

InvestEd

Investing and connecting in your daily life.

Problem: *Getting started in investing often requires overcoming barriers, such as social, economic, emotional, and mental. These barriers can be difficult to get past alone just with a brokerage firm's app.*

Solution: *We propose (a) bringing investing to people's everyday lives such as at the supermarket, and (b) having people learn from others' experiences.*

Tasks

Simple

- Purchase a stock physically during their daily routine

Moderate

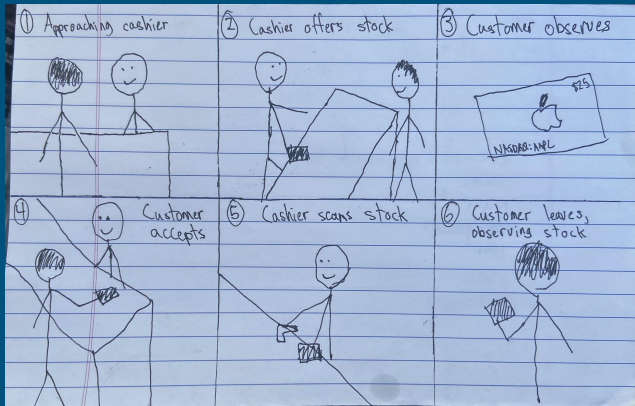
- Learn about stocks and investing

Complex

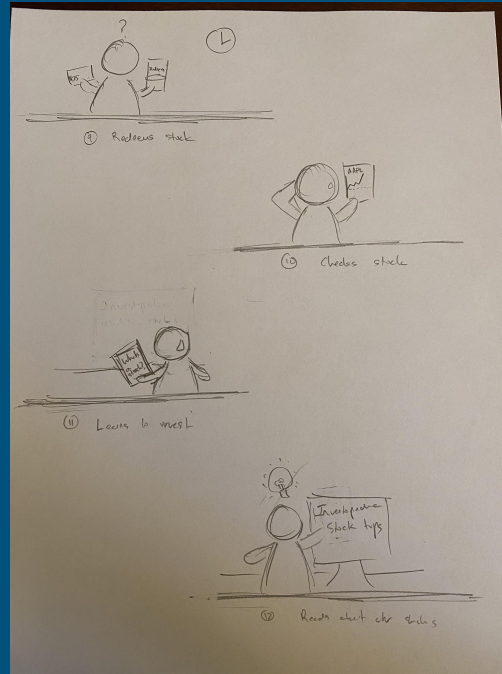
- Talk to people who have bought the same stock as you / learn about the stock and similar investments from people you find

Storyboards

Task 1



Task 2



Task 3

