

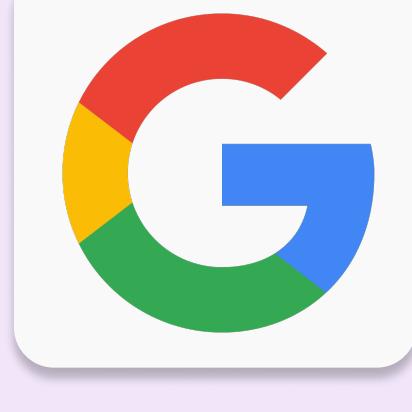
# FinLearn

## LOGIN

USERNAME

PASSWORD

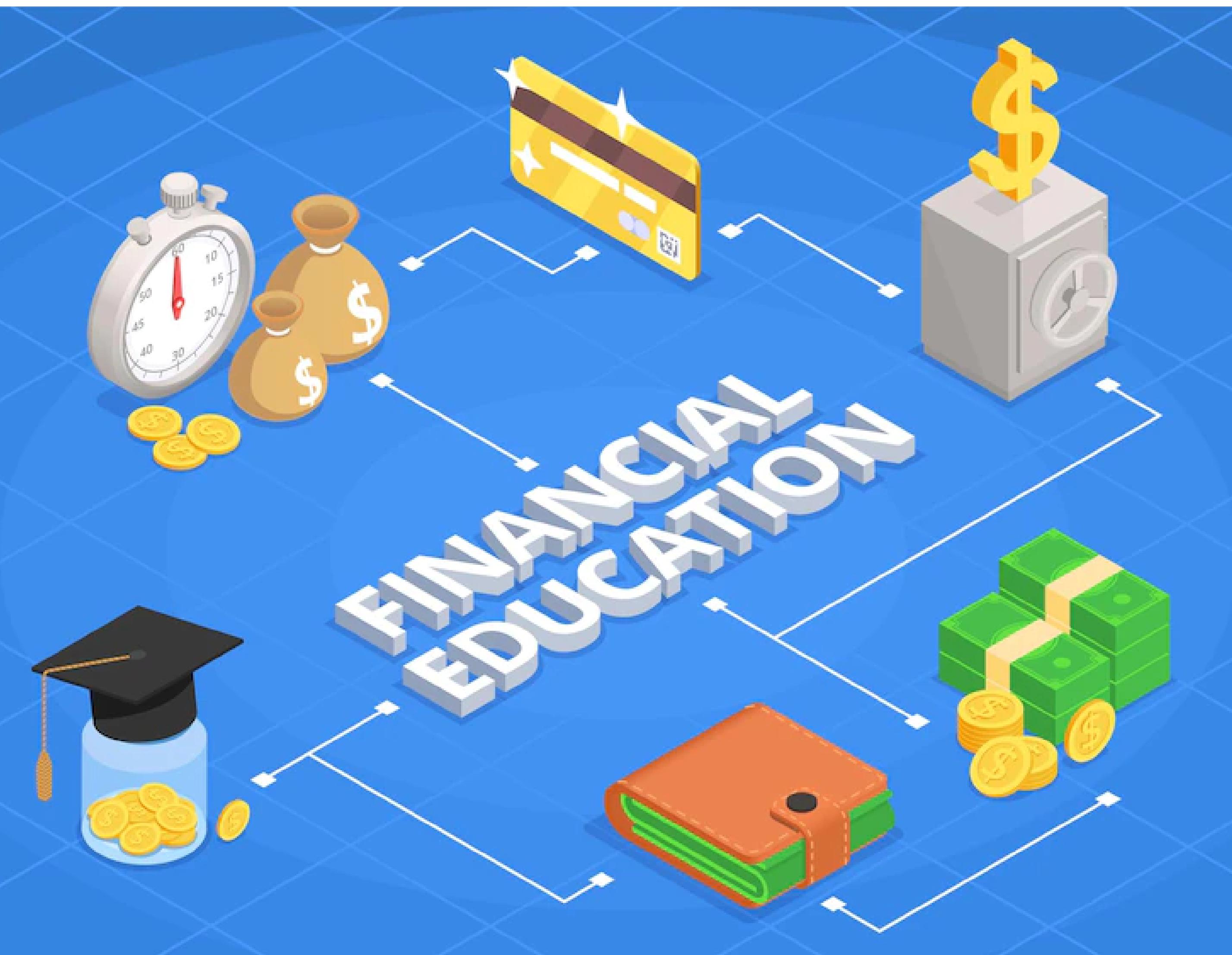
or



**LEARN | EARN | SAVE**



## LEARN | EARN | SAVE



**LEARN FINANCE**

**VIEW CARD DETAILS**

**VIEW TASKS**

**ADD/ VIEW CARD BALANCE**

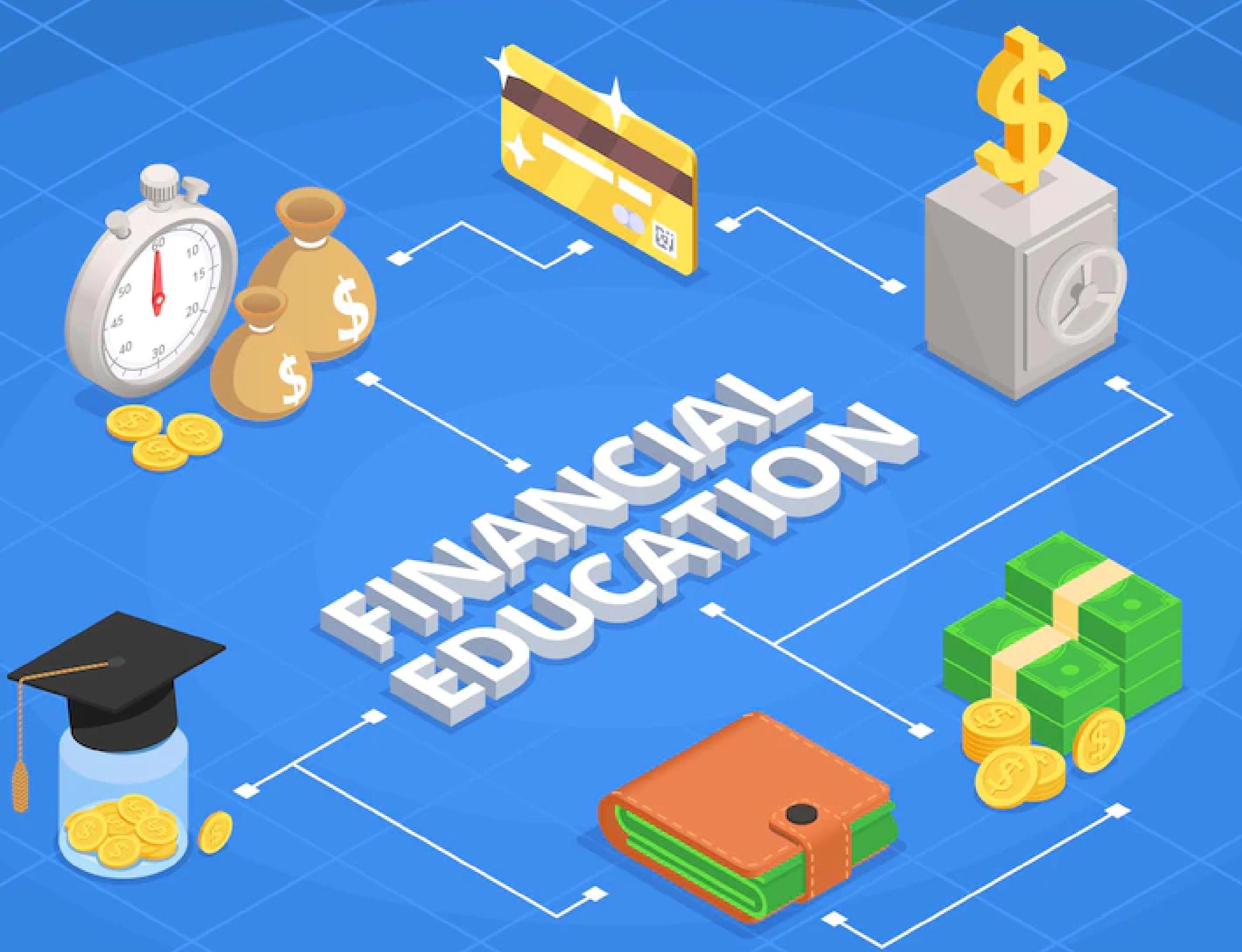


Mr. Lorem Ipsum  
Parent account

LOG OUT

LEARN | EA

## FINANCIAL EDUCATION



LEARN FINANCE

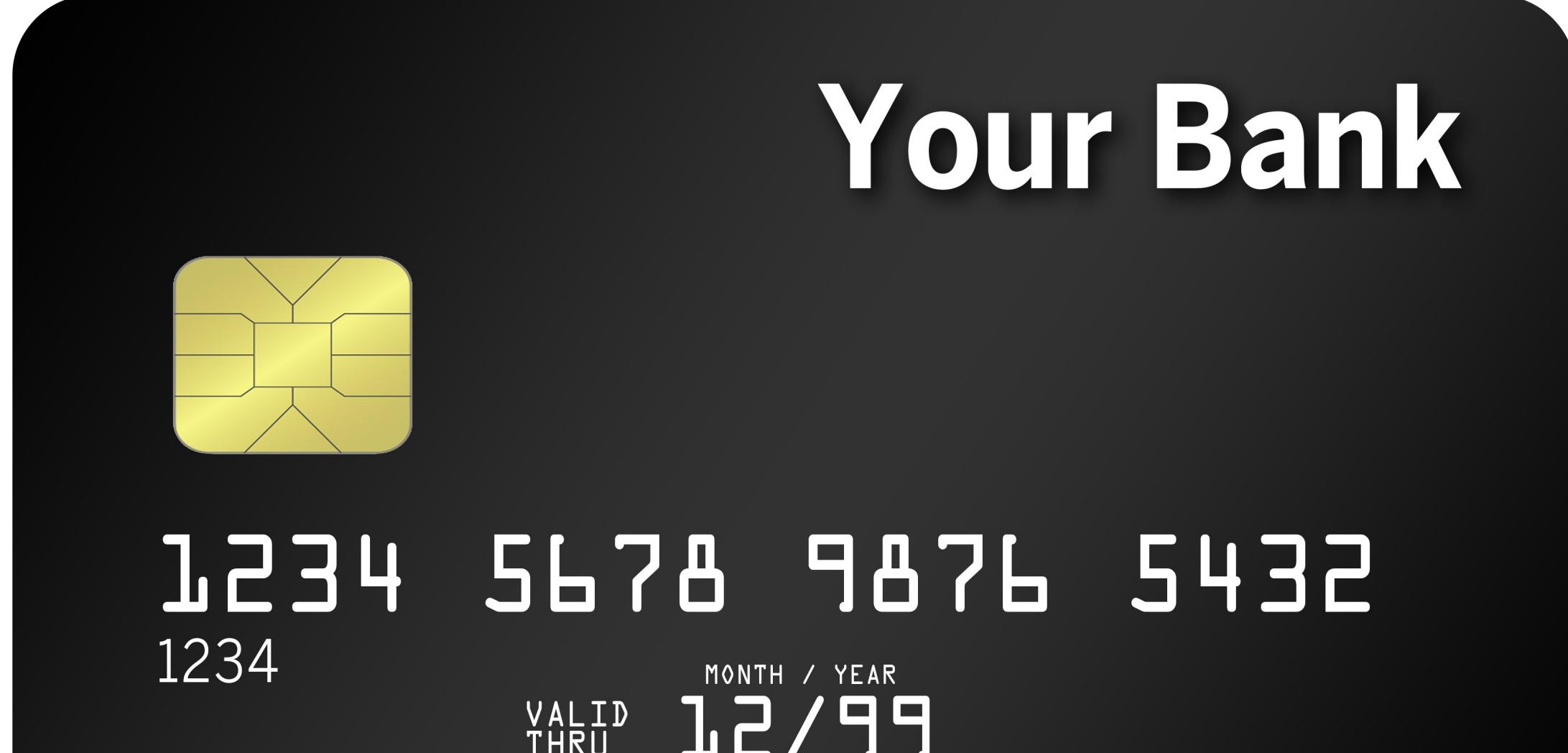
VIEW CARD DETAILS

VIEW TASKS

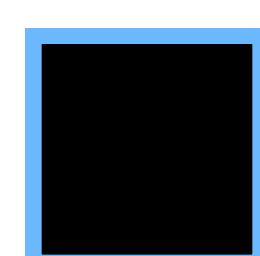
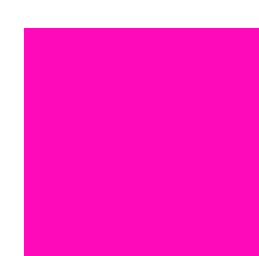
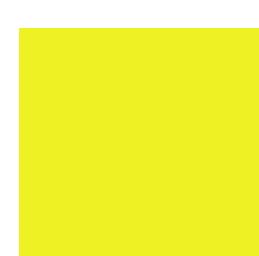
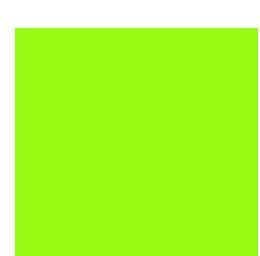
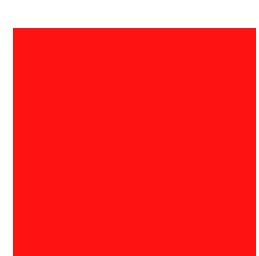
ADD/ VIEW CARD BALANCE



## Your cards:



## Colours:



**ORDER NOW**



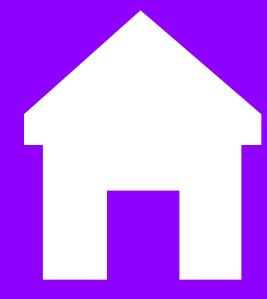
(parental access required)

**ADD MONEY**



(parental access required)

**LEARN MORE**



## TASK MANAGEMENT

CARD: XXXXXXXX2747

[CHOOSE ANOTHER](#)

TASKS REWARD

PENDING

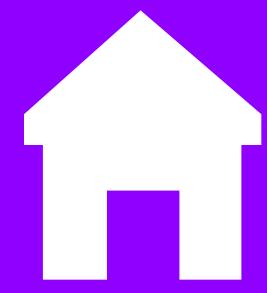
Task 1 XX  
Description

COMPLETED

Task 1 XX  
Description

CURRENT BALANCE: XXX

[LEARN MORE](#)

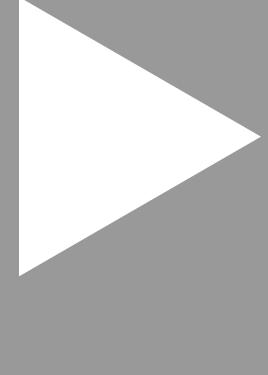


## LEARNING MODULES

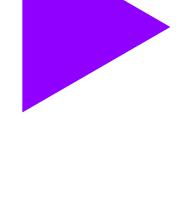
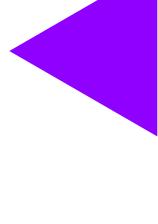
PARENTS

KIDS

### RECOMMENDED



LOREM IPSUM



### CATEGORIES

ABC

ABC

ABC

ABC



## LEARNING MODULES

PARENTS

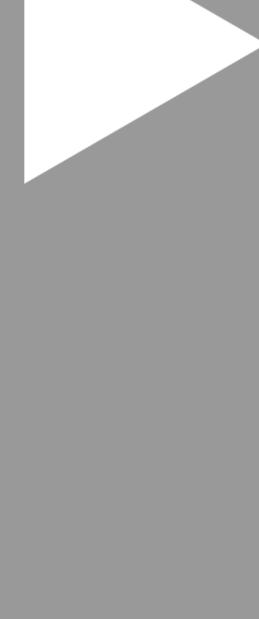
KIDS

### LEARNING PROGRESS:

3/12 LECTURES COMPLETED    5/26 QUIZ COMPLETED

TAKE QUIZ

### RECOMMENDED



LOREM IPSUM



### CATEGORIES

ABC

ABC

ABC

ABC

VIEW TASKS



parental access

## TASK MANAGEMENT

CARD: **XXXXXXX2747**

[CHOOSE ANOTHER](#)

**TASKS** **REWARD**

PENDING

Task 1 **XX**  
Description

COMPLETED

Task 1 **XX**  
Description

**ADD TASK**

**VERIFY AND ADD MONEY**

**CURRENT BALANCE:** **XXX**

[LEARN MORE](#)

The user would login and will have a few options to understand finance and use the money with the card provided. Learning is for both parents and children, parents can add money to children's cards by assigning tasks which must be completed to get the money. Learning is supposed to be interesting hence videos with bunch of quizzes is provided with a progress bar to gamify the experience for children who also have a preference for colour for which an option to change colour of card is also provided..

# USER FLOW

## ACQUISITION

User logins to the app and sees various options to explore and learn about the app

## ENGAGEMENT

The user engages with the app and explores various option on how can this help their child to learn and manage finances. The tasks, cards and tutorial videos are beneficial to understand app

## RETENTION

The user creates an account for their child and give him the card and asks to do small tasks and chores to add money and child sees the videos and takes quiz to educate themselves with finance and savings

## REFERRAL

As child begins to save money and do tasks around the house, parent refers the app to other parents to help their kids as well