# huhvest

# EDUCATIONAL INVESTING

Proposal by **Kenneth Teo**

# research

Speaking to 5 interviewees with little to no investment knowledge yielded some findings:

- Most investment-related applications out in the market today focus on the actual investing process (purposefully sticky to keep users on the platform) rather than education
- Most financial / investment knowledge obtained via “investment content creators” (e.g. YouTube, Tik Tok, blogs, website)
- Ready to start investing but hope to be guided through the process
- Solitary process as money matters may be sensitive
- Charts are boring

# opportunity

Identified several core ideas on how a proposed application can help promote education in investing:

**Beginner friendly content**

**Gamification to sustain interest**

**Learning style to be personalized**

**Relatable narrative**

**Community aspect**

# how might we

encourage beginners to start investing, so that they will continually be incentivized to learn more about investment

# user persona 1

Address needs of:

- Simplifying the app
- Focus more on education

NAME

"Alpha" Angie

MARKET SIZE

33 %

TYPE

Rational

## Demographic

Female 28 years

Singapore

Single

Lawyer

8k / month

## Background

Lawyer by trade, yoga instructor by passion

## Goals

- To have a structured approach towards wealth accumulation
- To better understand financial instruments to know how her money is being utilized

## Quote

*Time is money*

## Motivations

- Fitness and wellness
- Fashion
- Beating rising inflation
- Vacations

## Frustrations

- Investment apps are too complicated for beginners
- Apps tend to focus more on investing than education

# user persona 2

Address needs of:

- Simplifying the app
- Providing a structured plan for investment and learning

NAME

"Bubbly" Betty

MARKET SIZE

33 %

TYPE

Artisan

## Demographic

Female 38 years

Singapore

Single

Teacher

5k / month

## Background

Early childhood teacher

## Goals

- To enjoy life and family time
- To bring joy to young children

## Quote

*Life is too short not to enjoy it*

## Motivations

- Food
- Fashion
- Family time
- Vacations

## Frustrations

- Investment apps are too complicated
- Prefer for someone to invest on her behalf

# user persona 3

Address needs of:

- Having a community / peer feature
- Having a structured plan towards investment

NAME

"Cautious" Charlie

MARKET SIZE

33 %

TYPE

Guardian

## Demographic

Male 30 years

Singapore

Single

Government Official

5k / month

## Background

Government official

## Goals

- To be financially stable
- To start a family

## Quote

*It pays to be extra careful*

## Motivations

- Food
- Sports
- Family time
- To have children

## Frustrations

- Learning about investing is such a lonely journey
- Prefer to take a step-by-step approach towards investment

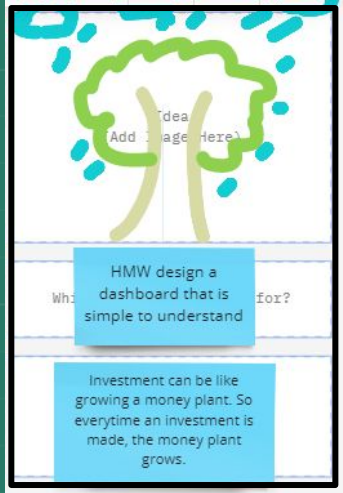
# MoSCoW prioritization

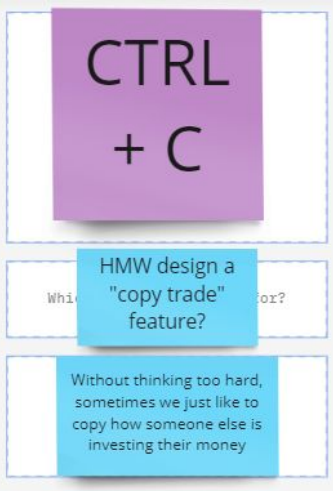
| Must- Have \| 5 | Should-Have \| 5 | Could-Have \| 3 | Won't-Have \| 2 |
|---|---|---|---|
| As a fresh graduate, I want a sandbox environment to try "mock investing" without investing actual money<br>Sandbox | As a fresh graduate, I want to be able to speak to a financial consultant when I need<br>Consultation | As a fresh graduate, I want a community feature where I can chit chat with fellow users<br>About it | As a fresh graduate, I want to be able to start a joint investment account with my Significant Other.<br>Process |
| As a retiree, I want a pre-populated financial plan for me to invest passively<br>Built-in Product | As a retiree, I want to be able to set recurring investment amounts<br>Process | As a retiree, I want my family to be able to track my investments on my behalf using the same application<br>Dashboard | As a retiree, I want to be able to periodically draw down on my investment after X number of years<br>Process |
| As a working professional, I want to learn what are safer financial instruments to beat rising inflation<br>Content | As a working professional, I want a repository of information that I can refer to as and when I need to<br>Content | As a working professional, I want a community feature to know how are other users of the application faring in their investment<br>About it | + |
| I want to know my expected returns in X years<br>Dashboard | I want to be able to "copy trade" other users<br>About it | + | |
| I want an easy way to deposit and withdraw my money<br>Process | I want to be able to customise my investment allocation whenever I feel I am able to take on more risk<br>Customisation | | |

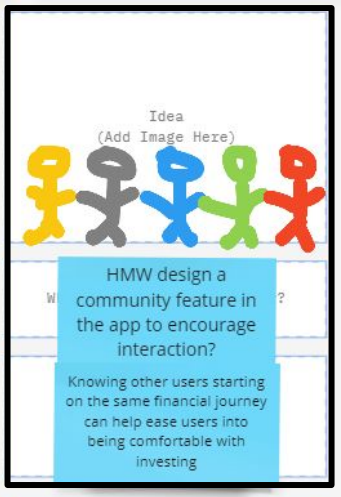
- Black boxes indicate prioritization.
- Given the focus on education over investment, features relating to the actual investment process has been de-prioritized.

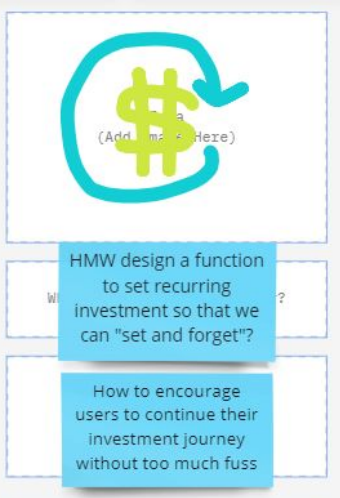
# crazy 8 sketches

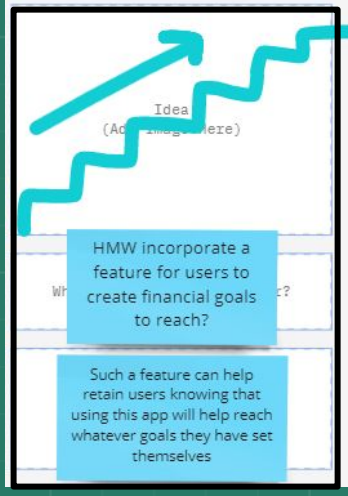
Given limited time and resources, decided to focus on the key elements - i.e. education, visualization, progression, community

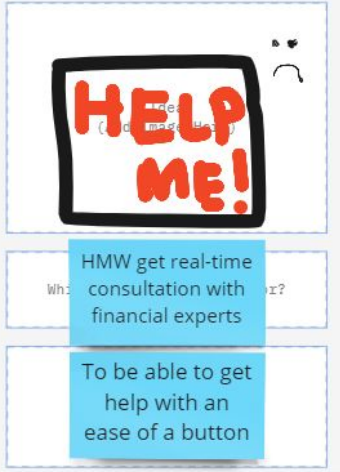


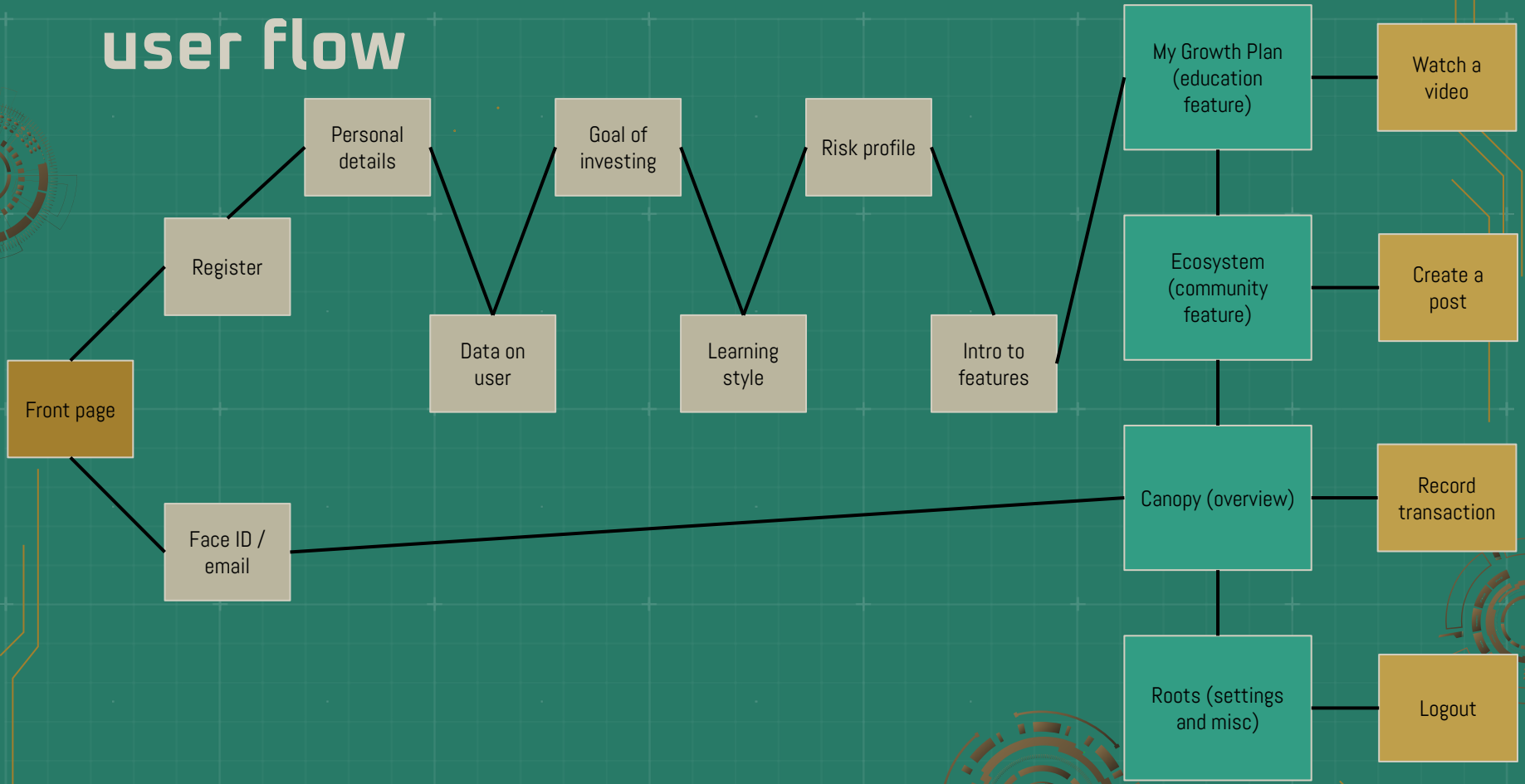



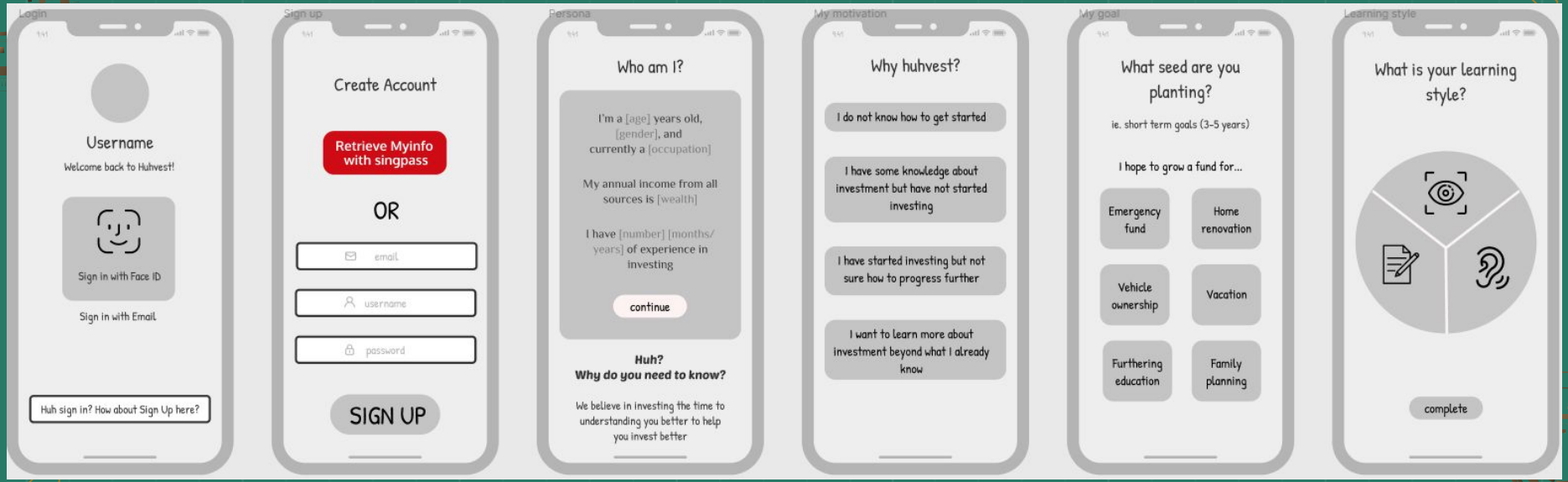





# user flow


Front page
Register
Face ID / email
Personal details
Data on user
Goal of investing
Learning style
Risk profile
Intro to features
My Growth Plan (education feature)
Ecosystem (community feature)
Canopy (overview)
Roots (settings and misc)
Watch a video
Create a post
Record transaction
Logout

# mid-fi prototype

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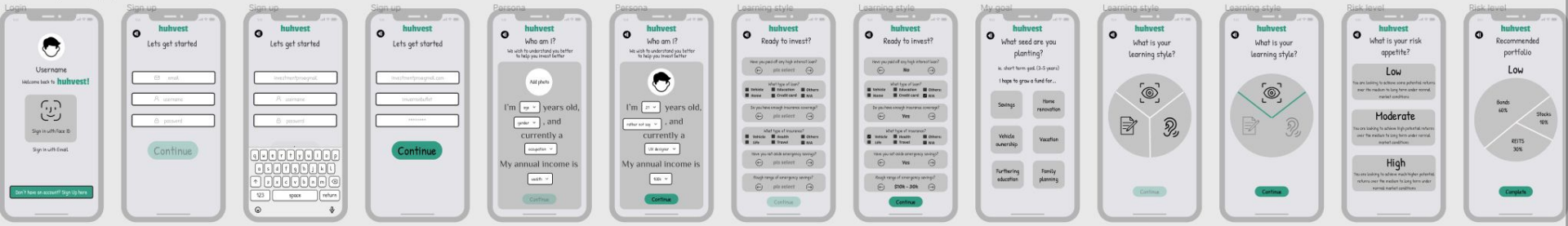
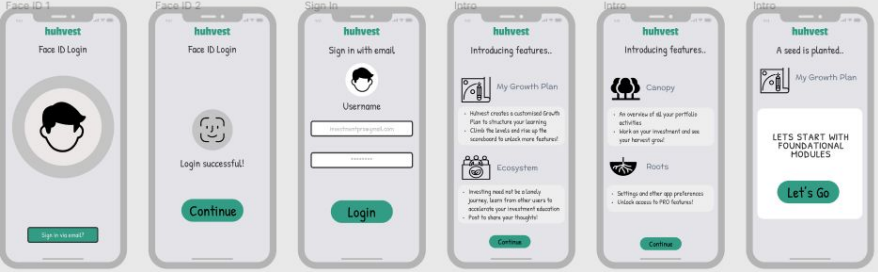
# high-fi prototype

## App login / user profile creation

Sign in / registration page




Login processes

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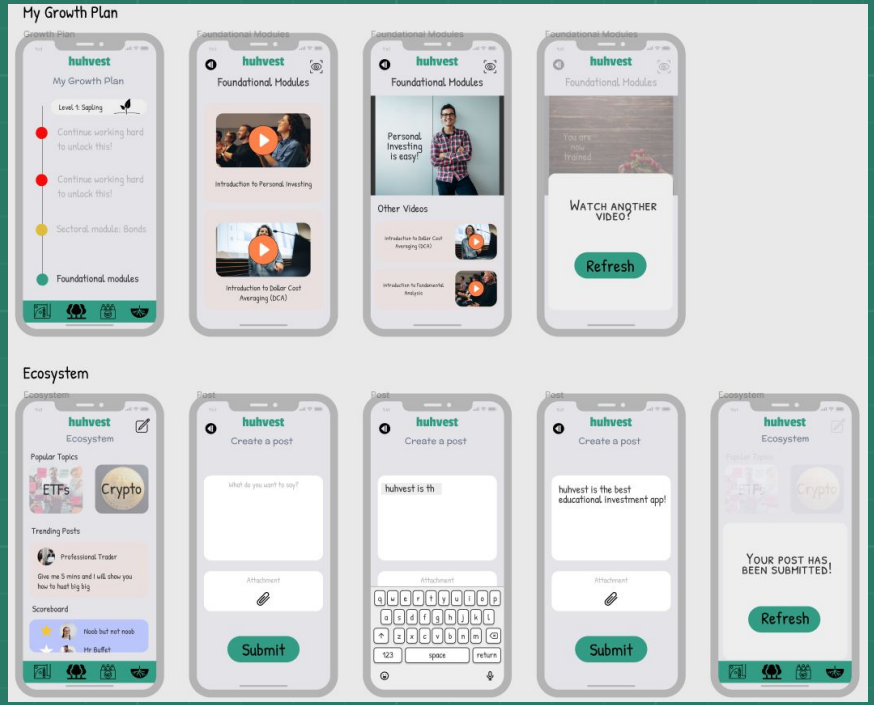
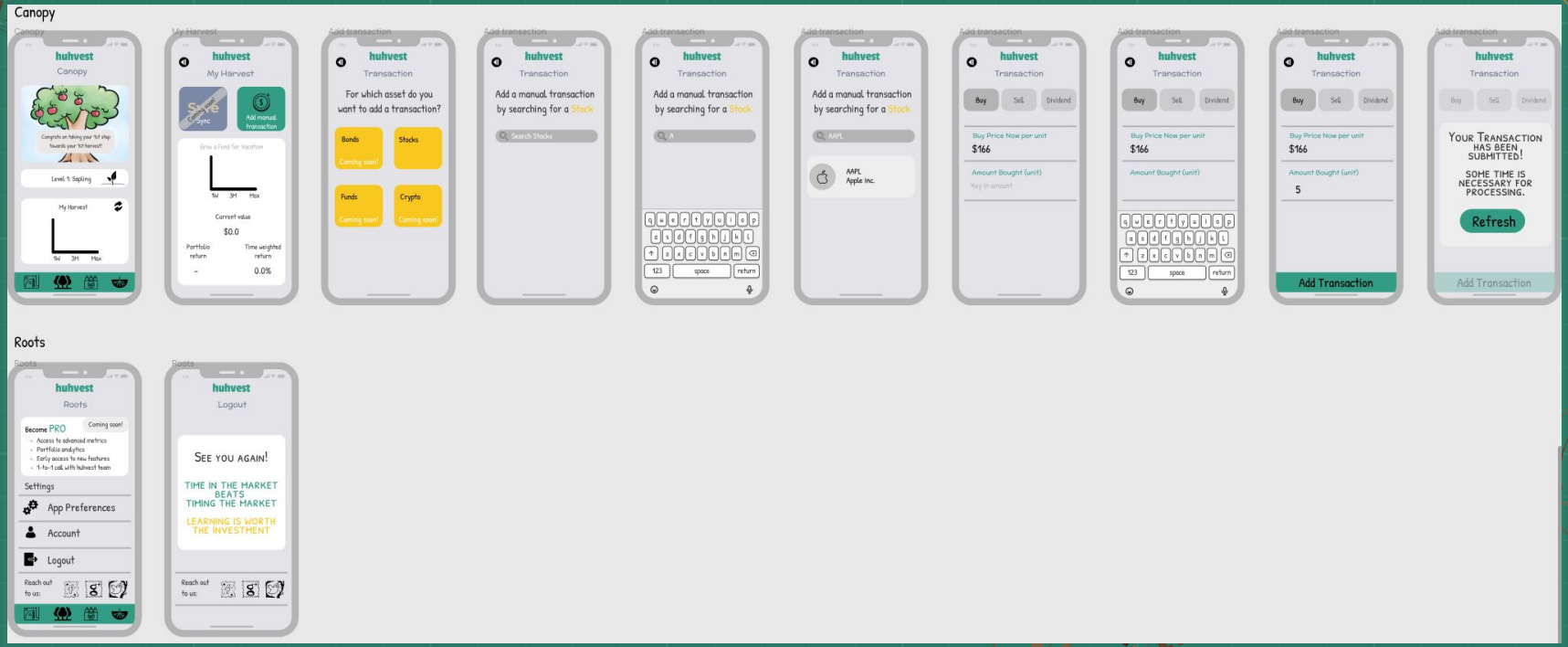
# high-fi prototype




My Growth Plan
(education feature)
&
Ecosystem (community feature)

# high-fi prototype

## Canopy (overview) & Roots (settings / misc.)

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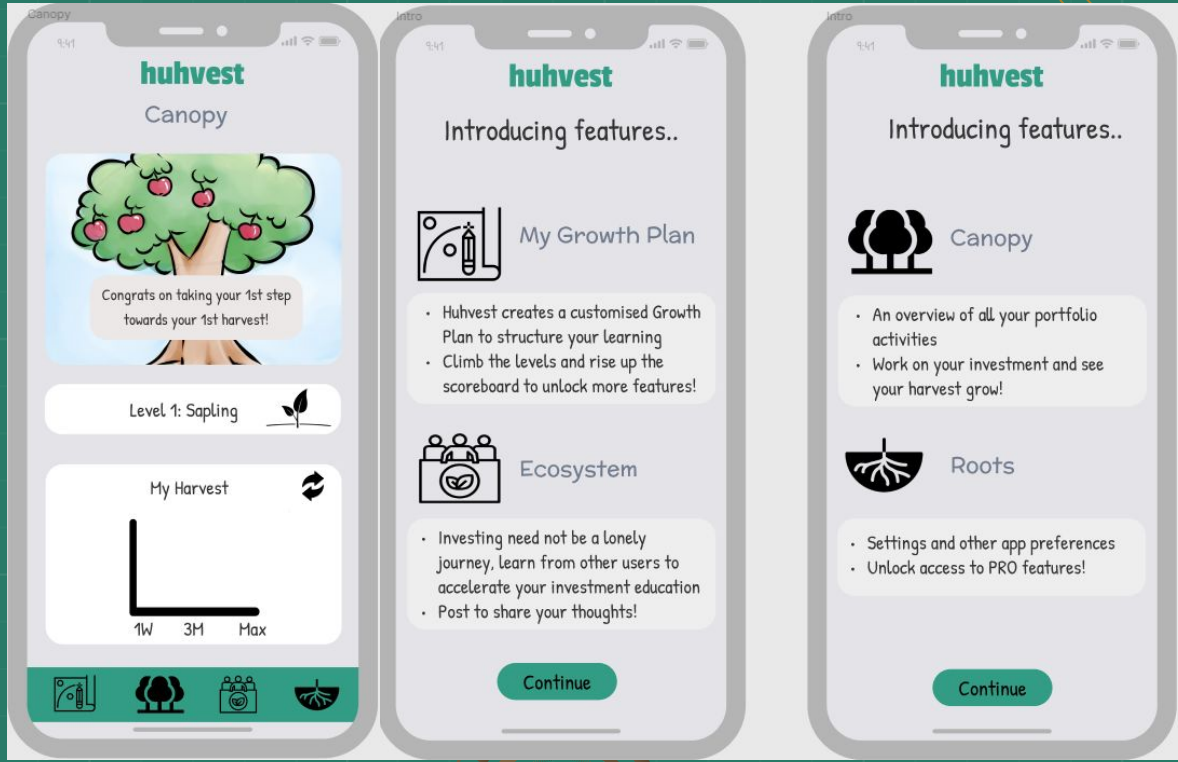
# high-fi prototype

Design considerations:

**Relatable narrative**

Investing is a learning journey thus it is akin to growing a “money plant” which eventually you can harvest from. Also since this app is focused on education, its name is a play on the words “harvest” and “huh invest?”.

App colours and features are also named accordingly to the theme.



# high-fi prototype

Design considerations:

## Personalized learning

Different people have different preferences to learning. According to academic research, learning styles can be grouped into 4 main categories in the VARK model: Visual, Auditory, Reading & writing, and Kinesthetic. As this is an app, the Kinesthetic element would not be possible.

The intent is to provide different learning content based on the different styles of learning - i.e. videos for visual learners, podcasts for auditory learners etc (current mock-up focuses only on visual).

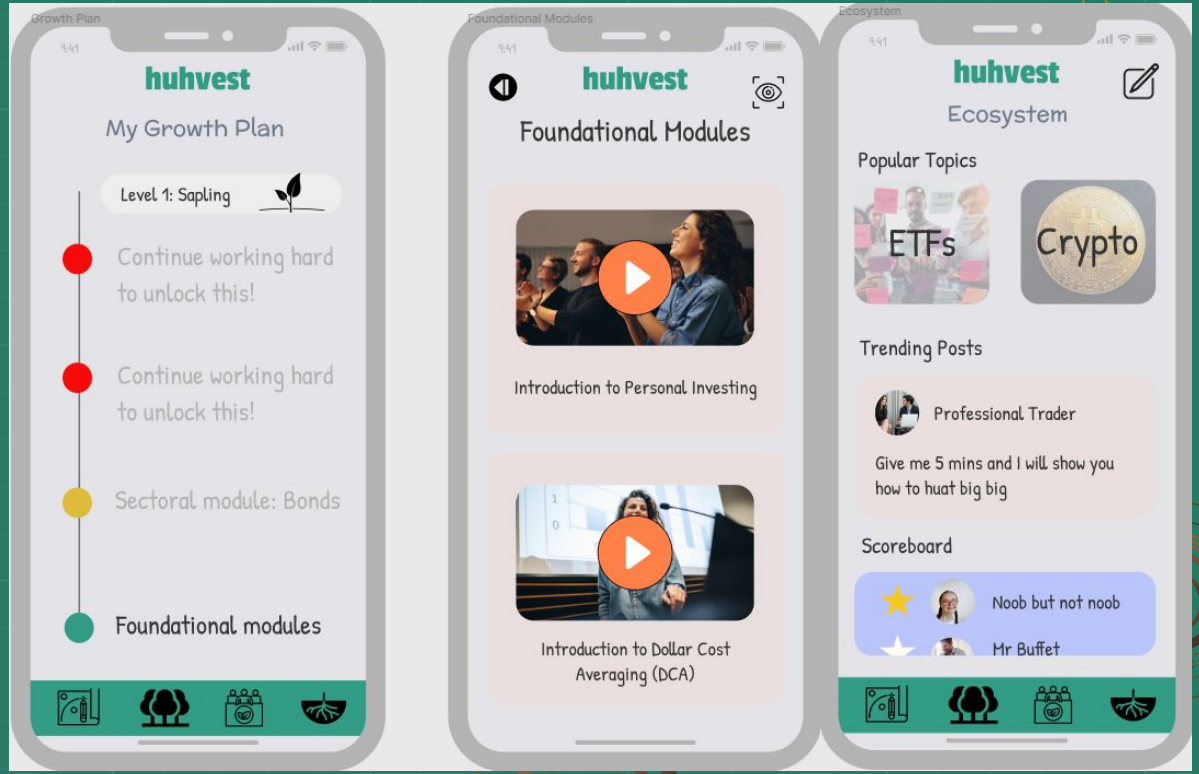
# high-fi prototype

Design considerations:

**Beginner-friendly content & Gamification & Community**

To cater to beginners, learning is split into Foundational Modules and Sectoral Modules. The former will touch upon generic concepts such as “Introduction to Personal Investing” while the latter will do a deeper dive into specific financial instruments.

The app also provides some form of “leveling” feature akin to RPG games, and the intent is for users to compete with the community / peers in attaining higher levels which can be seen publicly in a Scoreboard.



# testing

5 interviewees have been invited to test the mock-up to do the following tasks:

**Context: You are a visual learner with low risk appetite who wants to build a fund for vacation.**
**Please do the following tasks in the order below:**

- Create a user profile by registering for an account
- Watch the foundational video “Introduction to Personal Investing” under My Growth Plan
- Create a post under Ecosystem
- Start “growing your money plant” by recording your latest purchase of 5 units of AAPL stocks to your harvest under Canopy
- Read up on future PRO features and log out from Roots

# testing

The 5 interviewees have shared their views:

## Positives

- Interesting narrative and analogy used
- Nice to see some personalization of learning styles
- Good idea to have goal setting and visualization to see “money plant” growing as users invest more

## Negatives

- Should provide content for participants who prefers auditory or read & write
- Font a little too small when providing information on “Ready to Invest?” page
- Suggest to shift modules from top to bottom rather than bottom to up (even though in line with “growth” narrative) given natural tendency to scroll down to see more

# Prototype mock-up

Here's the link to my Figma:
https://www.figma.com/proto/nMGIrdZcMzEcT8mHiZ8cxb/Hifi?page-id=6374%3A4688&node-id=6374%3A4689&viewport=241%2C48%2C0.41&scaling=contain&starting-point-node-id=6374%3A4689&show-proto-sidebar=1

*p.s. size of prototype may not be optimized for mobile use*