

**Hello,  
we are  
Finu.**

Financial Literacy:  
Family  
Finance

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# **INTRODUCTION**

## **Value Proposition**

Uniting families and their finances.

## **Mission Statement**

Our goal is to unify families and their finances by utilizing existing trust. More specifically, to allow people to navigate finances with their family by their side even when they are miles away.

## **Problem + Solution Overview**

Finances like contracts or budgets can be tricky, especially for young adults just starting to become more financially independent. Having one's parents in the home is a great way to have someone to turn to when they need advice. But when they are away from home, they can't just sit down with their families and go through serious documents like before. Finu allows families to stay connected even when they are miles away by allowing collaborative, personalized reviews of important financial documents and other materials.

## INTERVIEWS

Initially, as a team, we were interested in building a platform that was designed specifically for those who are college-aged, having felt a gap in financial resources and education geared towards this particular stage of life. Thus we decided to interview students who each came from different socioeconomic backgrounds and have had different experiences in terms of financial education. This was true for our initial interviews, which included Dyllen, a content creator who's videos surround helping young adults navigate college and financial life, as well as for our additional needfinding, where we learned about the influence of the advice from circles with which we are already familiar.

## POVs

# Dyllen

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Gap year student  
Content creator

**We met** Dyllen, a young entrepreneur in the college admissions space who is interested in sharing her experiences of **investing for the future**.

**We were amazed to realize** that Gen Z users feel uncomfortable trusting financial resources because of the **lack of education and stigma surrounding talking about money**.

**It would be game changing** if we could create a resource that is both **educational and practical** for young adults (high school-recent grad) to **build healthy financial habits in a safe and trustworthy way**.

We started with Dyllen's interview to form our initial POV statement. This perspective helped build the backbone of the principles we constantly returned to throughout the design process. This was the importance of trust in any platform one turns to for advice.

Example HMW statements inspired by Dyllen's POV:

1. HMW normalize talking about money?

2. HMW increase accessibility to financial education for young adults?
3. HMW facilitate healthy financial discussions between parents and children?
4. HMW provide financial information in one **trusted platform?**

Our following perspectives are based on the interviews we conducted that were particularly focused on students who were in transitional periods in their lives.

**We met** Jill, an international student studying in Canada without much background in learning about finances.

**We were amazed to realize** felt as if stock trading was only for professionals.

**It would be game changing** if we could help those new to personal finances feel like they belong when trading, making investments, or learning about finances.

Resulting HMWs from Jill's Perspective:

1. HMW make learning about personal finance fun?
2. HMW allow young adults to trust themselves to make financial decisions/investments?
3. How might we use social media networks as a way to motivate personal finance growth?

**We met** Tim who is a senior @USC, getting ready to move out and start his full-time job @ Microsoft, invests purely for long-term.

**We were amazed to realize** that some young adults see stock trading as gambling and don't know where to learn more.

**It would be game changing** if we could create a platform where traders could learn more about the stock market and practice trading at the same time without the risk associated.

Resulting HMWs from Tim's Perspective:

1. HMW simplify budgeting for first-time budgeters?
2. HMW make information available to users without being “in your face”
3. HMW create trustworthy communities to co-work on financial goals together?

From this needfinding experience, we identified three top areas which we wanted to drive deeper into: 1) a guided stock trading platform, 2) a masterclass style educational platform, and 3) a moment-based goal-setting tool

## EXPERIENCE PROTOTYPES

### 1. Investing

#### Assumption

Young adults want guidance while trading.



In this experience, users were able to walk through an example trade, which included educational information about each step that is taken and background information on what each element means. Although users loved to learn while doing, larger paragraphs of information only deterred users from wanting to continue with the experience.

## 2. Education

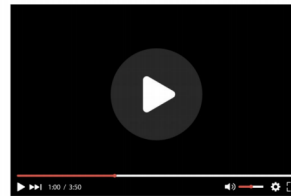
### Assumption

People are willing to invest money upfront for their financial education



If you invest your \$10 now, you'll unlock the content curated specifically for you!

We've reached a great mid-way point!



Correct! Here's \$1 of your investment + 100 points!



In this experience, we wanted to see whether a subscription style educational platform would be effective. The concept would ask participants for a monthly payment, which the platform would save to their account, to be unlocked as the user works through their personalized lesson plan. The largest roadblock with this idea was not knowing what you're paying for ahead of time. Even though you're getting your money back, the timeline over which this happens is unclear.

## 3. Goals

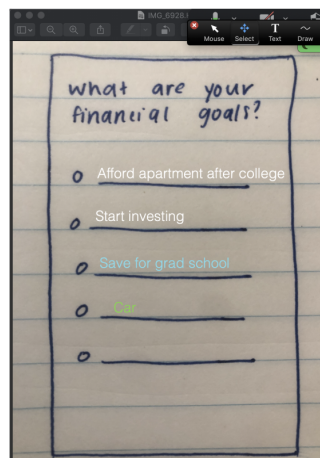
### Assumption

Young adults have tangible financial goals to track.

"What are your short term goals"

"What are your long-term goals"

"What have been your past goals"

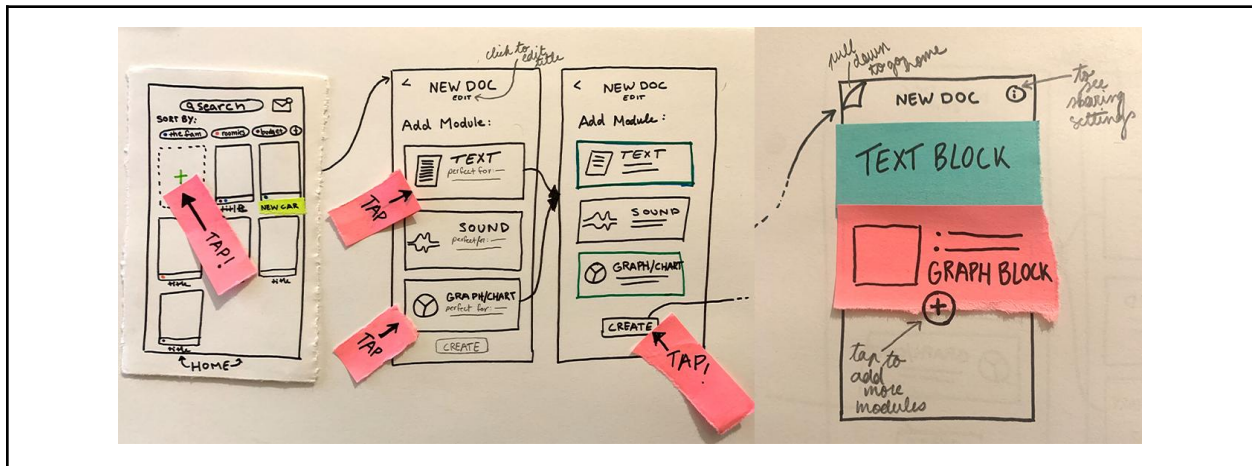
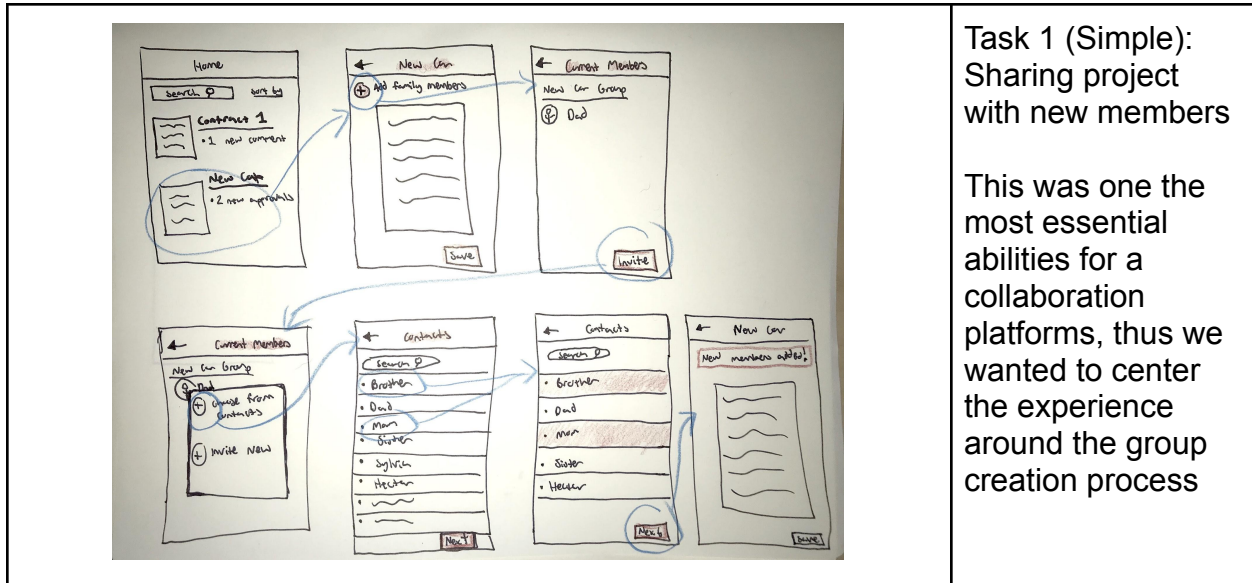


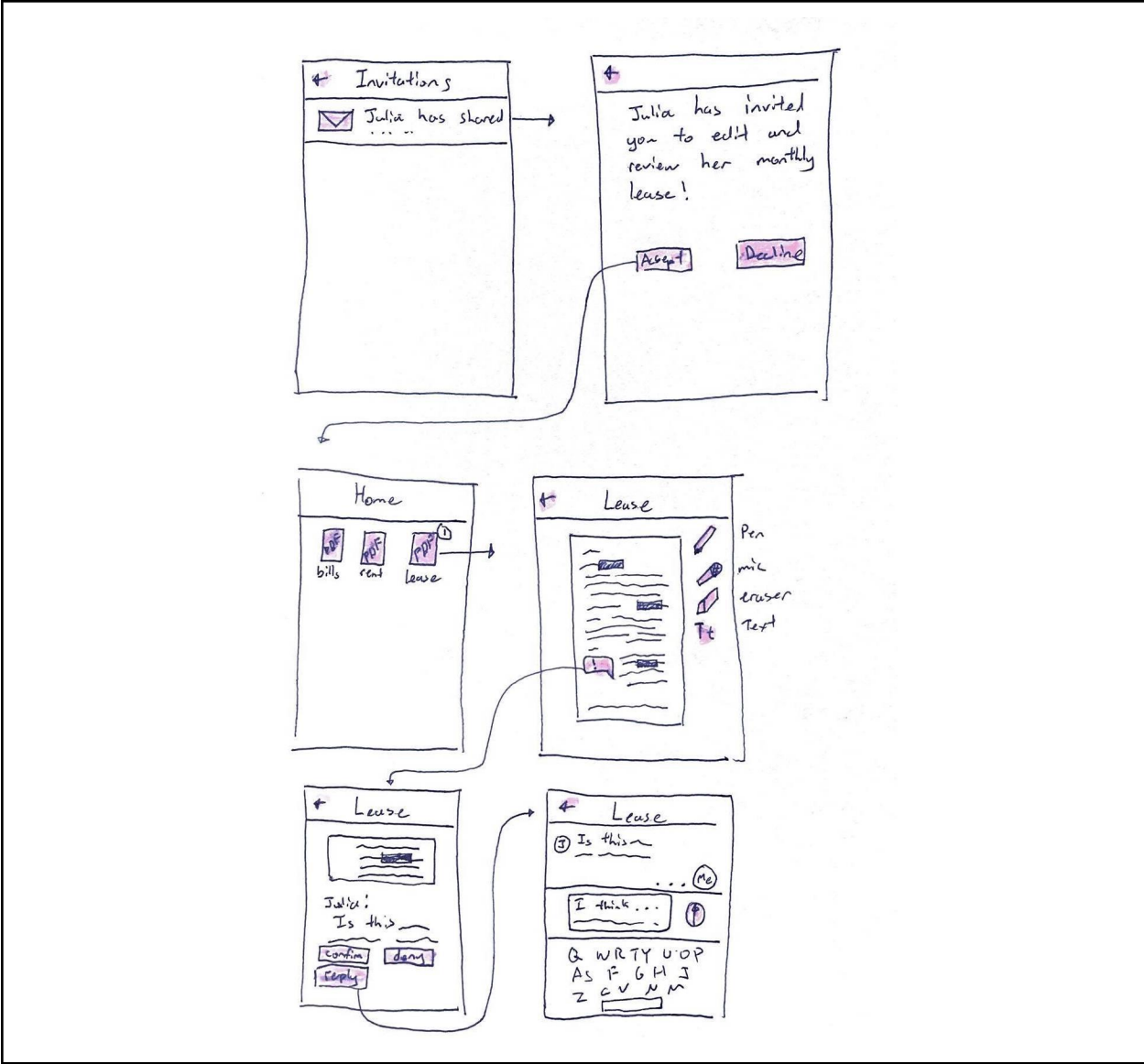
In a personal and reflective zoom session about users' financial goals, we learned that a lot of students are not sure what their goals should even be at this stage. They know about saving for the future, but the why is still unclear.

## DESIGN EVOLUTION

We decided to pursue an interface inspired by an earlier voice annotation exploration because it aligned closest to our initial mission of building trust in financial platforms. We learned that people often turn to their families for financial advice. Therefore, we worked to design a platform which would allow for a more streamlined and dedicated space for families who may be physically separated to ask each other for advice on whichever financial task they may be taking on and receiving helpful and relevant advice. Ultimately, we found it was most important to focus our attention to encourage collaboration and foster a unified experience no matter where in the world one may be located.

## Initial lo-fi UI Storyboards:





Task 3 (Complex): Leaving feedback on shared documents. This task required two major steps to be fully accomplished that were both equally important for effective collaboration

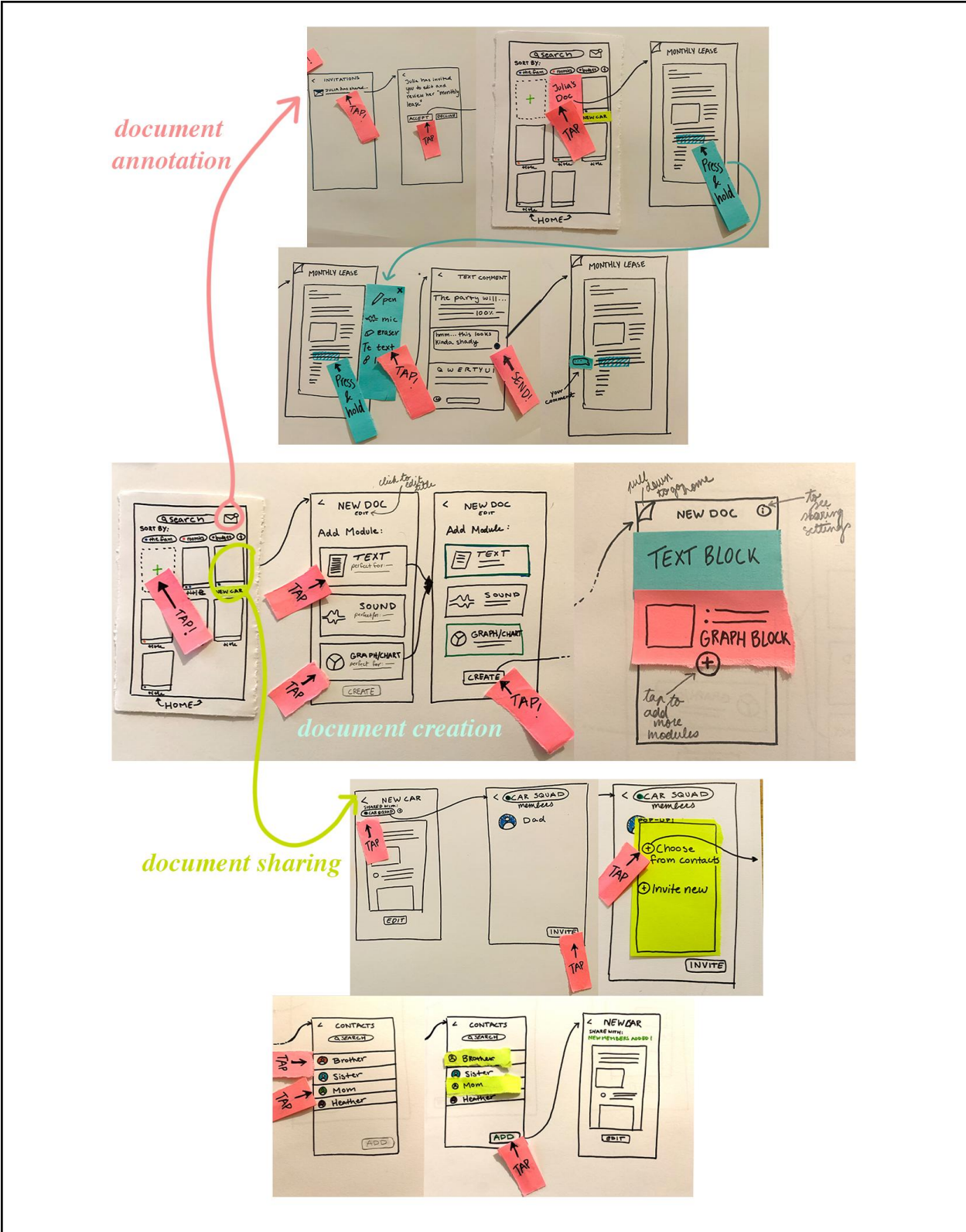
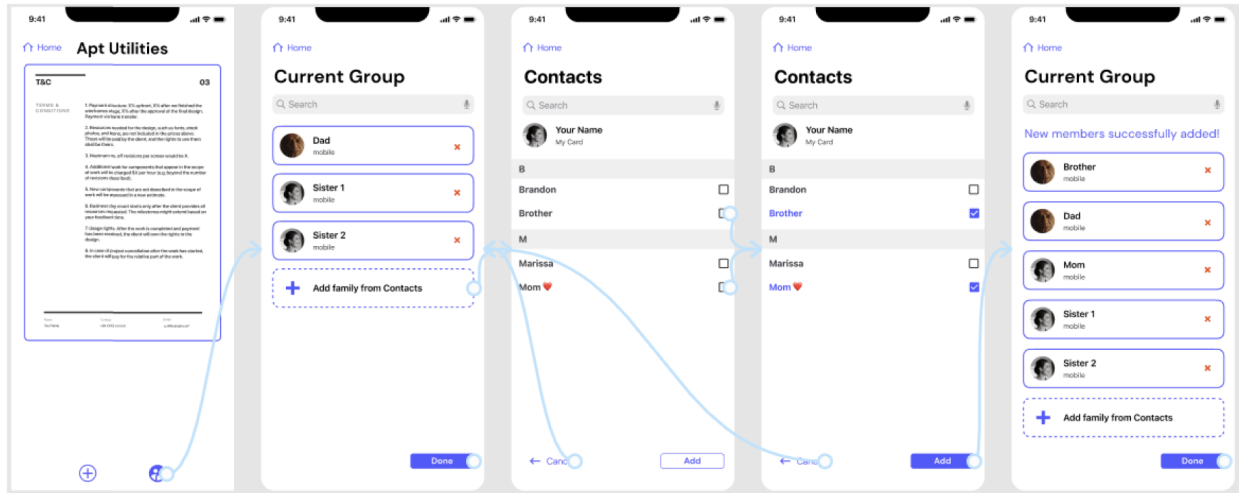


Figure 19: All prototype screens

## Mid-Fi Prototype:

# Sharing a Project Task Flow



## Creating a Project Task Flow



## Major Mid-Fi Design Changes:

**Organizing Groups:** We displayed the groups and users that the current project was shared with across the top. Users found this unintuitive, as they could not reliably remember which contacts were added into which groups.

Users also noted that the interface became cluttered when a large number of ungrouped users were added. Instead, we implemented a group button at the bottom right, that users could tap to view the current group of contacts their project was shared with. From this group page, users could also add or remove contacts.

**Modules:** Users pointed out that there was no way to delete modules, and it was unclear whether they were able to insert previous existing media into these modules.

We added intermediate screens during module creation to clarify users' intentions - as to whether they wanted to compose in their new module or import existing media into their module. We also added an icon to delete the module.

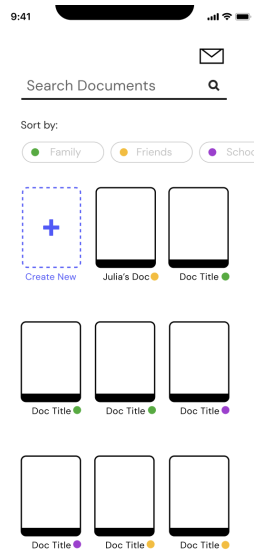
**Voice feature:** Although the auditory annotation was one of our main value adds, it was not properly emphasized in the lo-fi prototype. We wanted to make it easier and more intuitive for users to insert non-textual media.

We gave non-textual modules a more pronounced appearance that would draw users' attention. We added a vocal transcription component to the auditory module.

## High-Fi Prototype:

Many of our initial design flows throughout the tasks have remained the same, but many heuristic changes were made in relation to the home screen as well as other elements which influence major interactions of the app with each of the tasks.

Before:



Revised:

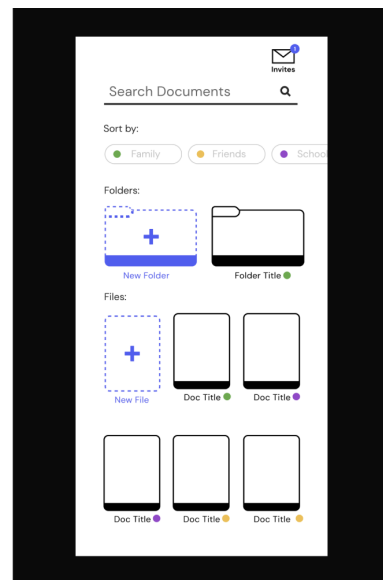
## Home Screen

### Changes

1. Changed folder icon to be more distinguishable from files
2. Separated folders and files

### Reasoning

1. Easier for users to distinguish between folders and files
2. Makes it faster for users to find what they're looking for



Beyond this, we have also referred to heuristic evaluations for revisions on other key elements of the app design.

## Major Prototype Changes:



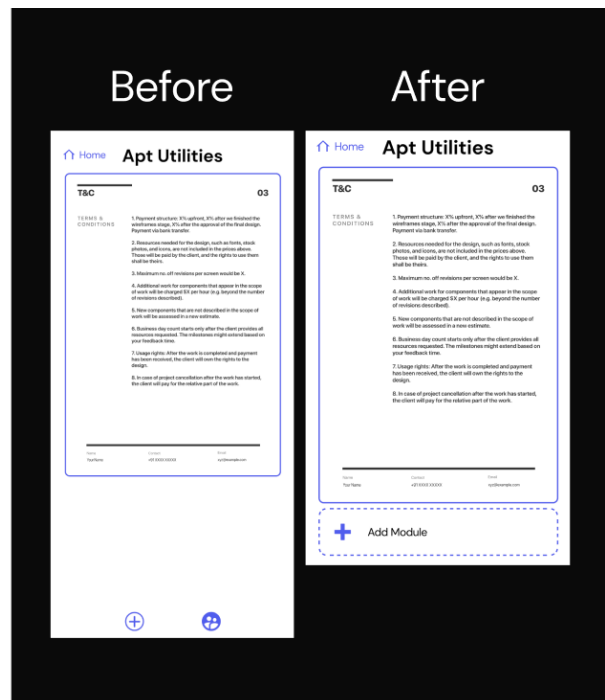
### Add Module Icon

**Type:** H2 – Match between System and World

**Problem:** Plus icon suggests to users that they are adding a new file and not a new module

**Severity:** 3

**Fix:** Label added to button



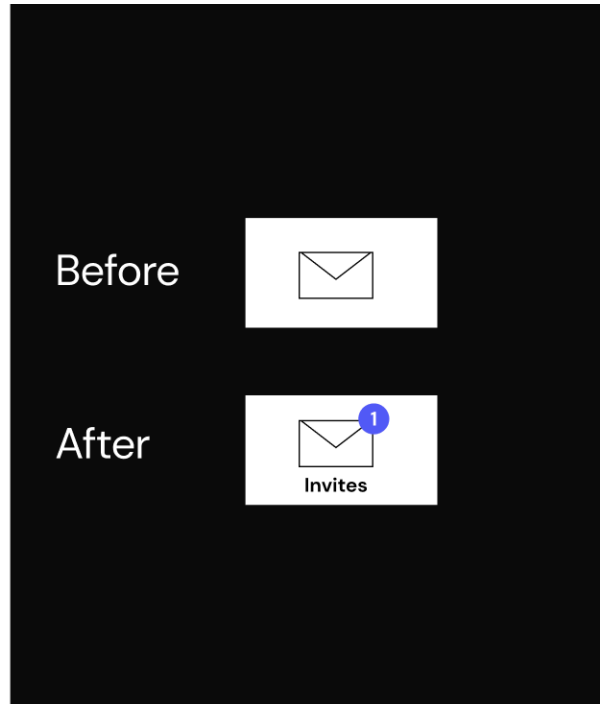
## Message Icon

**Type:** H1 – Visibility of System Status

**Problem:** Icon is unclear in what it represents and is not attention catching

**Severity:** 4

**Fix:** Addition of a “Invites” label underneath the icon



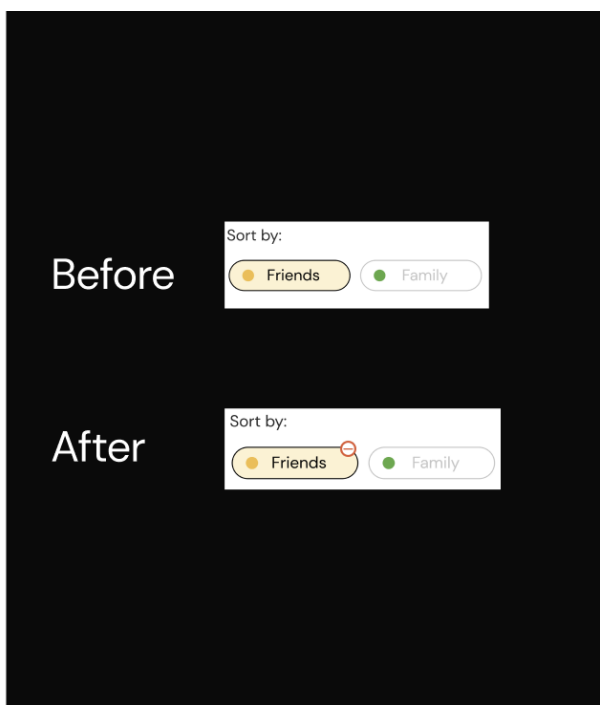
## Filters

**Type:** H4 – Consistency and Standards

**Problem:** Unclear to users that they should tap the filter again to disable it

**Severity:** 3

**Fix:** Addition of a minus indicator on enabled filters to communicate tap-to-remove



## FINAL PROTOTYPE IMPLEMENTATION:

We implemented Finu through Expo and React Native. React Native was exceptionally helpful as it allowed us to create a multi-platform responsive app that would change its

layout depending on the screen. Additionally, we were able to utilize many packages built for React Native. We used stack navigation for navigation between the multiple screens, Modal to render popups, etc. We chose to use functional components rather than class components because of the functional hooks available. Although it would be a bit more difficult to implement React lifecycle without the usage of `componentDidMount`, `componentDidUpdate`, etc., we were able to make do with the `useState` and `useEffect` hooks.

## SUMMARY & NEXT STEPS

Throughout the experience of designing Finu, we learned more and more about the importance of understanding the user from multiple perspectives. As Finu is a collaborative tool, it is important that it is usable and intuitive for all no matter their previous technology experience. Therefore, if we were to have a chance to continue, we would work to implement sharing features that allow users to export and share their documents on other platforms. Because of the nature of finances, it is important that sensitive information is secure, but this should never be at the expense of the user's freedom to access their documents from multiple platforms (which all have their own strengths). Ultimately, the goal is to help make discussion surrounding finances more open, therefore, moving forward, defining what makes Finu unique and specific to this objective will be important in separating it from other similar document collaboration tools.

# APPENDICES

## Forms

### Consent Form

This student team is interviewing and observing as part of the coursework for Computer Science course CS 147 at Stanford University. Participants provide data that is used to understand the possible opportunities of the design. Data may be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers Braedon Silvers, Cyan D'Anjou, Peng Lu, Laikh Tewari or with Professor James Landay, the instructor of CS 147:

James A. Landay  
CS Department  
Stanford University  
650-498-8215  
landay at cs.stanford.edu

Participant anonymity will be maintained by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the research and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to Finu's research. I also give permission for images or audio/video recordings of me being interviewed to be used in presentations or publications, as long as I am not personally identifiable in the images/video. I understand that I may withdraw my permission at any time.

Name \_\_\_\_\_

Participant Number \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Witness name \_\_\_\_\_

Witness signature \_\_\_\_\_