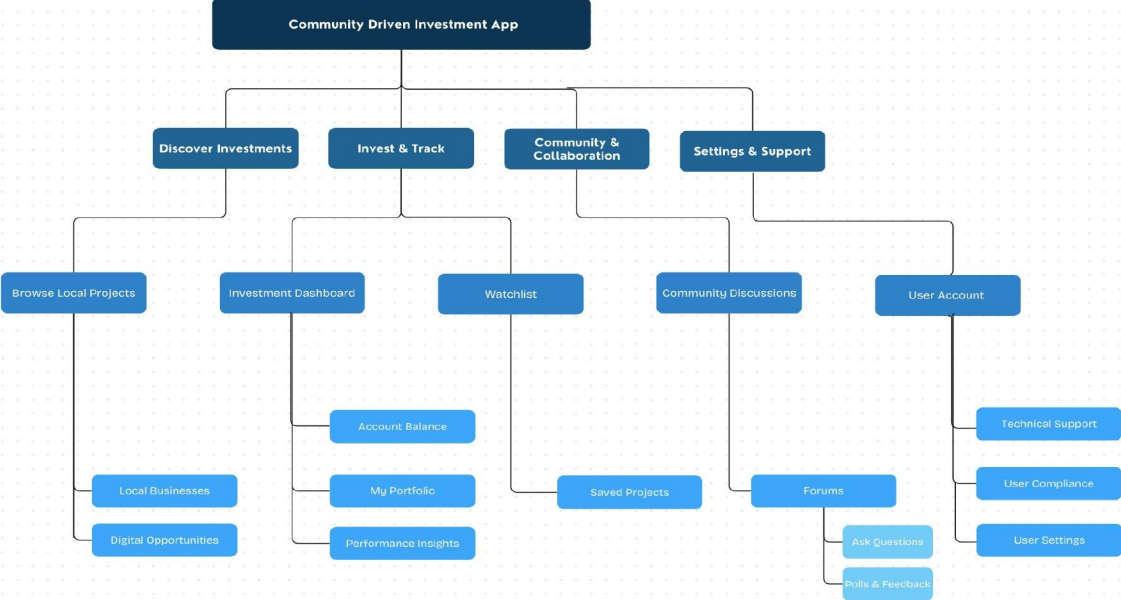


Community Investing Made Simple

MVP Concept & UX Blueprint

SITE MAP



USER FLOW

1. Account Creation & Onboarding

Homepage→ Sign Up→ Verify Email→ Verify Identity→ Link Bank Account→ Complete Profile (optional)→ Dashboard

2. Discover & Invest in a Business

Dashboard→ Explore Interactive Map / Filter Opportunities→ View Business Profile→ Select Investment Option (single, community fund, bond)→ Enter Investment Amount→ Choose Return Model→ Review Investment Term → Confirm Investment→ Portfolio Updated

3. Set Investment Alerts

Investment Profile → Tap Set Alert→ Select Criteria (industry, location, etc.)→ Choose Alert Type (goal reached, trending, etc.)→ Confirm Alerts → Manage Alerts from Profile→ Receive Notifications

4. Create & Share Investment Playlists

Investor Hub→ Create New Playlist→ Add Title, Theme, Description→ Search & Add Investment → Set Visibility (public/private)→ Share Playlist→ View Others' Playlists→ Copy/Invest from Shared Playlists

5. Sell an Investment

Portfolio→ Select Investment→ View Performance Details→ Choose Sell Option (full or partial) → Confirm Sale → Portfolio Updated→ Funds Available for Withdrawal or Reinvestment

6. Withdraw Funds

Profile→ Bank Transfers→ Enter Withdrawal Amount→ Confirm Withdrawal→ Transfer Processed→ Receive Confirmation

7. Track Social Impact & Engagement

Dashboard→ View "My Impact"→ Track Community Outcomes (e.g., jobs created, growth stats)→ Access Investor Badges→ Share Milestones or Stories→ Engage with Funded Businesses

Understanding Key Consumer Segments



Digital First Investor



Goals - Diversify portfolio with digital assets and stay on top of investment trends

Background - Highly tech savvy, understands NFT's and crypto portfolios

Needs - Instant access to metaverse investment options, smart alerts based on social media trends

Flow/Support

- Smart interactive map that focuses on the digitals
- Real time dashboard that shows performance details
- Active forum and community posts/chats that update popular trending topics

Cause Driven Investor

Goals - Support businesses and communities that align with their core values

Background - Medium level tech savvy, set in their ways on who they want to support

Needs - Real world impacts of their money, investments organized by mission or identity

Flow/Support

- Playlists curated by identity or mission (ex: climate conscious companies)
- Dashboard of impact metrics focused on social growth, not just money
- Forums with like-minded people to help guide where help might be needed next

Customer Journey Design: Tailored to Two Core Segments

Segment 1: Digital-First Investor

1	Awareness Social media, Reddit/X, influencer-curated investment playlists	<ul style="list-style-type: none">Trigger: Sees buzz around virtual real estate/NFT-backed projectsThoughts/Emotions to Elicit: "This is the future. I want in early."
2	Consideration Social media, Reddit/X, influencer-curated investment playlists	<ul style="list-style-type: none">Trigger: Spots high-growth metaverse area w/ positive performance reviewsThoughts/Emotions to Elicit: "This platform <i>actually</i> understands digital investing."
3	Onboarding Social media, Reddit/X, influencer-curated investment playlists	<ul style="list-style-type: none">Trigger: App suggests trending assets + tailors dashboard to profileThoughts/Emotions to Elicit: "This is smooth and built for people like me."
4	1st Investment Social media, Reddit/X, influencer-curated investment playlists	<ul style="list-style-type: none">Trigger: Selects performance-based metaverse asset, gets instant ROI projectionThoughts/Emotions to Elicit: "Investing here is fast and powerful."
5	Post-Investment Social media, Reddit/X, influencer-curated investment playlists	<ul style="list-style-type: none">Trigger: Real-time alerts + engaging discussions from other investorsThoughts/Emotions to Elicit: "I'm part of a smart, connected digital investor community."

Segment 2: Cause-Driven Investor

1	Awareness Identity-based playlists, nonprofit campaigns, word of mouth	<ul style="list-style-type: none">Trigger: Sees Patagonia's "Sustainable Ventures" playlist or a local nonprofit postThoughts/Emotions to Elicit: "This app helps me invest in what I care about."
2	Consideration Impact heatmap, business validation badges, community reviews	<ul style="list-style-type: none">Trigger: Finds LGBTQ+ business with high impact + "gold-certified" badgeThoughts/Emotions to Elicit: "I feel confident that this is a legit, values-driven investment."
3	Onboarding Guided profile setup, cause selection, mission-based dashboard	<ul style="list-style-type: none">Trigger: Chooses social themes → platform personalized experienceThoughts/Emotions to Elicit: "This is tailored to my values. I'm not overwhelmed by choices."
4	First Investment Business profile, fixed return model, social proof	<ul style="list-style-type: none">Trigger: Invests in local minority-owned café, sees projected job creation metricThoughts/Emotions to Elicit: "I'm making a real impact in my community."
5	Post-Investment Impact dashboard, badges, share-to-social features	<ul style="list-style-type: none">Trigger: Unlocks milestone badge, gets thank-you story from the businessThoughts/Emotions to Elicit: "I feel proud and inspired to invest again—and tell others."

There are two emotionally distinct but equally intuitive journeys: one rooted in tech exploration, the other in social connection, to maximize user satisfaction, retention, and advocacy.

Usability

Guided Investment Flows:

- Each investment flow is step-by-step (e.g., choose amount → pick return model → confirm), reducing decision fatigue and lowering the barrier for first-time investors.

Intuitive Navigation:

- The app uses an interactive investment map and clear filters (location, identity group, industry), making it easy for users to discover opportunities without needing prior investment experience.

Clear Investment Information:

- Business profiles are designed with digestible content—featuring risk ratings, ROI models, community reviews, and validation badges—so users can make informed decisions quickly.

Modular Dashboards:

- Personalized dashboards show only what's relevant to the user (portfolio, alerts, impact, playlists), enhancing clarity and reducing cognitive overload.

Accessibility

Error Prevention & Clear Feedback

- Forms and investment confirmations include real-time error validation (e.g., "Please enter a valid amount"), making correction simple and intuitive.
- All actions include confirmation states (e.g., "Investment successful"), helping users know exactly what happened.

Localization & Language Options:

- Designed to support multiple languages and cultural norms, increasing accessibility for non-native English speakers and diverse communities.

Simple Language & Tooltips:

- Uses plain, jargon-free language with built-in explanations/tooltips for financial terms like "dividends" or "performance-based returns," making investing approachable to users of all financial literacy levels.

High-Contrast & Dark Mode Options

- Users can toggle between high-contrast mode and dark mode, improving readability for users with different visual needs and preferences.

Thank you!

Questions?