



**Break down the taboo of sharing personal finance**

# Team Mission & Value proposition & Solution Overview

## **Mission Statement / Value Proposition:**

Break down the taboo of sharing personal finance and help each other grow financially

## **Problem / Solution Overview:**

Finance is extremely personal and private. People do not like discussing their failures and learnings unless it is with a close family member or friend. As a result, many individuals make the same type of mistakes. This could be avoided if people were more open about their financial experiences. By giving people a safe space to talk about finance we will break down this communication barrier and empower individuals to learn from each other.

# Tasks

## **Simple Task:**

share a financial problem with your team

## **Moderate Task:**

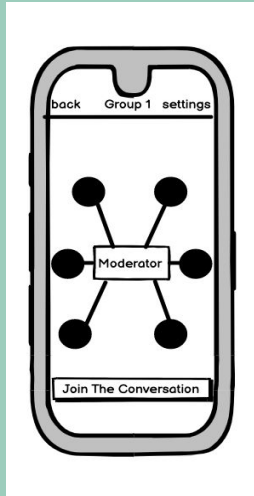
respond to and give advice to your team

## **Complex Task:**

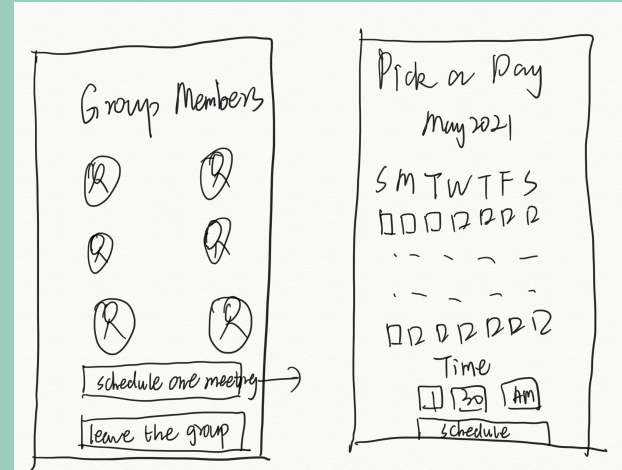
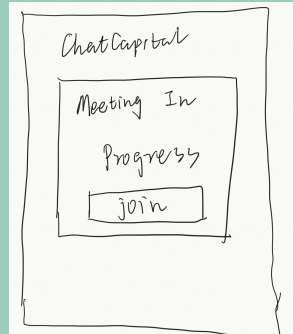
find/get matched with a team that fits your financial goals

# Major Design Change 1

Added synchronous avatar/audio meetings: enable people to schedule meetings and attend live meetings



Before: purely message-based app



After: users can attend live meetings, view upcoming meetings, schedule meetings in addition to message-oriented communication

# Rationale for Change 1

Asynchronous message-based app is easy and familiar for users to use, and thus, it entails less user education cost. **However, there are two drawbacks:**

- First, the universality of message-based apps would decrease the uniqueness of our product.
- In addition, chat message history may bother some user who would be reluctant to get their voices recorded/stored.

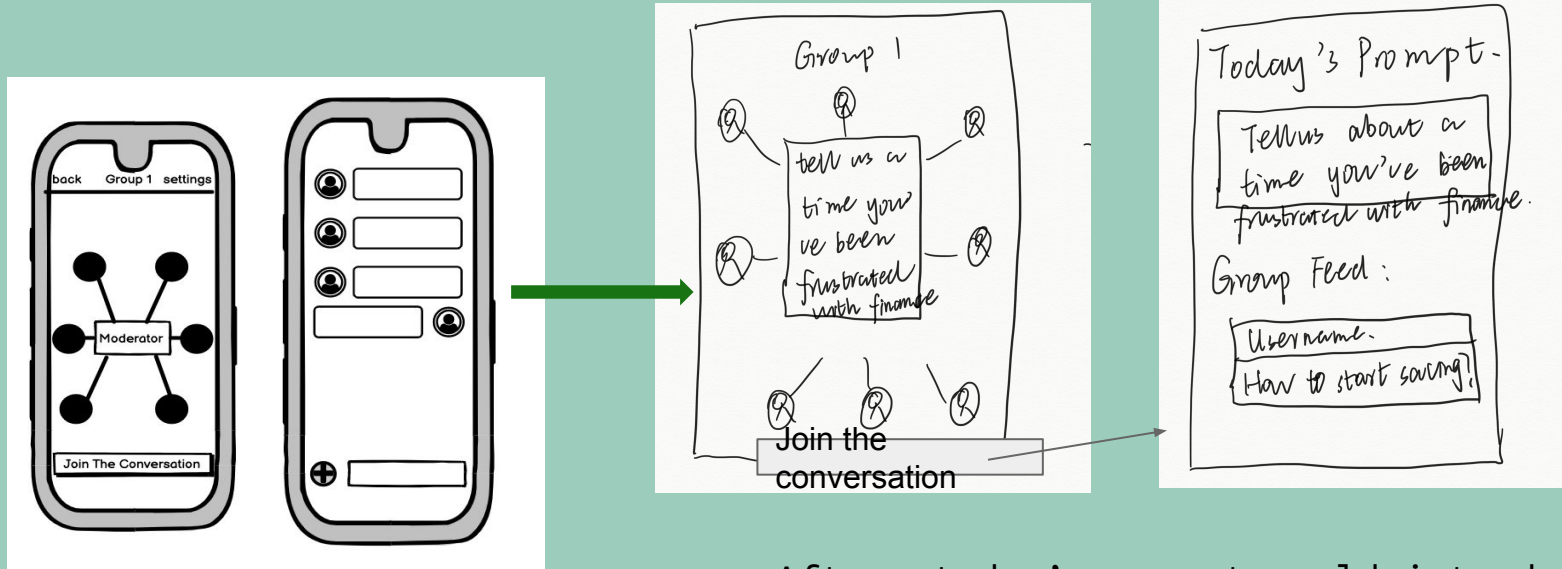
**To make our product more unique and make users feel more comfortable and safe speaking up in the chatting room, we added synchronous voice-based meeting room. Here are a few benefits of voice-based design:**

- Users voices would not be recorded > feel more safe to speak up
- Emojis rather than video will keep anonymity without losing fun
- Enable users to build deeper connection through synchronous communication

With the combination of message-based and voice-oriented chatting/meeting functions, ChatCapital would be able to provide a more trustworthy platform for individuals to share personal finance and help each other grow.

# Major Design Change 2

Replaced the moderator with “today’s prompt”



Before: the function of moderator is vague; seems not play a role in facilitating conversations

After: today's prompt would introduce one topic once a day to motivate people to tell their stories about finance

## Rationale for Change 2

We previously had the idea that all our chat-rooms could have a moderator that would help keep the conversation going and potentially provide expert advice on financial topics. **However, due to the following reasons:**

- If we wanted moderators to have financial experience we would need to find moderators who both have the financial experience and are willing to spend their time monitoring our groups.
- We want each group to be carefully chosen such that everyone in the groups has similar experience and attitudes towards finance.

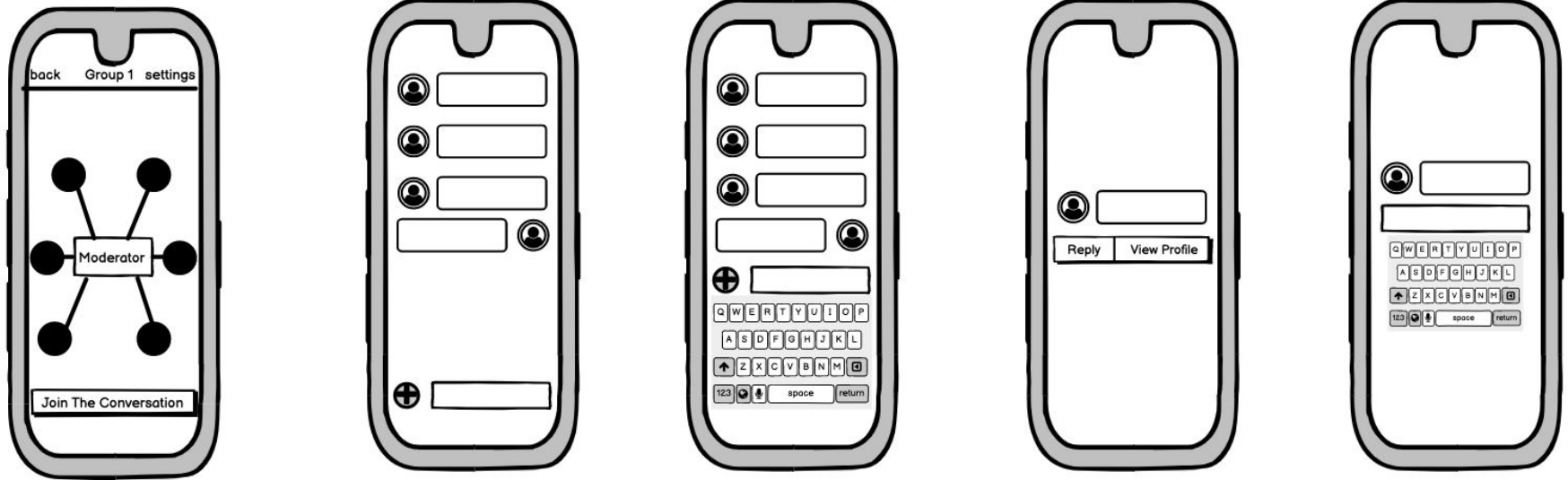
By instead using “Today’s Prompt” we still get the benefit of making users **more motivated to talk with each other** without actually adding members to a group. Here are a few reasons:

- Find a common ground to share personal stories about finance, circumventing potential group silence
- Users may not know what their financial questions are. Storying-invoking prompt would open up opportunities for them to reflect on their past experience and find out their questions and post them
- Story sharing would invoke deeper level of empathy among the community and help users build stronger connection with each other

By introducing “Today’s Prompt,” ChatCapital aims to **create a vibrant and dynamic community where individuals can be empowered to initiate or join conversations.**

# Major Design Change 3

Created a more in-depth chat interface, with a better distinction between posting a new question, and responding and giving advice to an existing question

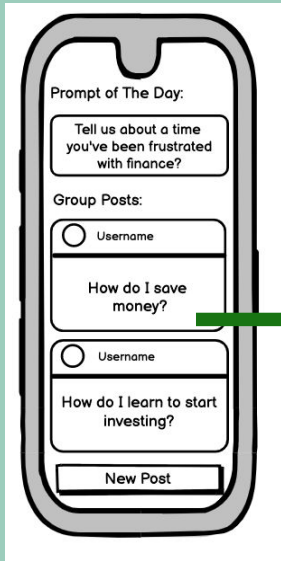


Before: it is difficult to differentiate between posting questions, responding and giving advice in a group chatting room.



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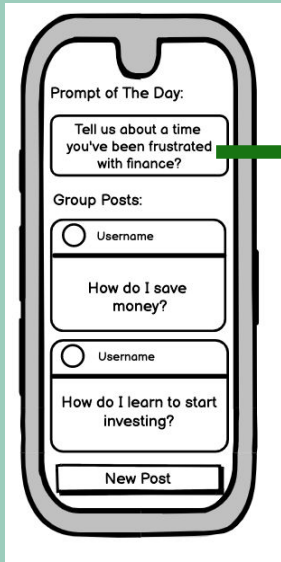


After: added Group Feed > make responding and giving advice to an existing question clearer

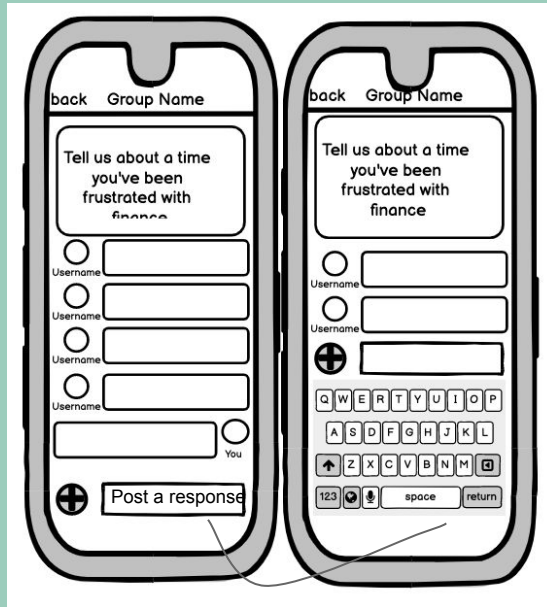


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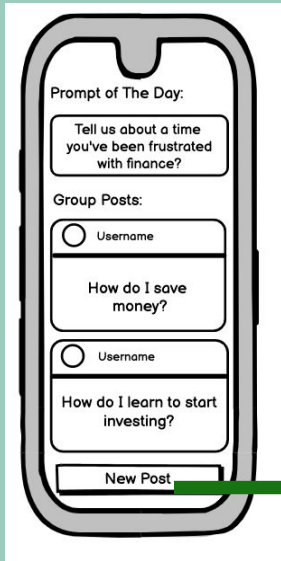


After: respond to "prompt of the day"

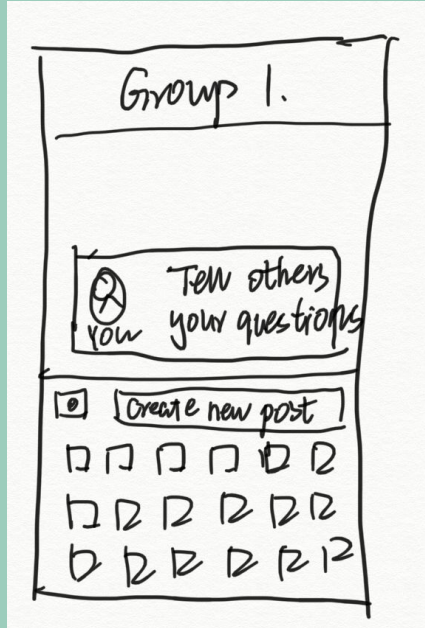


# Major Design Change 3

Created a more in-depth chat interface, with a better distinction between posting a new question, and responding and giving advice to an existing question



After: Create a new post



# Rationale for Change 3

The original format from our low-fi prototype followed a simple group chat model which did not allow for much distinction between conversations. We introduced a more organized chat structure for these reasons:

- If 8+ users are continually posting in a disorganized group thread the conversation could quickly become difficult to follow.
- This interface balances nicely with “Today’s Prompt” as each response to the prompt acts as the origin for a new thread.
- Users now have distinct places to go in order to accomplish the simple task of posting their own questions and the medium task of responding to another’s post.

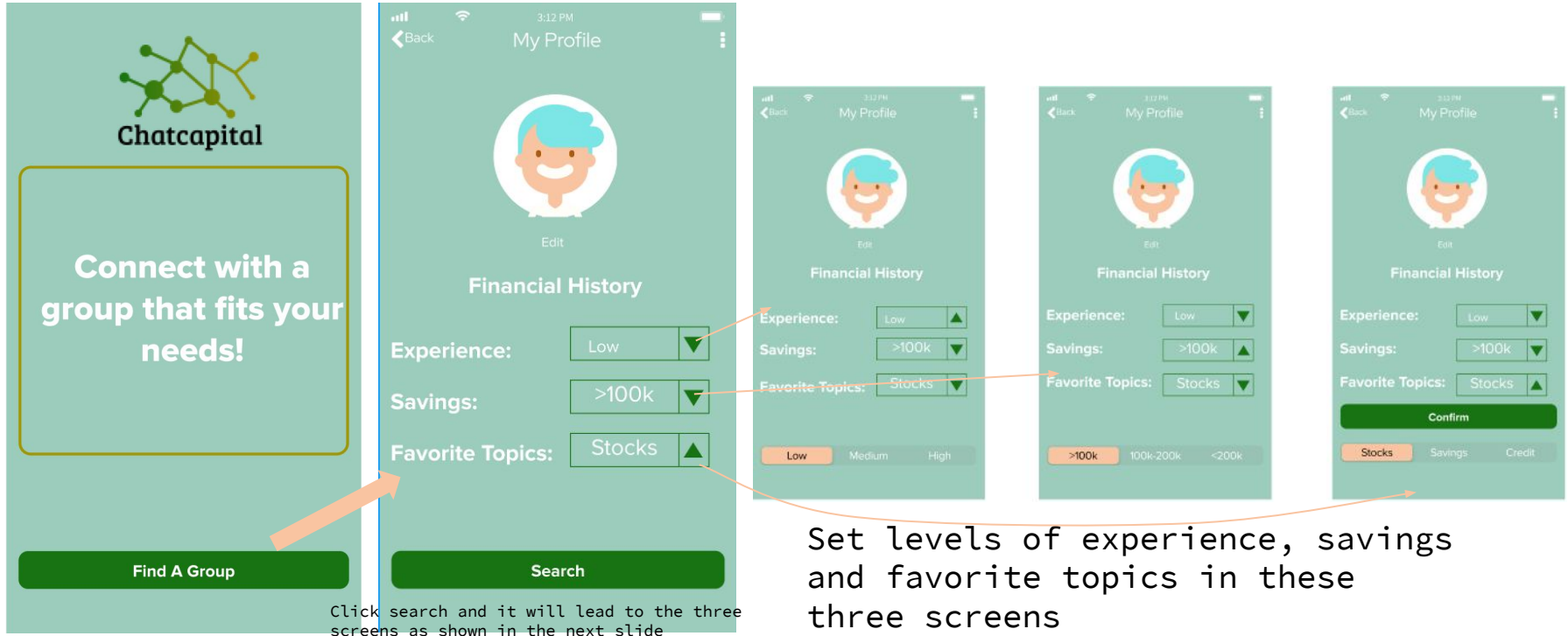
By introducing the revised chat interface **we hope to create a seamless experience for users to interact with each other by posting their own questions and responding to others.**



## Task Flows in Medium-fi Prototype

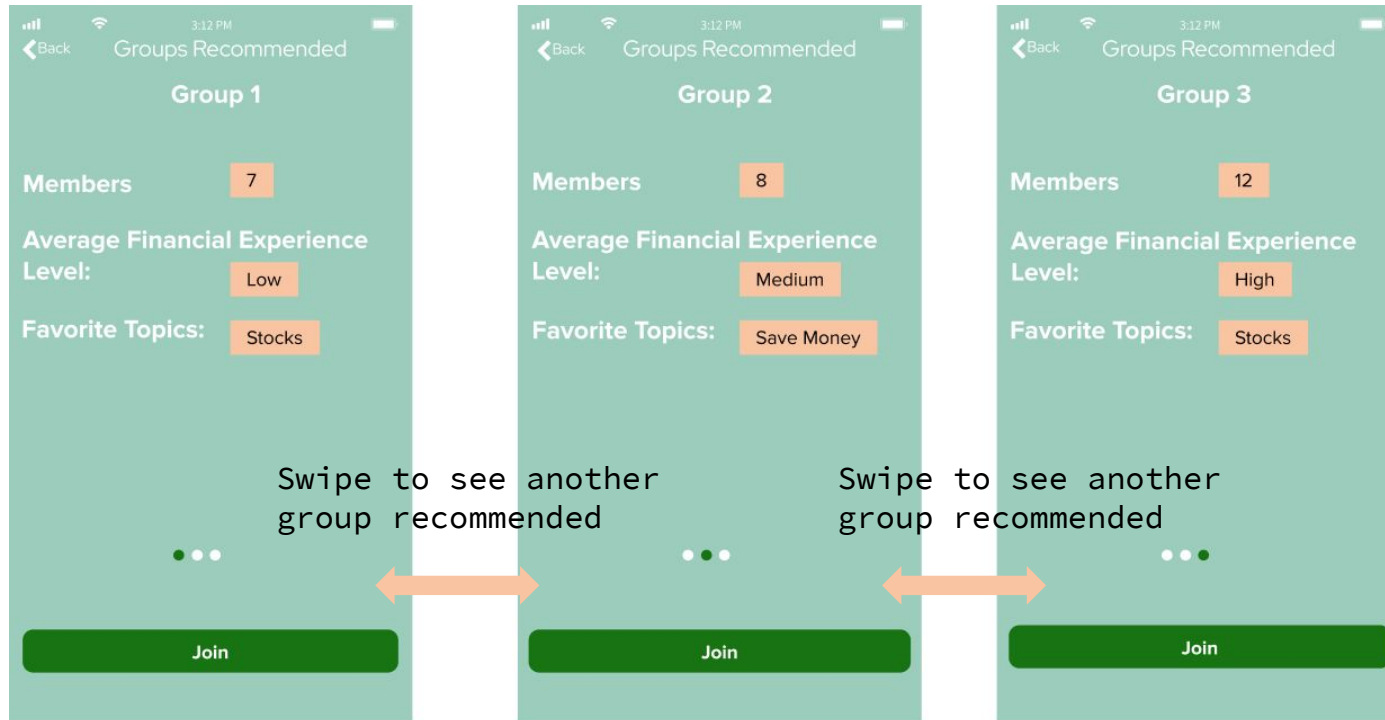
# Storyboard for Complex Task

## 1. find/get matched with a team that fits your financial goals



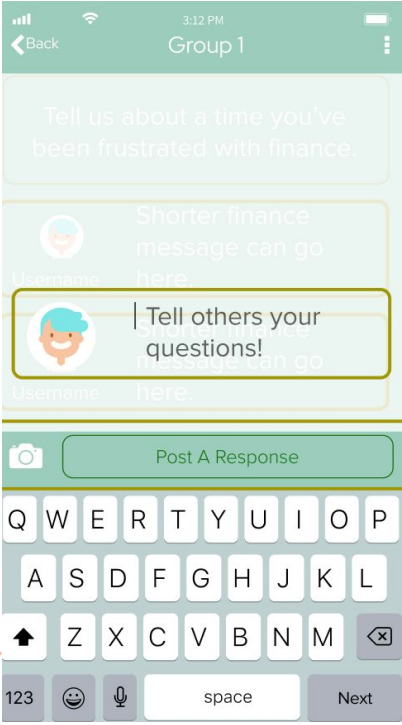
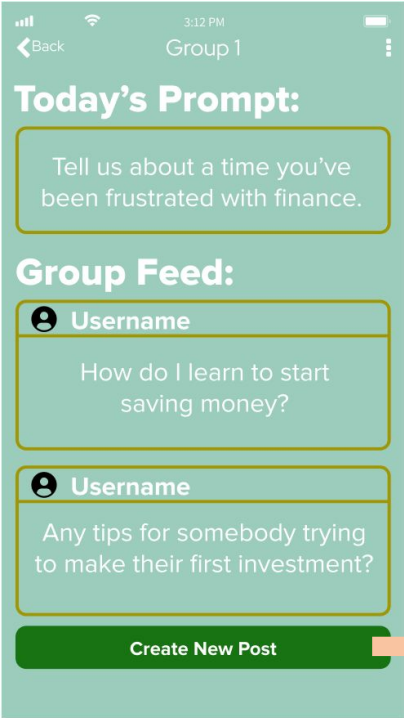
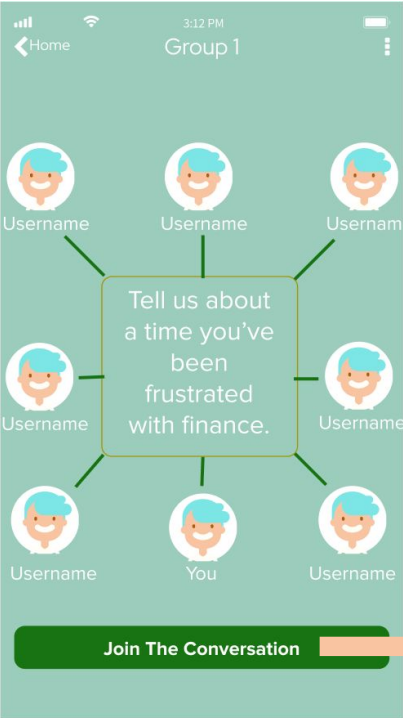
# Storyboard for Complex Task

## 1. find/get matched with a team that fits your financial goals



# Storyboard for Simple Task

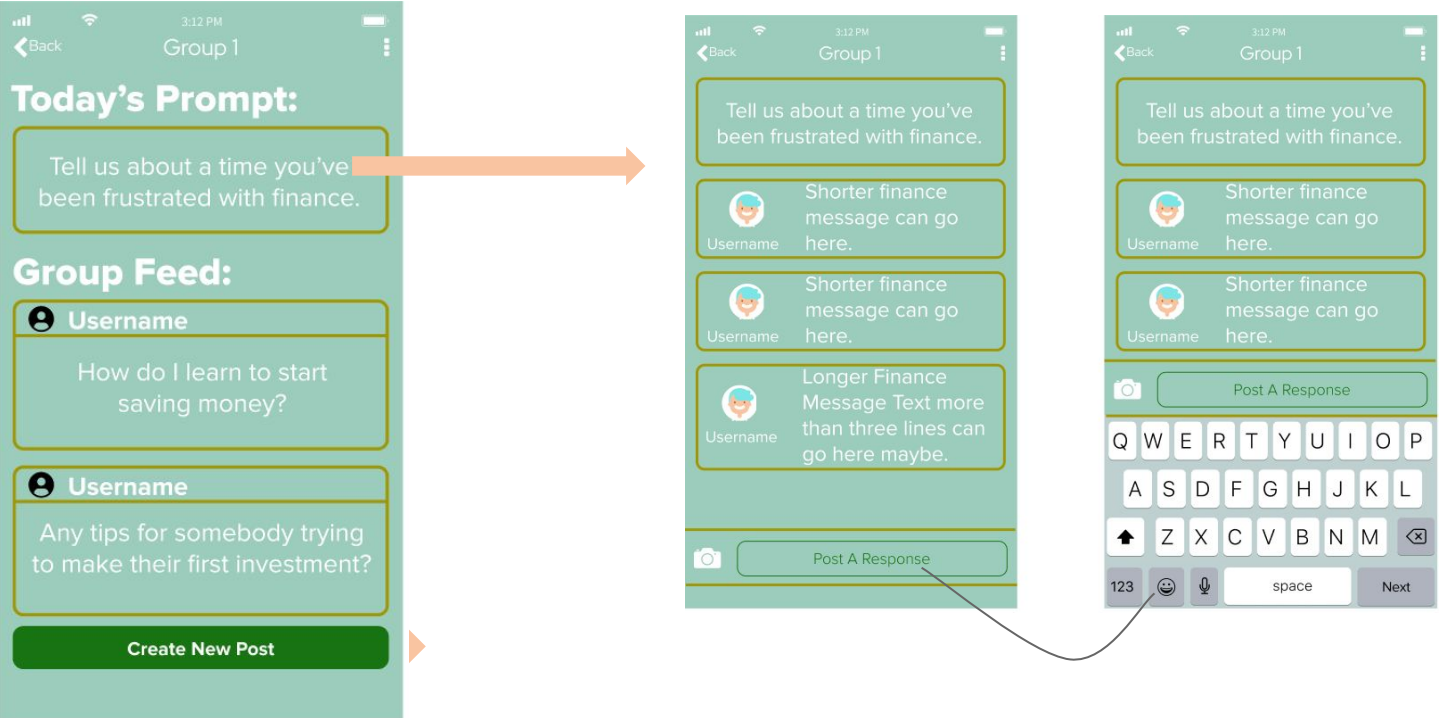
## 2. Share a financial problem with your team





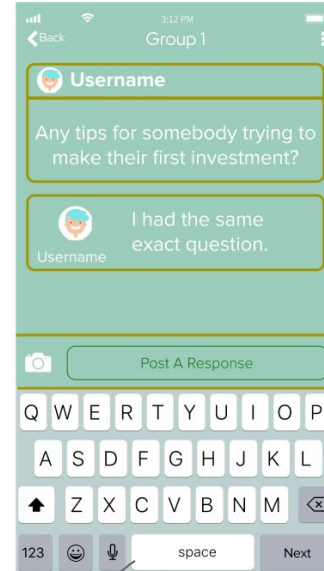
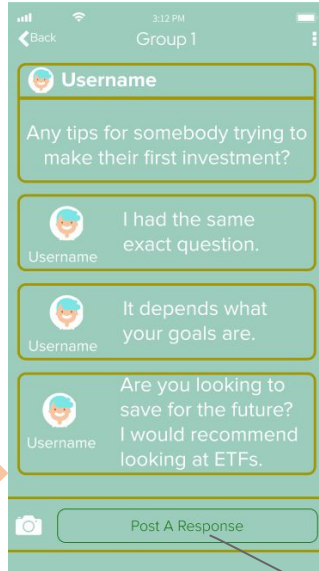
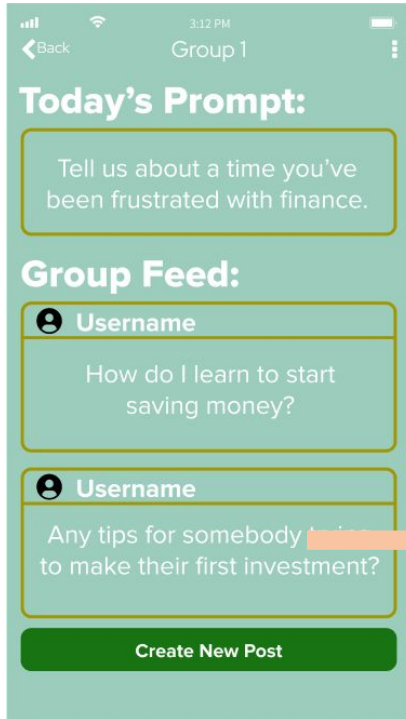
# Storyboard for Moderate Task

## 3. Respond to and give advice to your team



# Storyboard for Moderate Task

## 3. Respond to and give advice to your team





**Chatcapital**

## Prototype Overview

# Prototyping Tools: Figma

- **Easy:**

- ❑ Easy to collaborate with team members
- ❑ The function of speedy zoom in and zoom out helps both to generate a big picture of our prototype and address design details
- ❑ Love plugins! Easy to find useful icons
- ❑ The component feature is very helpful to reuse design elements

- **Hard:**

- ❑ The feature of grid styles is unintelligent: have to adjust elements one by one manually
- ❑ The side bar contains too much information and it is hard to navigate through it

# Limitations/tradeoffs of the current prototype

- **Live (Synchronous) Status**

Our app relies on live meeting functionality. In order to make the status of these meetings (whether or not a meeting is in progress or upcoming) clear to our users we needed to display them on our home screens. Our medium-fi prototype has no idea whether a meeting is actually in progress or not so we added the ability to click between the upcoming and in progress meeting screens when in reality you would only see one of these screens based on whether or not a meeting is live. This leads us into issue number

- **App/Home Screen States**

Our home screen actually has three states (no group, group/upcoming\_meeting, group/in\_progress\_meeting). Based on which of these states the current user is in they would only see one of these screens. We simulated this by having the signup flow lead to the not in a group version of the home screen and having the login flow lead to the in a group versions where the user can click between upcoming and in progress meetings. But again these are variations of the same screen so this is not actually the intended affect. This becomes slightly confusing when interacting with our low-fi prototype due to the issues with back buttons.

- **Back Buttons**

We designed our app with a navigation controller at the top. This allows us to display screen titles as well as a back button (or settings button on certain screens) in the top section of each screen. In our medium-fi implementation the back button always goes to the same screen. This is an issue because in our app there are multiple ways to enter a screen. For example you can access a user's profile from multiple different screens in our prototype, but hitting the back button always takes you back to the group home page rather than whatever screen you came from.

# Wizard of Oz techniques & Hard-Coded Features

- The messages in the chat interface will be hard-coded as we will not be able to write the backend to connect users messages to one another
- The live avatar audio meetings will also be hard-coded as it would require a backend to connect the audio streams

# Prototype Link:

- <https://www.figma.com/proto/mnjaPmTyrLmEIFISAVTZyR/Untitled?node-id=124%3A0&viewport=316%2C-317%2C0.2766415774822235&scaling=scale-down>