Design a User Experience to help adults learn how to invest
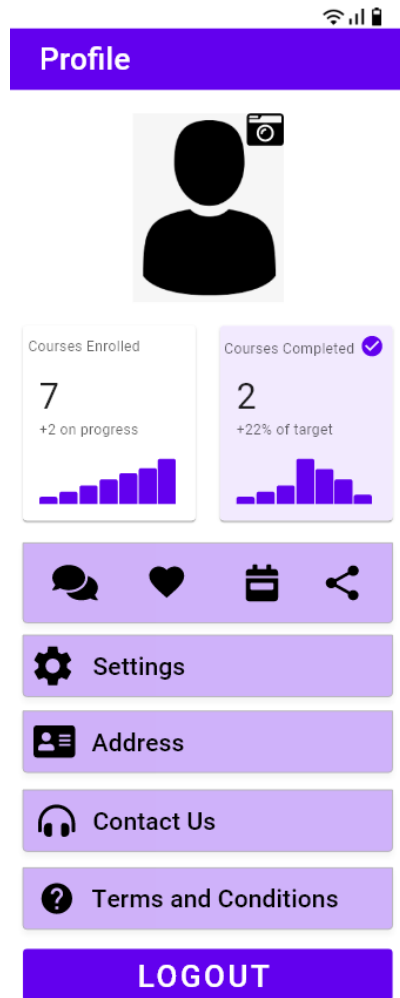
Neelesh Kumar Sharma

Project overview

The product:

 - This product will help adults start their Investment Journey by learning about various Investment options.
 - It will help individuals design a portfolio so that they may not face any financial problems in the future.

Project duration:

August,2023 – November,2023

Project overview

The problem:

Rajesh is a young software engineer who needs to learn investing for growing his wealth because he wants to secure his future by saving and investing from now.

The goal:

The goal of this project is to make everyone financially aware so that they cannot be fooled by others and grow their wealth to meet their future needs.

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Project overview

My role:

Lead UX designer, UX researcher, etc.

Responsibilities:

1. User research
2. Wireframing
3. Prototyping
4. Checking for accessibility.

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Understanding the user

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

Google

User research: summary

I conducted a research in which I thought of people that will benefit from it and divided the users into two personas.
My assumption was that the design would take less number of screens and it would be completed early.
As I started conducting the user research and understanding about different user needs and behaviours to certain actions, the design started to gain complexity and I understood that the topic needed more screens and interaction.

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Persona 1: **Neelesh**

Problem statement:

Neelesh is a Software Engineer who needs to learn investing for growing his money because he wants to secure his future by saving and investing from now.

Neelesh

Age: 23
Education: Bachelor
Hometown: Orissa
Family: Single
Occupation: Software Engineer

"Busy engineer not having time but wants to learn investing for growing his wealth."

Goals
- Scheduling time effectively for better productivity.
- Being a successful engineer and gain as much experience as he can.
- To give time for being healthy.

Frustrations
- He wants to grow his wealth without taking extra tension.
- He don't like wasting time.
- He would like to have a website that could help him invest without complexities.

Neelesh works as a Software Engineer in a tech firm. He likes to exercise for being fit. He don't like wasting time on things that hamper his productivity. He wants a website that could help him learn to invest without having any complexities and making the experience simple and smooth.

Google

Persona 2: **Sia**

Problem statement:

Sia is a Product Manager who needs to learn how to invest based on goals because she is thoughtful about her child and care of the future ahead by planning it from now.

Sia

Age: 40
Education: Masters
Hometown: Delhi
Family: Married
Occupation: Product Manager

"Likes to explore nature and want to plan the future of her child by learning to invest."

Goals
- Scheduling time between office and home.
- Taking care of her child by making sure that all the necessities are met.
- To give time for exploring nature.

Frustrations
- Busy with the home and work schedule.
- Plan the future of her child with the right investments.
- She would like to have an app that could help her invest according to her goal.

Sia works as a Product Manager in a firm. She likes to explore nature. She is thoughtful about her child and care of the future ahead by planning it from now. She wants an app that could help her learn how to invest based on her goal without having any complexities and making the experience simple and smooth.

Google

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Food Saver app.

	Competitive audit	Competitive audit goal: Help adults learn how to Invest.							
		General information							
		Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
	Varsity	Direct	India	App and Website that help individuals learn about personal finance, trading, markets,etc.	₹ 236.00	www.varsity.com	Large	All individuals	"Attractive tech and user experience"
	Investopedia	Direct	New York	Website providing information related to finance and investing.	$	www.investopedia.com	Medium	All individuals	"Detailed explanation of topics"
	Investing.com	Indirect	USA	Website providing information and platform related to finance and investing.	$	www.investing.com	Large	People engaged in Trading and Investing	"Providing trading platform along with information on finances"

	Competitive audit							
		First impressions		**UX** (rated: needs work, okay, good, or outstanding)				
						Interaction		
		Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	
	Varsity	Outstanding + All features are useful and to to the point. + Simple and elegant design. + Easy to navigate. + Trustworthy brand.	Outstanding + All features are useful and to to the point. + Simple and elegant design. + Easy to navigate. + Consistent branding.	Outstanding + Certification after completed learning. + Videos provided + Goal setting. + Link to open a demat account.	Good + Can change to some native languages. - Did not have Text to Speech.	Outstanding + Can register for a certicate easily. + Clear and concise steps to be taken, easily understandable.	Outstanding + Straightforward navigation. + Clear indication of clickable elements.	
	Investopedia	Good + Simple design. - Too long descriptions.	Good + Consistent branding - Too many things in a small screen.	Outstanding + Market updates. + News updates. + Newsletters.	Needs work - No native language available. - Donot have text to speech.	Good + Every available item is clearly visible to the user. - Steps can be more precise.	Good + Smooth shift between screens. - Little complex navigation.	
	Investing.com	Outstanding + Useful features with detailing. + Vibrant design. + Easy to navigate.	Outstanding + Useful features with detailing. + Consistent branding. + Easy to navigate.	Outstanding + Stock Charts available. + All market updates. + Indepth analytics and report.	Good + Text formatting is adjusted according to user. - Did not have text to speech.	Outstanding + Clear and concise steps to be taken. + Wide variety of items clearly visible.	Outstanding + Straightforward navigation. + Clear indication of clickable elements.	

	Competitive audit			
		Visual design	**Content**	
		Brand identity	Tone	Descriptiveness
	Varsity	Outstanding + Strong brand identity. + Consistent strong UI, use of high-quality images.	Light and simple tone reflecting the strong understanding about customer developed over years.	Outstanding + Conveys information clearly. + Descriptions are to the point and clear.
	Investopedia	Good + Strong UI and high quality images. + Known brand.	Understandable tone, inclined towards little known users of finance.	Outstanding + Nice description of all topics. + Information divided into sub parts for more briefing.
	Investing.com	Outstanding + Strong brand identity. - Strong UI/UX design.	Advances design with all available knowledge and articles related to the topics and related market news updates.	Good + To the point description. - Less no of knowledge articles.

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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **making adults learn personal finance through courses by setting goals.**

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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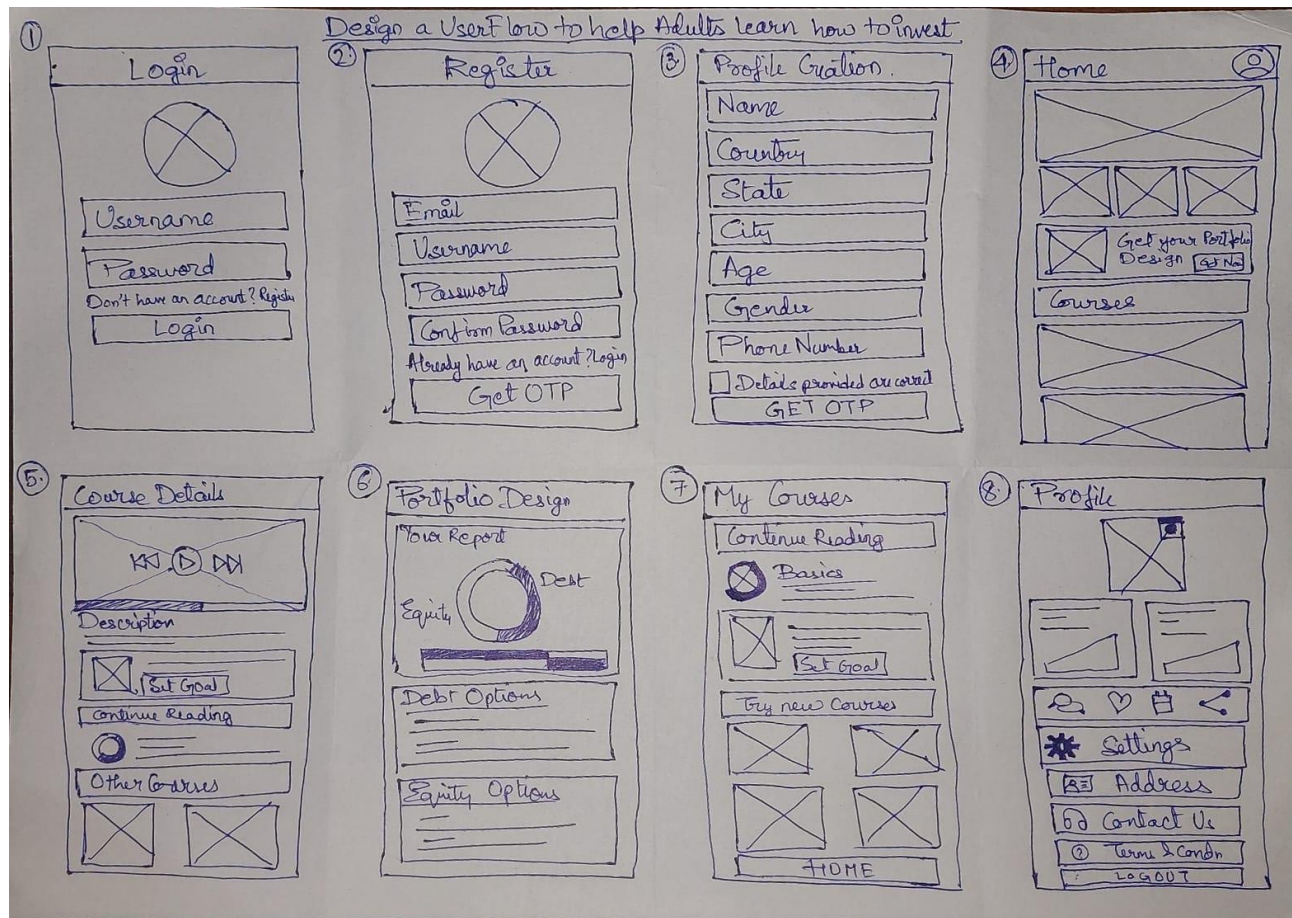
Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Investment Redefined App. These designs focused on delivering personalized guidance to users to help manage their learnings and be successful in their investment journey.

Home

Users can set their goal of reading the courses.

SET GOAL
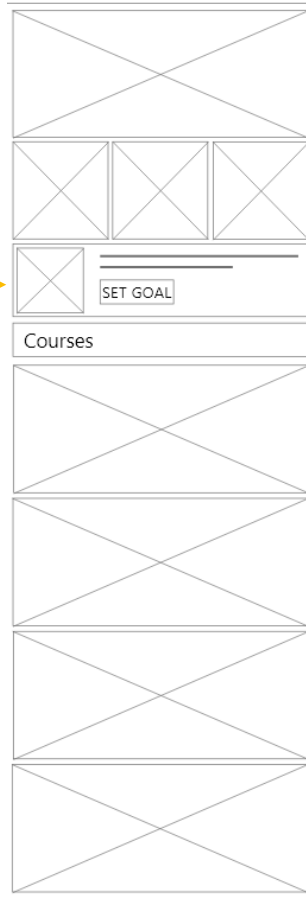
Courses

List of Courses that can be availed by the user.

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Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of a person trying to learn about investment.

View:

https://xd.adobe.com/view/6e174 98f-0914-4d38-b16d-c34c9cd59655-3b44/

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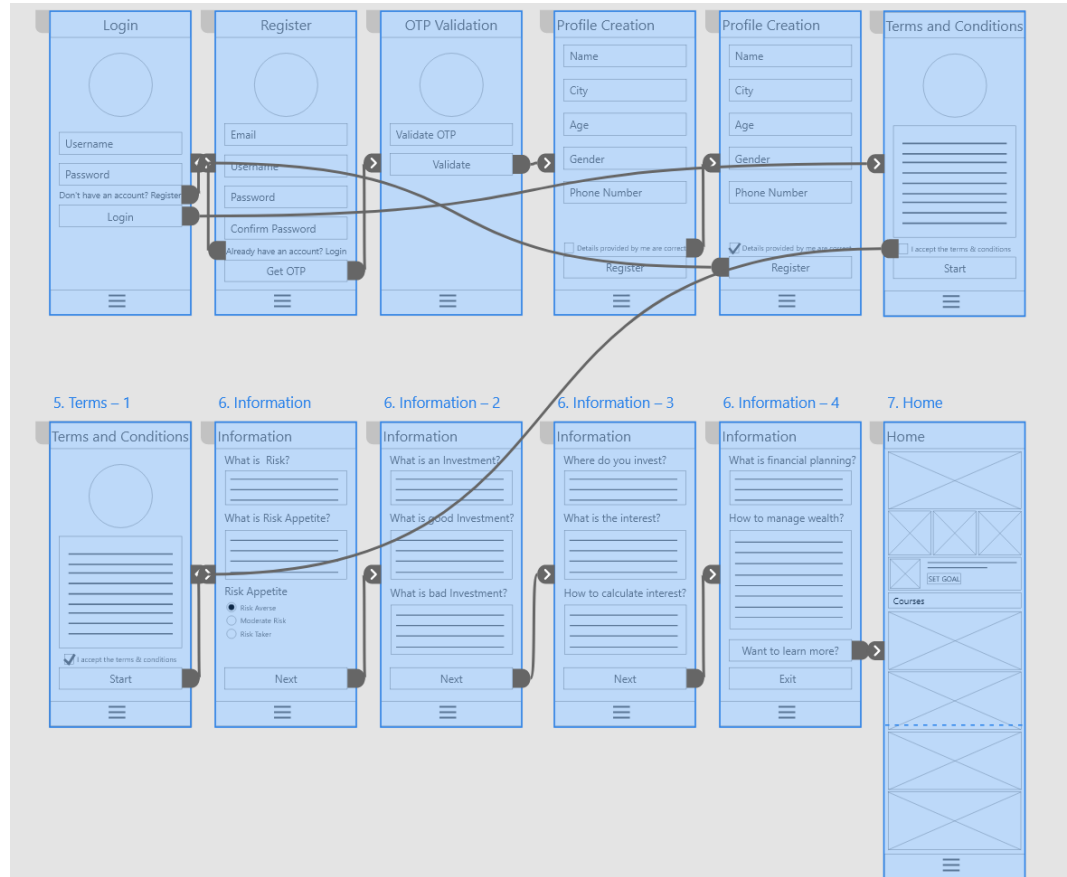
Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

12 participants

Length:

30-60 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:-

1

Graphics

People want to read content which has nice and attractive visuals.

2

Latest Updates

People wanted updates on the course.

3

Ratings

People wanted a rating system so that they can review the course and the blog.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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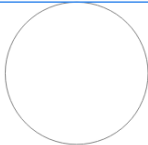
Mockups

Based on the insights from the usability studies, I applied design changes like providing attractive and high definition graphics to browse through the app.

Register

Email

Username

Password

Confirm Password

Already have an account? Login

Get OTP

Register

Email

Username
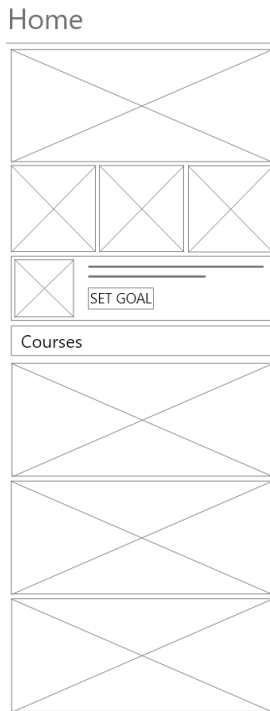
Password

Confirm Password

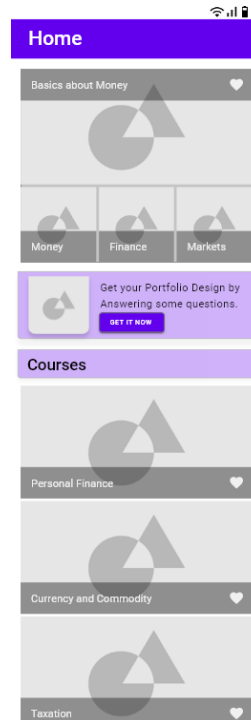Already have an account? Login

GET OTP

Google

Mockups

Additional design changes
included adding an
indication of latest updates
on the course display
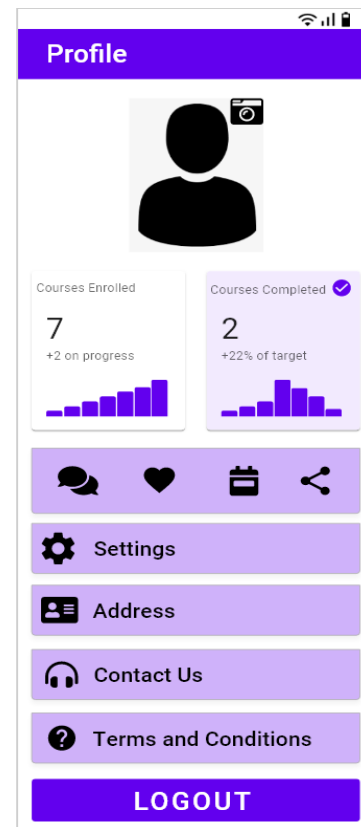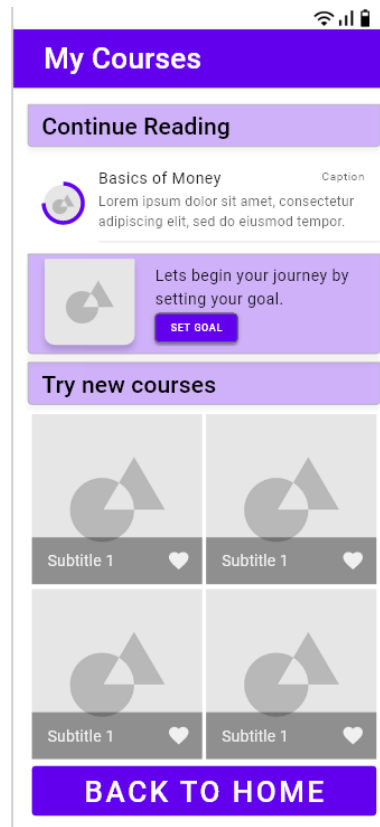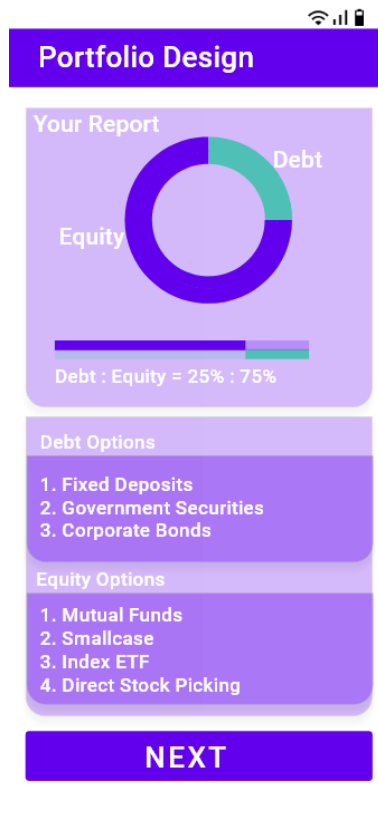bottom and ratings on the
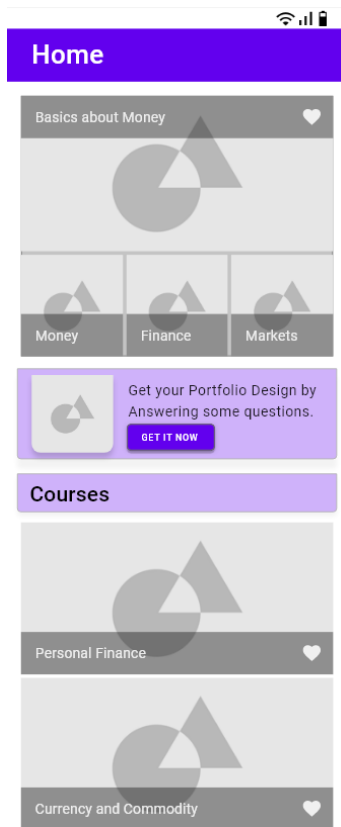course display section

Before usability study

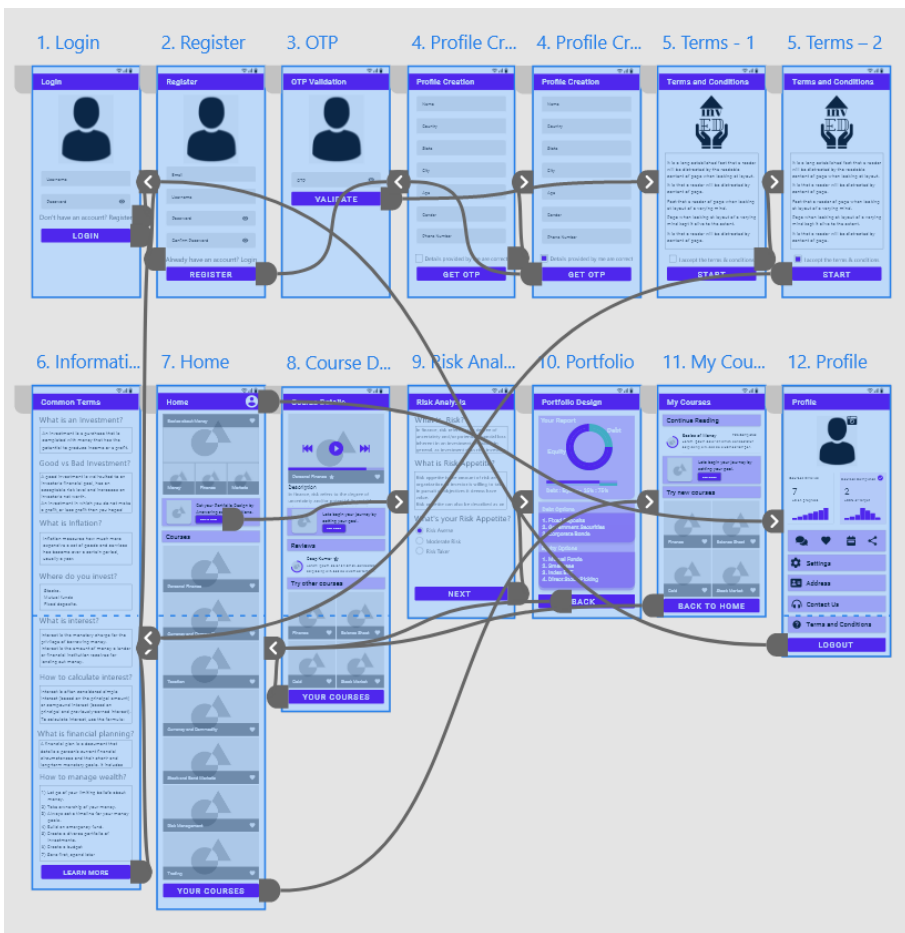After usability study

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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 study.

View the Investment Redefined high-fidelity prototype:

https://xd.adobe.com/view/fda47 7b4-fa74-450a-a401- 1ba047889b94-a8f7/

Accessibility considerations

1

Initial focus of the home screen is to set a goal for learning which help users decide their path as the primary task or action of the user.

2

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

3

Text sizing vary according to the content and also due to responsiveness. Proper indication of important words throgh this.

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Responsive Design

- Information architecture
- Responsive design

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Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Investment Redefined sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

Homepage

Course Details	Your Courses	Portfolio Design	Profile
Course Video	Continue Reading	Your Report	Settings
Set Goal	Set Goal	Debt Options	Address
Reviews	New Courses	Equity Options	Contact Us
Other Courses	Back to Home		Favourites
Your Courses			Schedule
			Chat with Us
			Terms & Conditions
			Share App
			Logout

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Responsive designs

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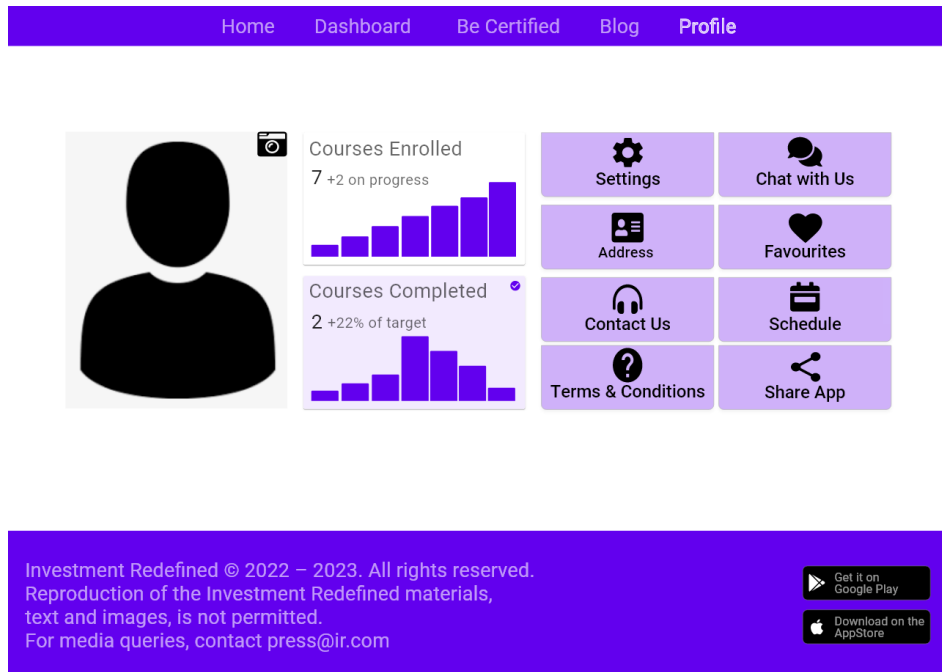
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Users shared that the app made will really be solving a big problem existing nowadays, seem like something they could actually have a value in their daily life. One quote from peer feedback was that "the invED app helps an individual design his financial level in a way that's easy and engaging."

What I learned:

I learned that even though the problem I was trying to solve thinking it a small one turned out to be a big one, and by diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

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Next steps

1

Provide rewards to users for successfully choosing the path towards financial independence by learning about various financial instruments.

2

Add more educational resources link for users to learn in depth about something they want or have interest in.

3

Conduct research on how successful the app is in reaching the goal to make adults learn how to invest.

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Let's connect!

Thank you for your time reviewing my work on the Investment Redefined app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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