

DAE Project 25-26

Project: Designing and creating a website that teaches basic financial literacy to teens

Needs: Website designed in a way and financial literacy explained in a way to teens that'll allow them to engage with, understand and absorb the content

This project will serve as an extension of my Passion Project for school

Profile (User Demographics)

- They should have a minimal knowledge of financial literacy
 - Directed towards teenagers 13-18
 - Clients should be interested in learning about financial literacy
 - Lower-middle class people
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Questions

1. What do you already know about money, budgeting, or saving?
2. When you need to learn something new, like how to save money, where do you usually go or what do you do?
3. What kinds of websites or apps do you enjoy using, and what makes them fun or easy to use?
4. What would make learning about money feel interesting or less boring for you?
5. Have you ever tried to manage your own money (like saving, earning, or spending)? What was that like?
6. What kind of tools or features would help you understand money better on a website?

Answers

Manvitha (Middle class, 15)

1. Have a savings account, has a checking account, how to spend money, but not much else
2. Ask ChatGPT for advice or ask friends or parents
3. Tiktok entertainment because contents engaging, chatgpt for help bc it gives u a straightforward answer, google for advice
4. Having games and interactive things and well edited videos
5. Yes. She tried to save money and it worked very well, she saved a lot of money
6. Videos, games, other peoples experiences, the internet, food

Ida (Middle class, (15)

1. Minimal knowledge of financial literacy (not much)
2. Google it
3. Instagram, Duolingo, YT, Google
4. Making little challenges (like goals; save \$40 a week etc) and checkpoints
5. Tried to save money and it's going well
6. Games, analogies, short videos

Abi (Middle class, 14)

1. Know that you should save money, spending money, not much else
 2. Go to youtube, tiktok
 3. Pinterest bc it gives inspiration, tiktok to scroll and bc it gives a quick answer to problems, youtube to burn time
 4. Relating it to something in their life and interesting
 5. I tried to manage money. Spends more than she saves.
 6. Games, aesthetics
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User Profile

<https://docs.google.com/presentation/d/11CPvy7SJY5HX2MpGXU8jCMOBhRrzCiQ-t4-h1JL0ji0/edit?slide=id.p#slide=id.p>

Purpose Statement

The purpose of my project is to create a fun, educational product that teaches teens between the ages of 13 and 18 the fundamentals of financial literacy.

Additional: (With a focus on students who have little experience with finance, the website will cover basic financial subjects like banking, budgeting, saving, and wise spending in an approachable and simple manner, as well as advancing into more financial concepts in depth. The website seeks to equip users with useful financial skills they can use in their everyday lives and carry into adulthood through interactive design, understandable explanations, and teen-focused content.)

Ideas

- People working in the bank track your spending and print documents that you can use to review your money decisions at the end of each day

Absurd Ideas Brainstorming

- Have a giant eye following everyone around tracking their transactions. By the end of the day, the eye will have produced a 'bank statement' of sorts that'll showcase the user's financial transactions done that day
- Government - owned time machines where people can go back in time to fix their financial errors they may have made in the past
- People can also go in the future to see where they'll stand financially and to see what mistakes they're making right now
- Wizard follows people around and judges their financial choices

High-level description of prototype

I want to create a website that will teach teenagers ages 13-18 with a minimal knowledge of financial literacy, financial literacy.

The website will have a home page and be broken up into sections (e.g. saving/spending, budgeting, debt management, investing, financial planning, etc). In these sections, I will record myself talking about these topics and upload them onto the website under each section, almost like mini lessons.

The videos will be created and edited in a way that's engaging and appeals to users, so they actually enjoy learning about notoriously boring financial literacy, and so they feel motivated to learn about it.

My website will include a budgeting tracker where you can insert your weekly or monthly budget.

I will also implement a goal setter, where you can write and keep any weekly or monthly financial goals, and you can review them at the end of the period to see how you did with the goal(s).

I will also create an AI chatbot called Bill and include it on my website in its own section. It will help answer questions users may have about financial literacy that my website's content covered by me didn't cover.

Collecting Feedback

- Google forms
- Voice recording → direct transcript
- Have post-its + pens on the table to write immediate feedback (optional)

Feedback Form



Major Topics **UNFINISHED

Earning and Investing

- Ways for Teens to make Income
 - Part time jobs
 - Selling old stuff
 - Making stuff and selling
 - Freelancing
 - Allowance
- Understanding Income
 - Gross vs Net income
 - Basic taxes
- What is Investing / Simple investing concepts
- How to Invest; Beginner investing platforms
- Thinking about investing long term
 - how it pays off
- Avoiding “get rich quick” schemes and scams

Credit and Debt

- What is credit?
 - Credit score
 - Credit report
 - Why do they matter?
- Types of Credit
 - Credit cards
 - Loans
 - Buy now, pay later
- Build credit early
- How credit cards work
- Debt 101
- Interest; how debt adds up

Saving / Spending

Budgeting

Feedback

- Like the idea
- It's a lot for a prototype
- Well made
- Shows teens how to use their money wisely

Prisha Jilhewar - DAE Feedback

I didn't get much detailed feedback, but common themes I found in my feedback were

- My clarity and confidence when presenting my prototype and explaining exactly how it'll work
 - This is positive feedback so I won't change this up
 - improving the UI and general user experience
 - I'll do this by adding more aspects to my website so it's not as boring.
- Ideas include
- I might change the color scheme so it's brighter
 - Create a rewards system
 - Add a budget tracker

- Add an interactive of a person's financial life (carousel format)
- Add a progress tracker
- Integrate calculators / configurers
 - Like a college cost estimator, etc, the idea is for users to be able to input
- Adding more features to keep users hooked such as games
 - To incorporate this into my feedback, I will add more games to my product relating to money. Ideas include
 - having users estimate the price of items, kind of like The Price Is Right
 - Stock market simulator
 - "Spent" game simulation
 - Loan shark game
- I will also add more features such as an input box at the bottom for users to submit their own feedback on how to keep improving my app
- I will also include an About Me / Contact Me box
- I will also include a box at the bottom discussing why I chose to pursue this project
- Another important aspect I'll probably add is creating an AI chatbot on my own called Bill that will answer additional questions and provide solutions to queries users had that I didn't answer in the existing content on my website