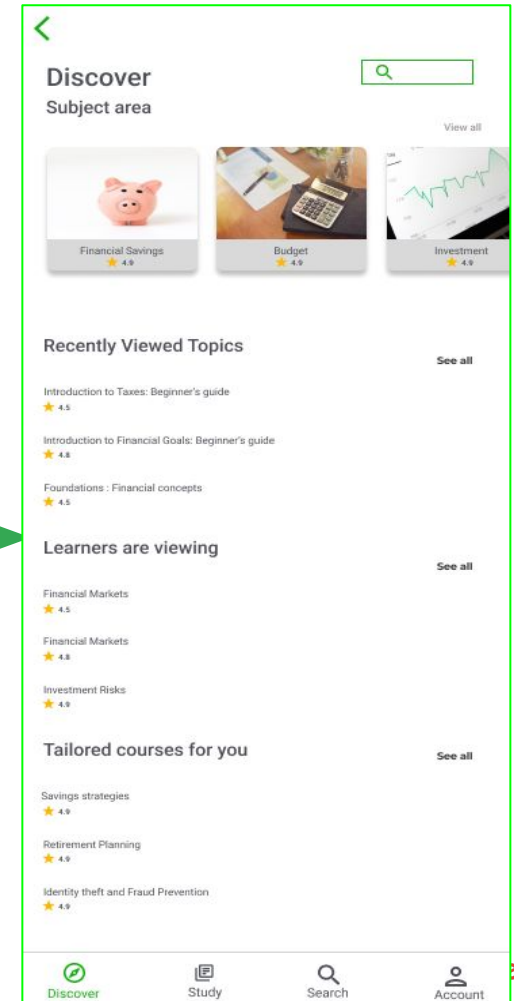
Mockups

Additional designs included having personalized recommendations for users based off their activities and what other learners are discovering.

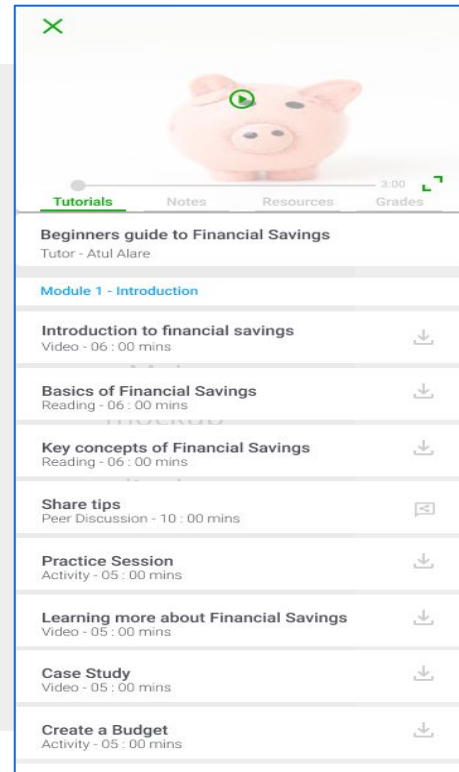
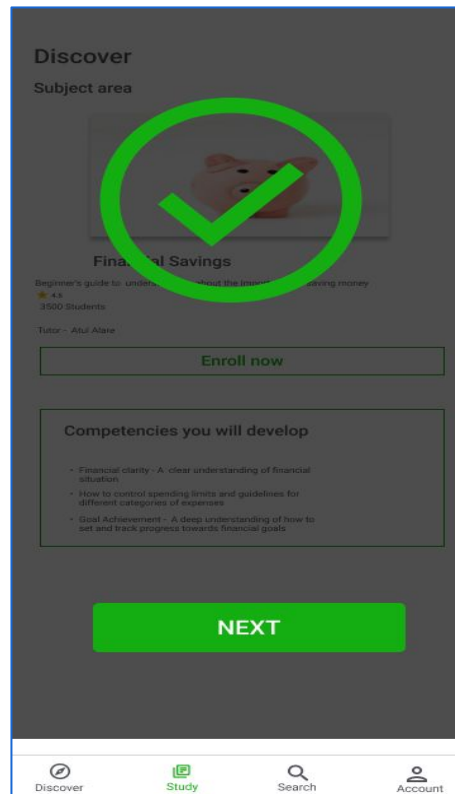
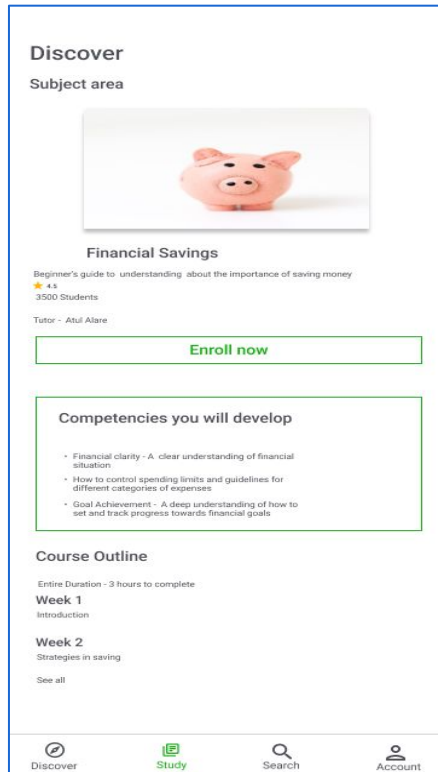
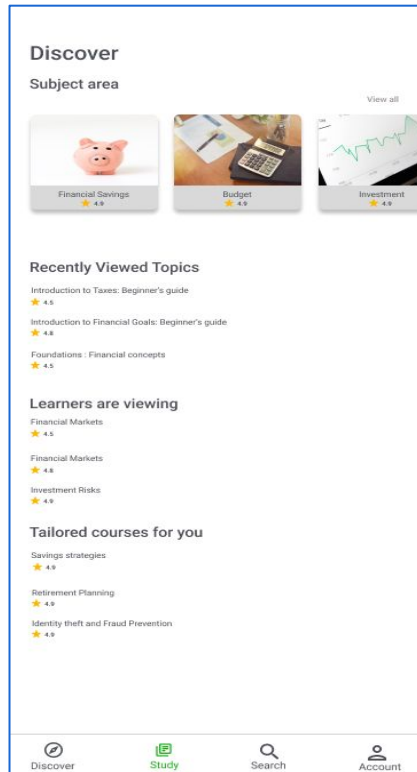
Before usability study



After usability study



Mockups



High-fidelity prototype

The high fidelity prototype followed the same user flow as the low fidelity prototype including design changes made after the usability studies. View the link below.

<https://www.figma.com/file/dcqu1J9EjE74Tua5pTai3s/Web-Payment?type=design&node-id=128%3A46&mode=design&t=TALZ4SUg2pnRWjz7-1>



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers

2

Adjustable font size. Users can adjust the font size .

3

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user

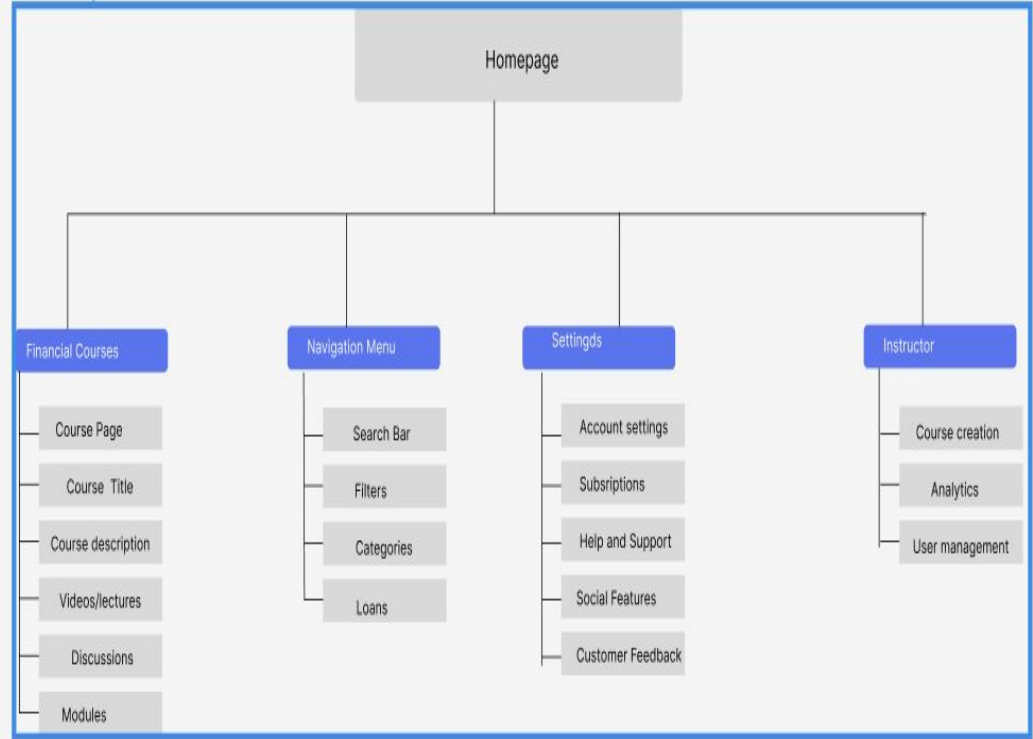
Responsive Design

- Information architecture
- Responsive design

Sitemap

The sitemap was designed with user feedback in mind. The goal was to create a clear and organized information architecture to improve user navigation and a positive learning experience for users

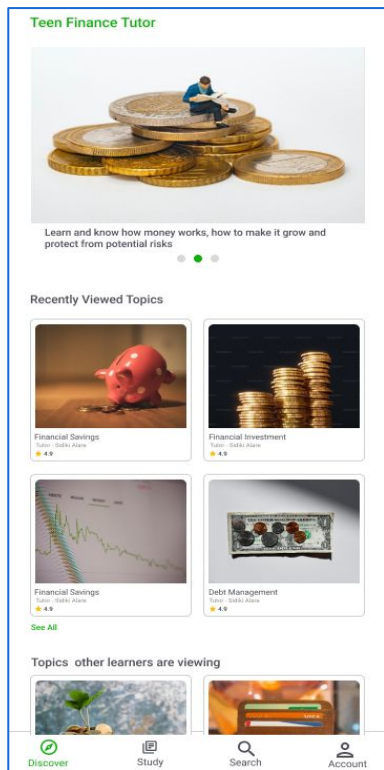
Sitemap



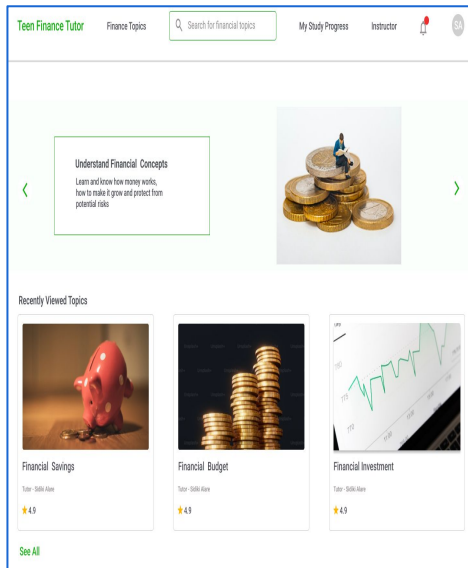
Responsive designs

Mobile Website

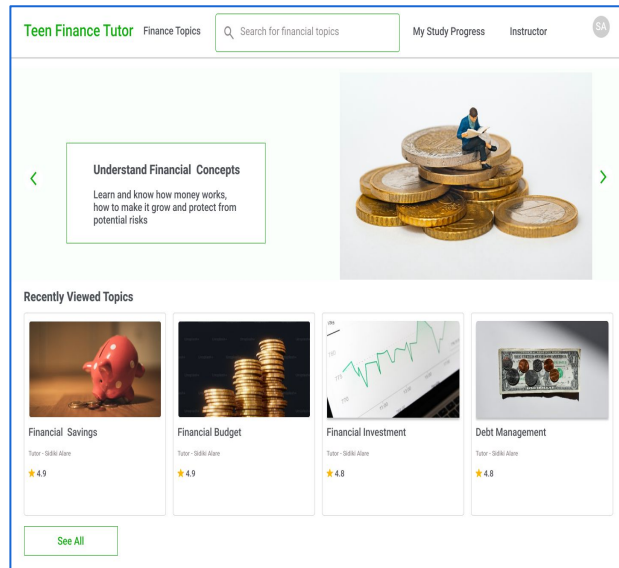
The design for screen size variation included mobile, table and desktop. I optimized the designs to fit specific user needs of each device and screen size



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app could motivate users to learn and apply financial skills. One quote from a peer was “learning financial skills via the app is like having a personal finance tutor on the go helping me make smart financial decisions.



What I learned:

I learned that even though the problem i was trying to solve was big one, going through the entire design process and aligning with specific user needs helped me come up with innovative solutions that were both feasible and useful

Next steps

1

Continuous user testing and feedback to identify areas for improvement and refine

2

Add more financial educational resources and complimentary topics

3

Conduct research on how successful the app is in reaching the goal to learn financial skills

Let's connect!



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