TEENPRENURS

Improve your financial literacy today

Concept Project

Duration: September 2021 – January 2022

About the project

Teenprenurs is a concept project. My idea was to create a design for social good. This app was created to help young people equip themself with entrepreneurship skills to navigate the challenges of today's rapidly changing job market. It contains tools that can give teenagers skills and knowledge that schools failed to teach them. The best thing about it is that they can apply it immediately to their life.

Process

Empathize → Define → Ideate → Prototype

Problem & Desk Research

For my desk research, I read countless articles and studies, and it helped me discover the following problems:

-66 million young people are currently unemployed across the world. Furthermore, of those that are working, many do not earn enough to lift themselves out of poverty

-Young people equipped with entrepreneurship skills are better able to navigate the challenges of today's rapidly changing job market

-Teens are closest to evolving digital technologies and should be best placed to take advantage of the benefits they offer in the business. But to do so, they need adequate support: better access to finance and education, and the right exposure to different markets

-Stubbornly high levels of youth unemployment mean that creating the conditions for young entrepreneurs to thrive and build job-creating businesses is a top priority for governments around the world

-For too many young people, starting a business feels out of reach, exclusive, and unavailable to them

To sum up, adolescents have the potential to succeed in business, but they lack certain skills and knowledge that are stopping them from taking that first step, which is crucial to start

Goal

The goal of this project was to design an app that allows gaining theoretical and practical knowledge about business and self-development for teenagers. To help them get more confident in their abilities to start their own business.

Competitive audit

As a usual part of my process, I conducted a competitive audit for indirect and direct competition to see what the market has to offer for young entrepreneurs.

Raising Empowered Kids	Teen Entrepreneur Toolbox	Kid Everest Academy	wealthfit
online program and digital books for small kids	tools that are helpful with learning	course with a paid mentoring option	Entrepreneurship 101 for Teens (paid course with a mentor)

All of my competitors had a unique value proposition. They had digital books, courses, mentorships, and tools. The part that they were lacking was the practical use of this knowledge that they were offering.

So I saw an opportunity here and came up with an idea to add investing simulator and live finance management to my app. Based on this audit I also see the way I can develop my app and I will talk about it later in the "future directions" section.

They also had well-structured platforms with good information architecture and modern UI design.

Wierframes

I sketched a couple of ideas and made digital wireframes out of them. They helped me visualize my ideas and were my guideline for the rest of the design process.

Usability Study

I conducted usability studies with 4 participants. The biggest problem has been found to be that users can find the road map again after the onboarding process has been completed. The rest of the app was described as logical and intuitive.

Users can find the road map again after the onboarding process has been completed.

↓

I added additional information to popup during onboarding and also animated profile icon after closing popup to draw user attention to that icon.

Style Guide

Colors

#005AA9 #008OFF #F1F5F9 #FFFFFF

Typeface

H1
AaBbCc
32px - Bold - Source Sans Pro

H2
AaBbCc
24px - Semibold - Source Sans Pro

H3
AaBbCc
18px - Regural - Source Sans Pro

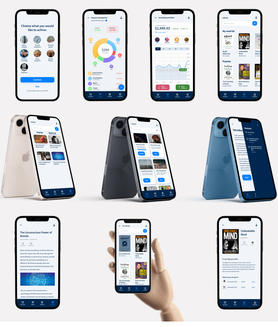
H4
AaBbCc
14px - Semibold - Source Sans Pro

H5
AaBbCc
12px - Semibold - Source Sans Pro

Icons

Logo

TEENPRENURS



Future Directions

In the future, I would like to make a desktop version of the app to make it a whole platform. I also think that creating a community around Teenprenurs would make the experience more engaging and could potentially lead to finding business partners or friends. The guidance of an experienced person is important in the learning process, so an option to find a mentor is also a direction in which I would like to develop this app.

Thank you for your attention!