

Team Wallus: Lofi Prototype

Madison Fan, Xinyi Wang, Avika Patel,
Juben Rana





Agenda

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VALUE
PROPOSITION

2

EXPLORING DESIGN
IDEAS

3

LO-FI PROTOTYPE

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USABILITY TESTING
METHODS

5

TESTING RESULTS





Value Proposition

Educate and support investment
rookies to gain investment literacy



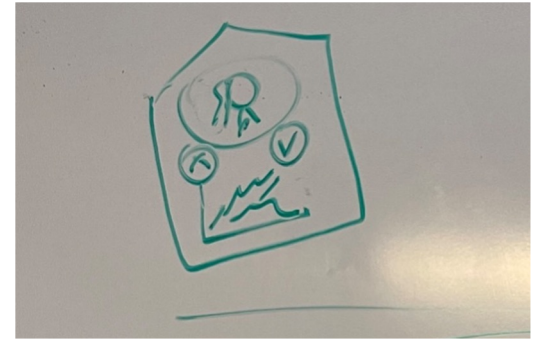
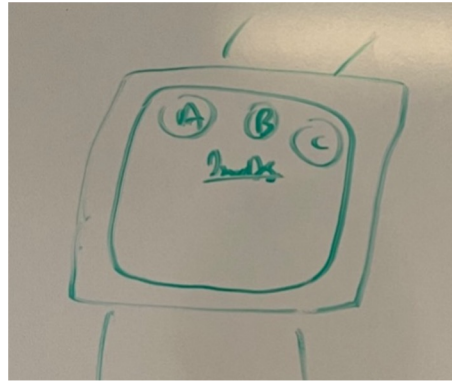
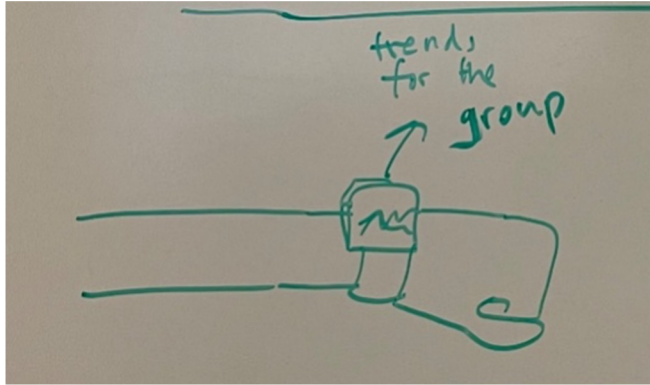
Our solution

Encourage investment rookies to grow
investment knowledge with friends

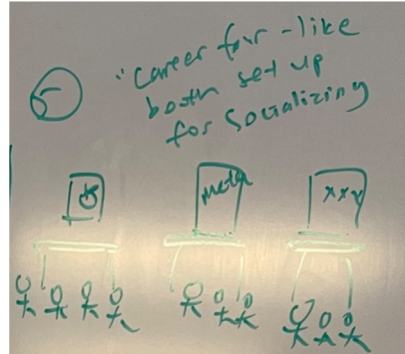
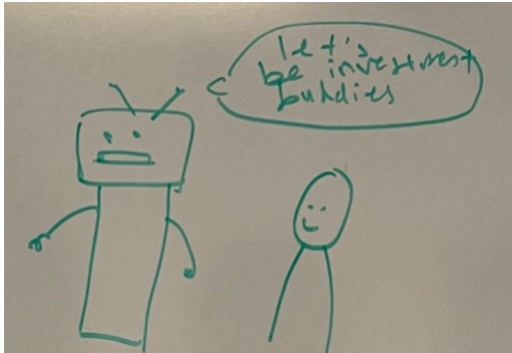
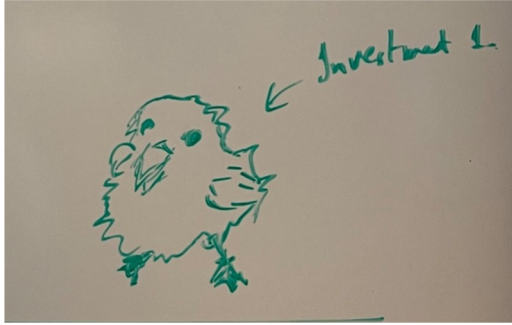


Exploring Design Ideas

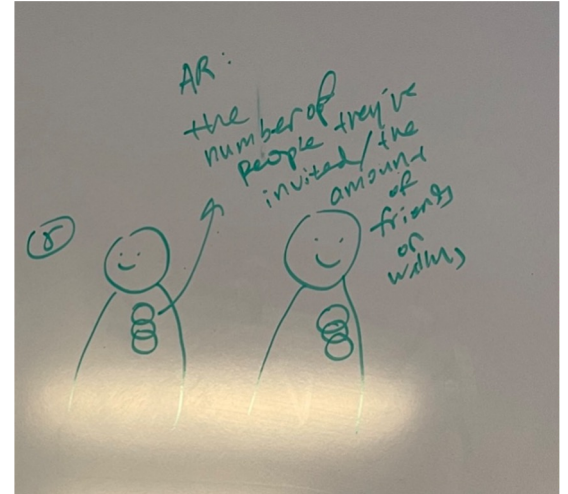
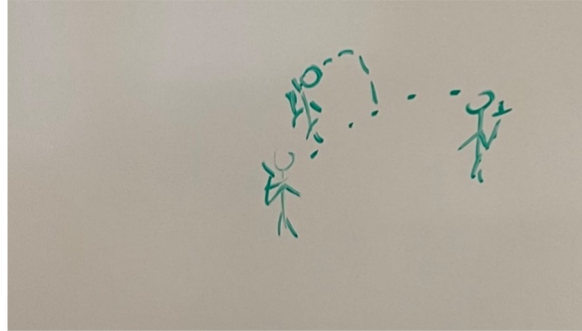
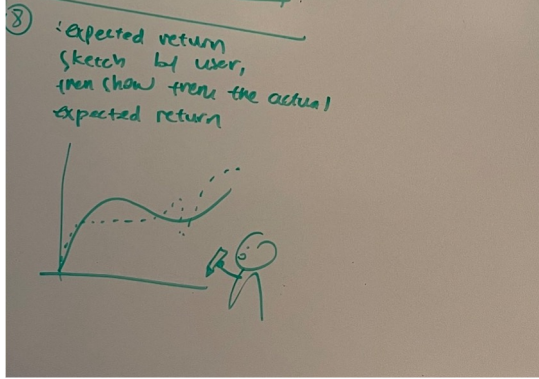
Crazy8s - Wearable (Apple Watch)



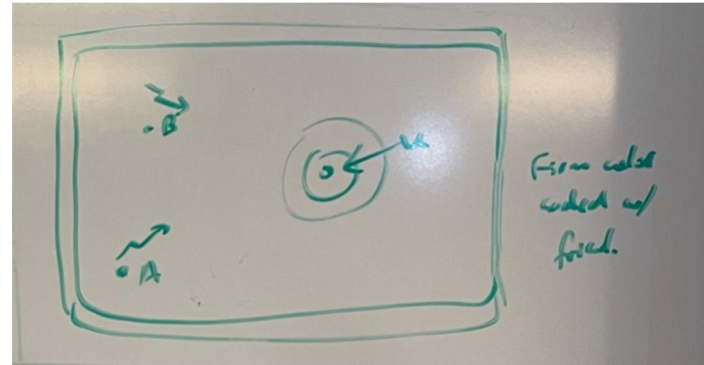
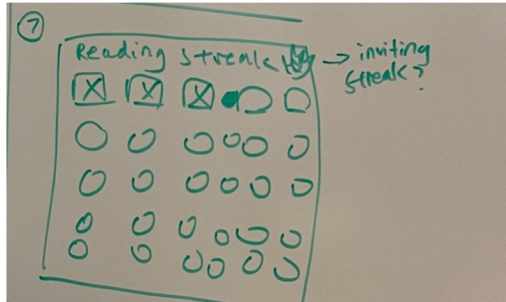
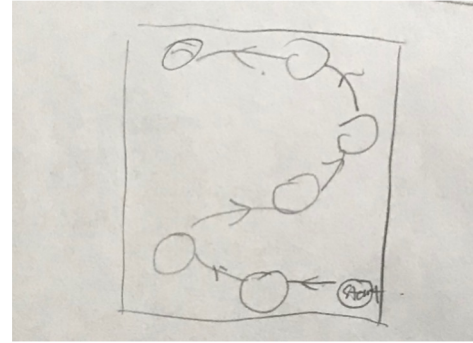
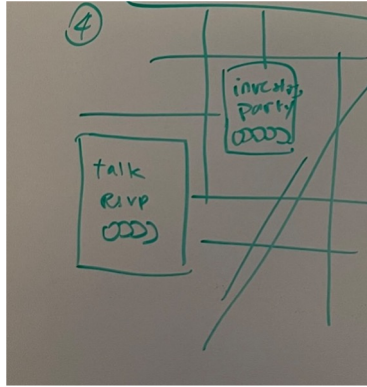
Crazy8s - VR



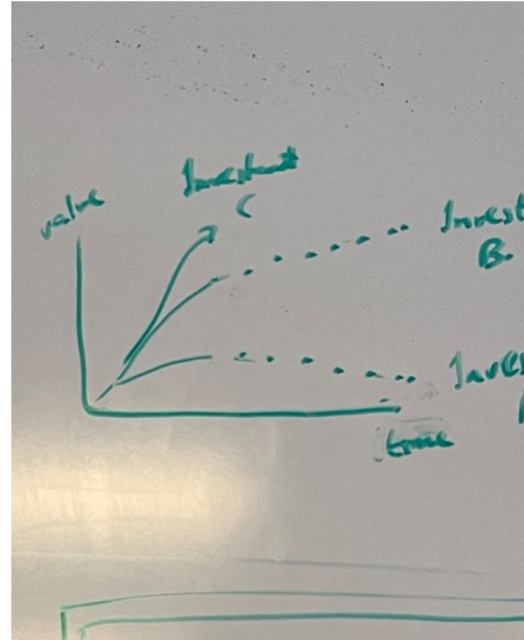
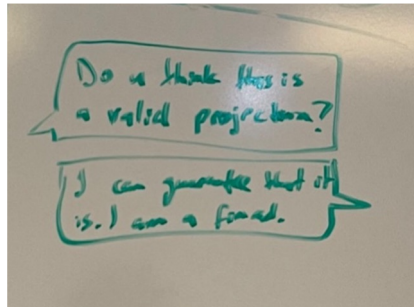
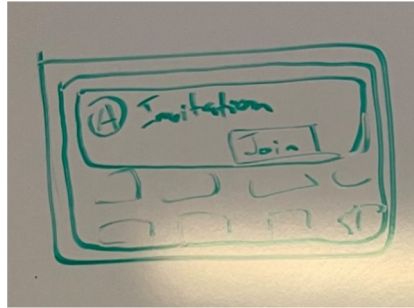
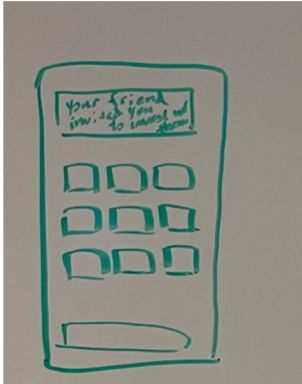
Crazy8s - AR



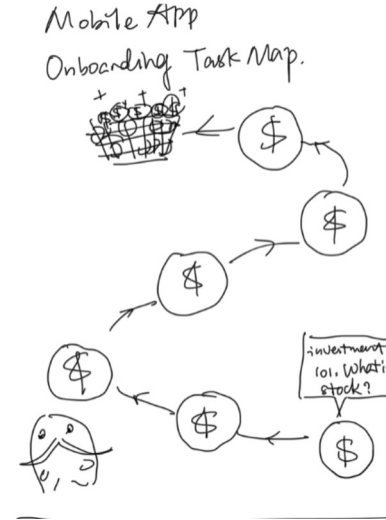
Crazy8s - Map



Crazy8s - Mobile



Realization 1: Mobile App



Friend Investing Board.		
Name	# of investment groups	Group Detail.
① Claire.	5.	Apple, Microsoft, Tesla, ...
② Ben	4.	...
③ Zoe.	2.	...
④ Matt.	1.	...
⑤ Peter	1.	...

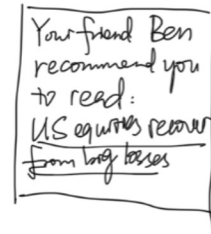
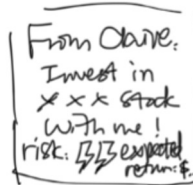
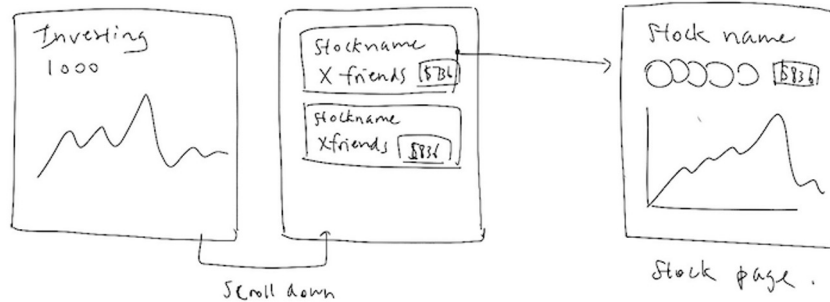
Mobile Pros & Cons



PROS	CONS
<ul style="list-style-type: none">● Most users have access● More space for detailed information● Can be connected to external resources without platform issues	<ul style="list-style-type: none">● Less frequent engagement compared to wearable solution● More content could be more overwhelming for investment newbies

Realization 2: Wearable (Apple Watch)

Apple watch realization



Wearables Pros & Cons



PROS	CONS
<ul style="list-style-type: none">● Faster & more convenient view of information (invitations, stock status)● Less overwhelming for newbie investors	<ul style="list-style-type: none">● Limited information display, hard to show detailed stock information● Limited information makes decision making harder● We don't want users to make financial decisions "on the go"



Final Choice: Mobile

We ultimately chose mobile for (1) focusing on our core user base of individuals new to investing (2) building healthy financial habits.

For reason (1) focusing on those new to investing, we wanted a larger screen to show educational resources throughout the investment process. Additionally, we want to be most accessible to folks that might not have high disposable income (those more likely to own an Apple watch and also more likely to already invest) thus a phone is a universal medium that could reach them.

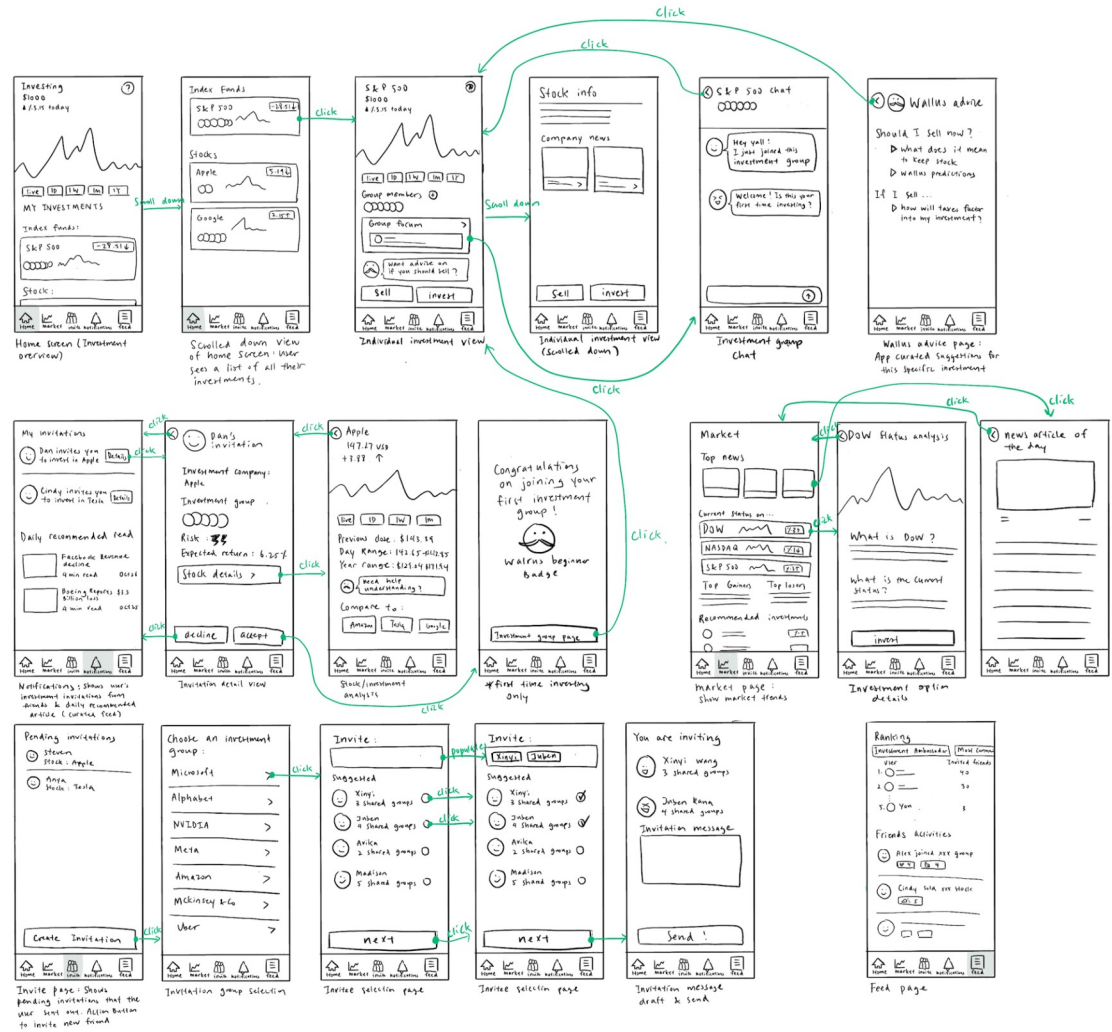
For reason (2) building healthy financial habits, having a small screen that can only fit “Yes” and “No” for real-money decisions is dangerous. Just a notification and decision is dangerous and can build unhealthy financial habits that counter the long-term index fund recommendation strategy that is best for stocks.

Lo-fi Prototype

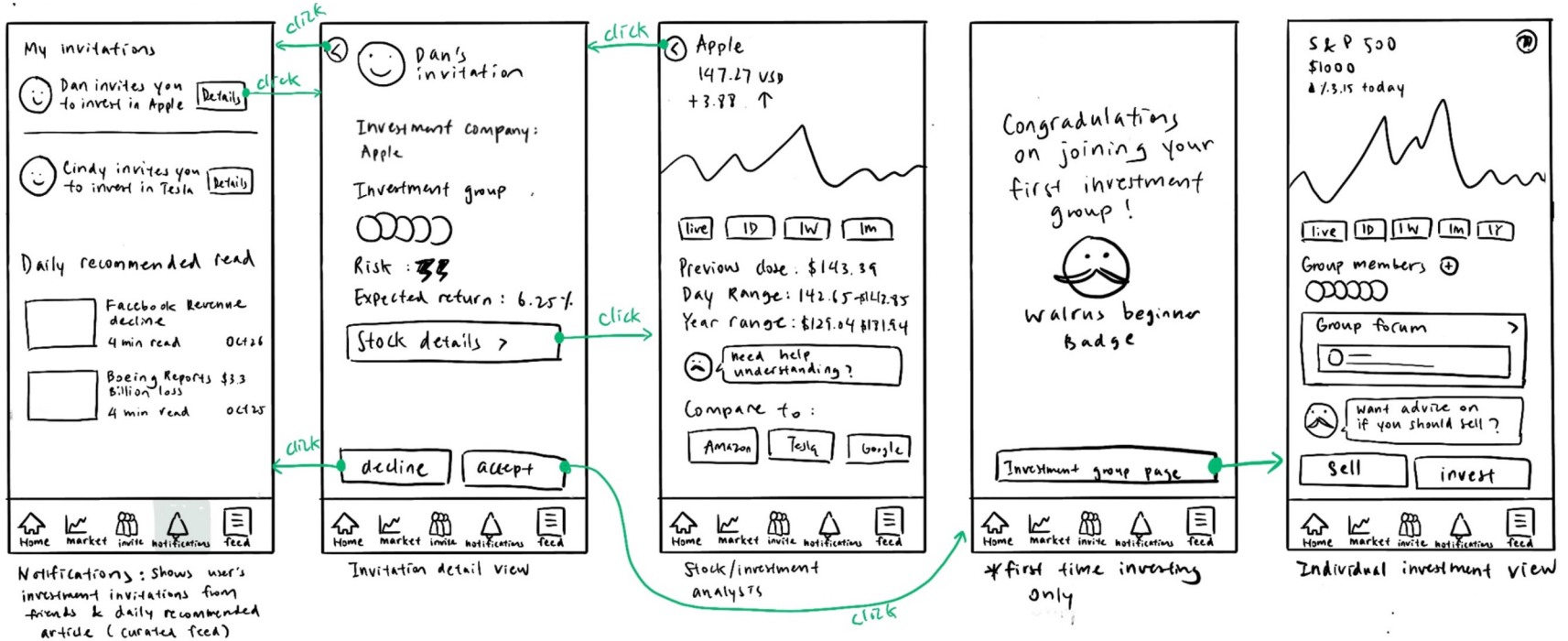
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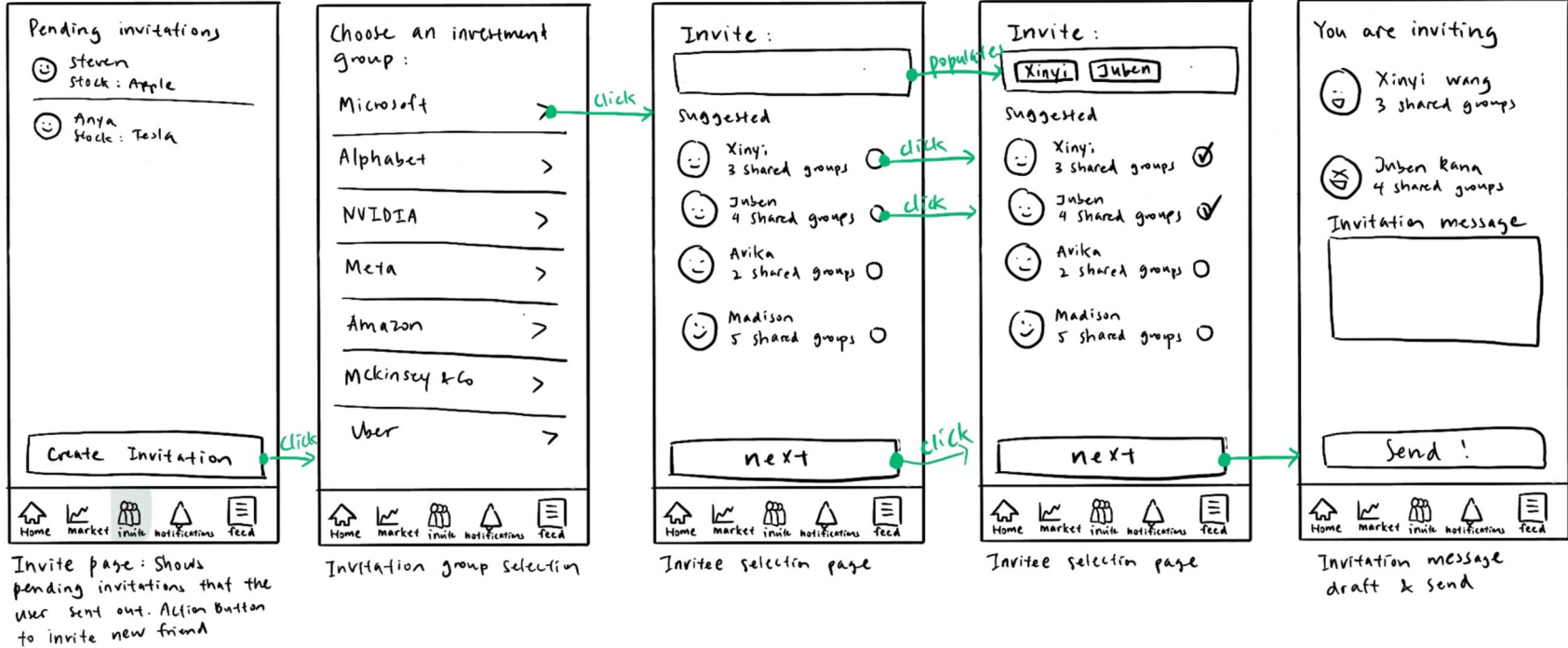
Prototype structure



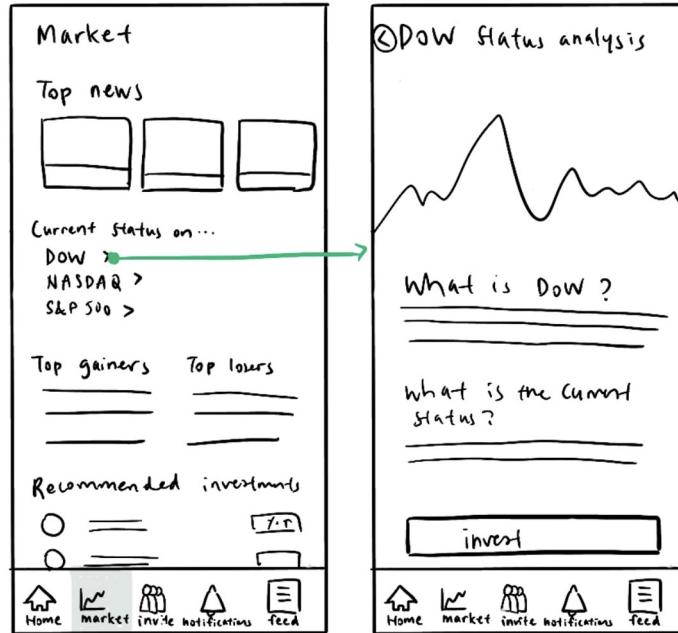
Simple Task: Accept invitation



Moderate Task: Create invitation



Complex Task: Learn about the market



market page :
show market trends

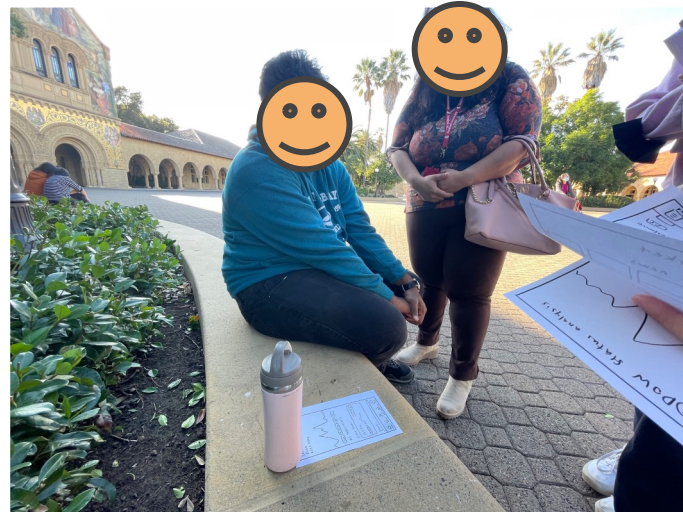
Investment option
details



Usability Testing Methods

Testing methodology

- Location: Main quad
- Prototype type: Paper prototype
- Recruitment method: Approached strangers and asked for their consent





Team member roles



Avika Patel
Facilitator



Juben Rana
Observer



Madison Fan
Computer



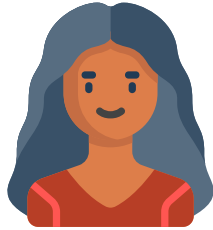
Xinyi Wang
Greeter

Participant selection



Mike

LA Artist,
Part-time
security
guard



Alice

Stanford
Employee at
Student
Financial
Services



Patrick

AT&T SWE



Yusef

Middle-Older
age living 1 hr
from campus



Susan

Visitor from
Germany



Usability goals & Key Measurements

Goal 1: Approachable

Key Metric: Users were able to understand the interface or find out what it means

Goal 2: Intuitive

Key Metric: Process time & verbal feedback



Testing results



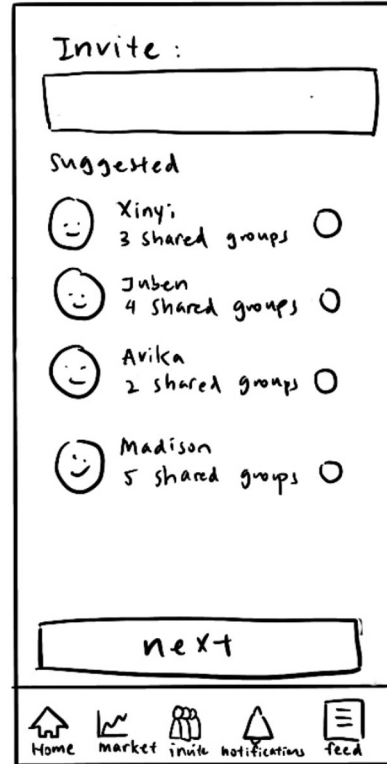
Concept validation

“[People] won’t be scared if everyone is investing together”



Mike

Results: Successes



Generally low friction in navigating invite task and accept task



Results: Errors & Expressed Wants





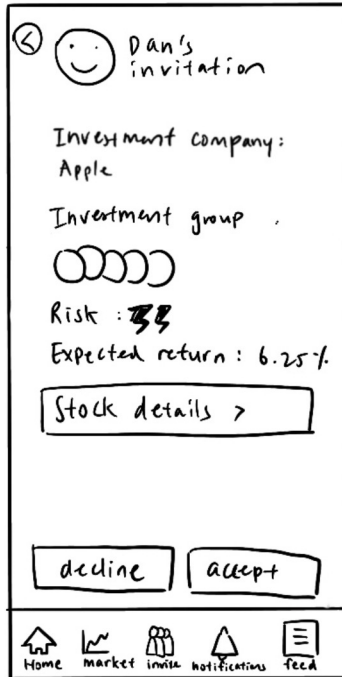
Accept invite task

Results: Errors

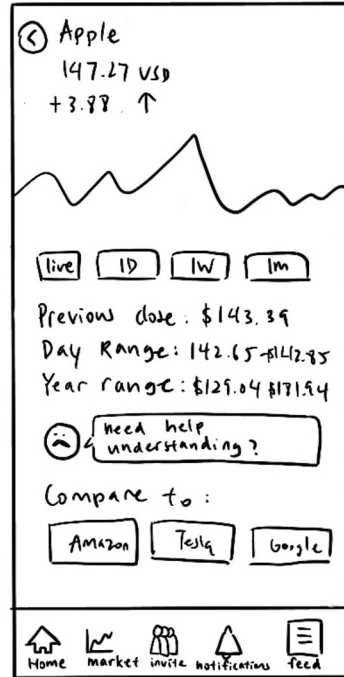


It was unintuitive to have daily recommended read on the same page as the invitations the user is receiving

Results: Expressed wants



Invitation detail view

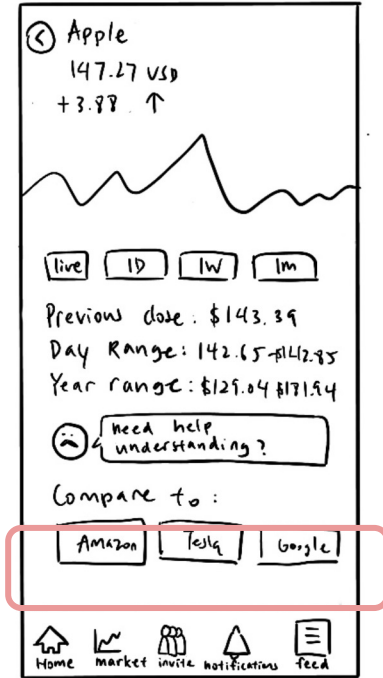
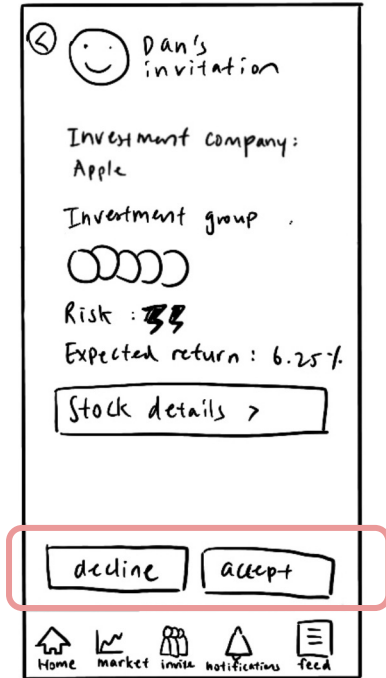


Stock/investment analysts

Alice was hesitant to accept because she's not sure how the invitation complements her current investments



Results: Expressed Wants



“It seems unintuitive to not be able to accept the request on the page of stock details”



Results: Expressed wants

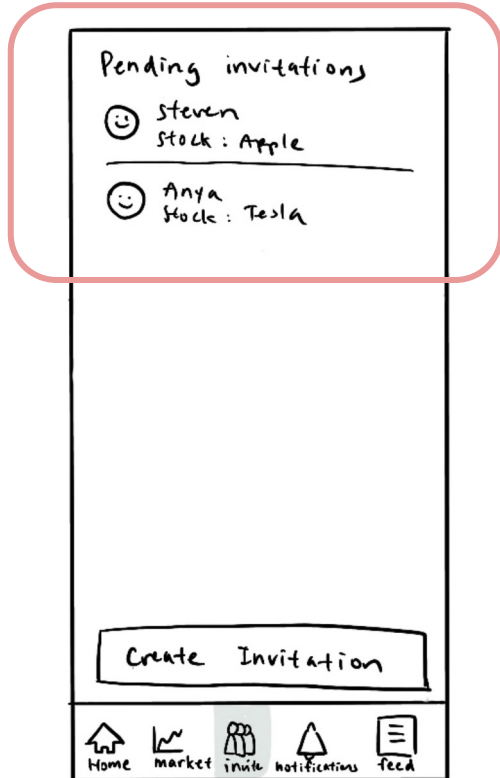


Users may want to invite another friend when they join a new group



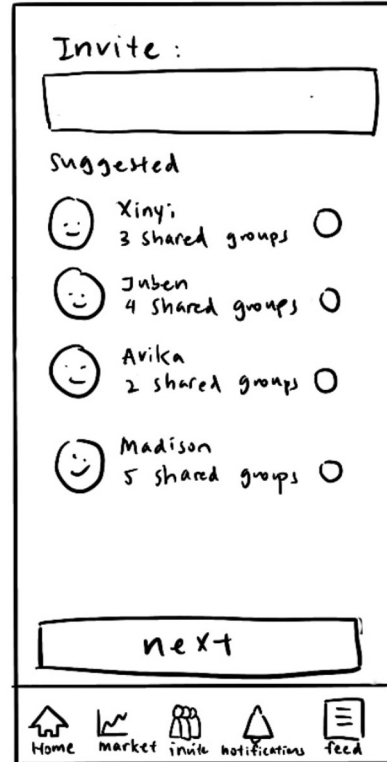
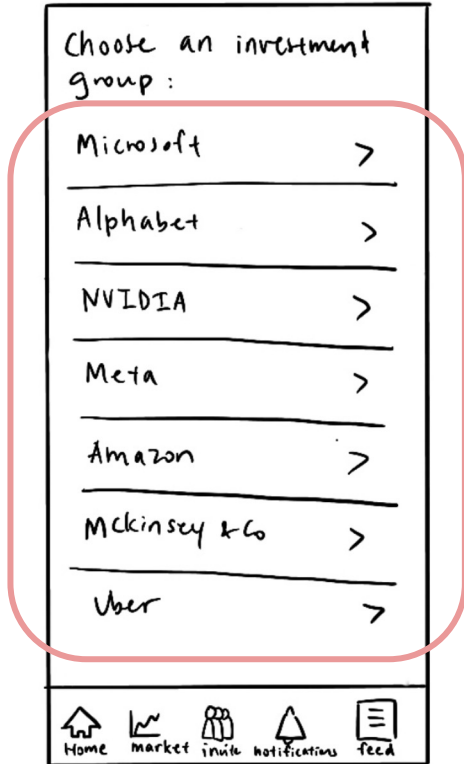
Sending invitation

Results: Errors



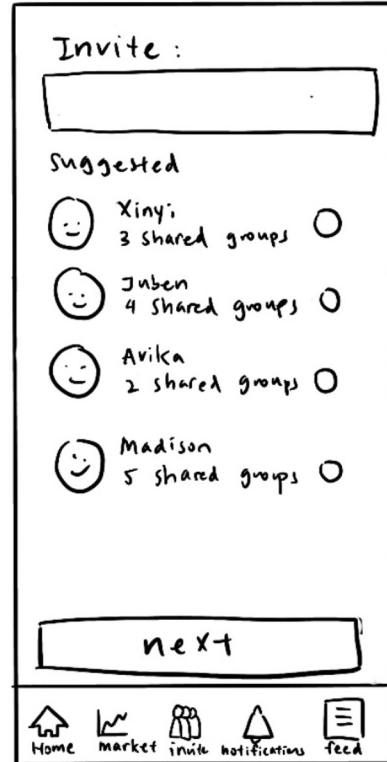
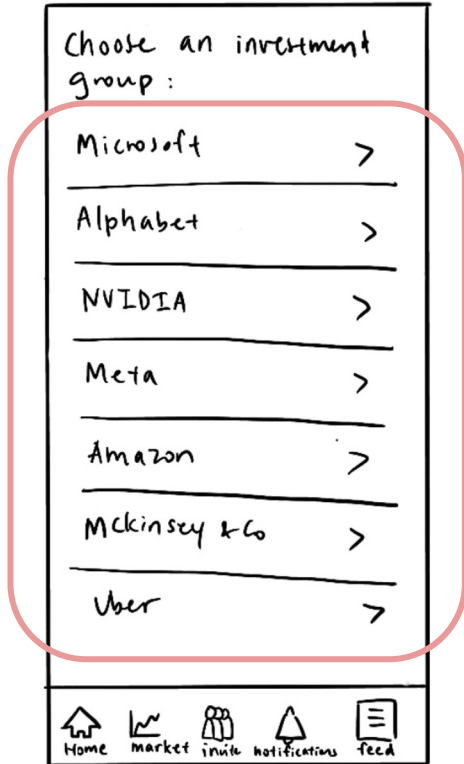
Confusing whether the invitations here are invitations that the user is receiving or sent out

Results: Expressed want



Option to invite friends to join new investment group

Results: Expressed want



A more personal/intimate group name than company name



Learn about DOW

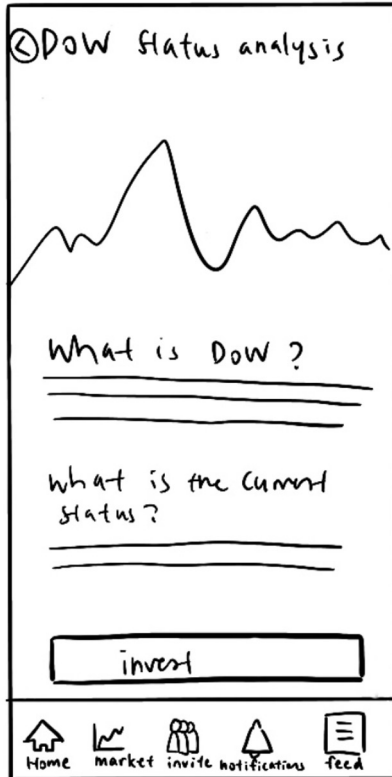
Results: Errors



Not all users knew what to look at when seeing the “Market” Tab

“What do I do now?”

Results: Expressed wants



Wish to be able to compare with other investment options



Usability goals & Key Measurements results



Goal 1: Approachable

- Users with less experience had trouble understanding the market page
- Users are not sure how a new investment can complement their portfolio

Goal 2: Intuitive

- Users generally figured out how to complete tasks in short time
- Daily Recommendation feed
- More flexibility

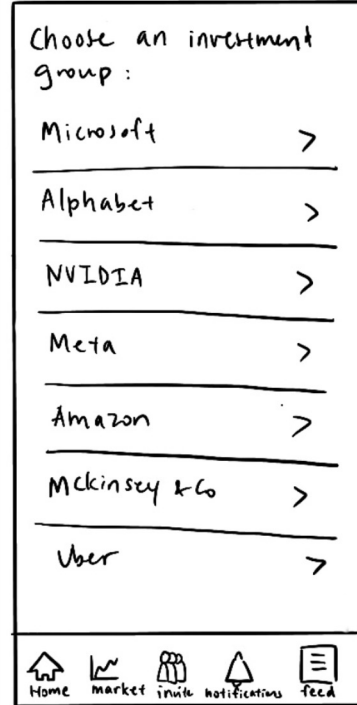
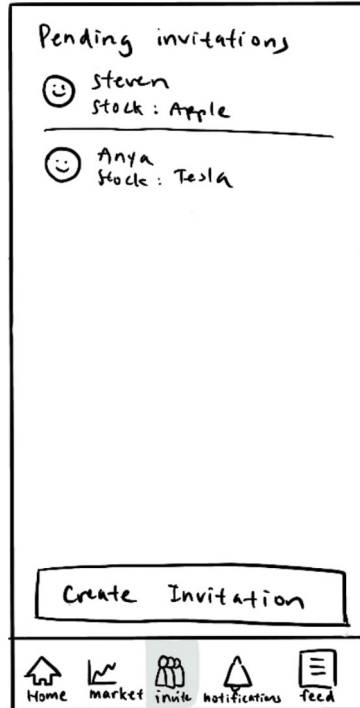


Future UI Changes



UI Change 1: Revamp send invitation flow

Change wording of
“pending invitation”

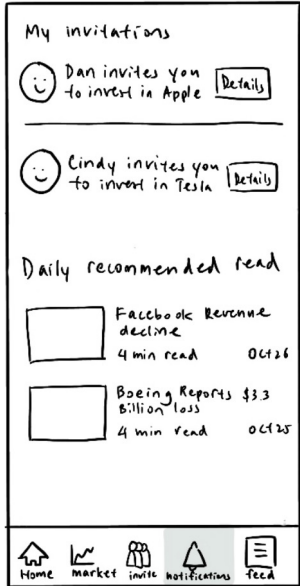


Allow users to give
investment group
names

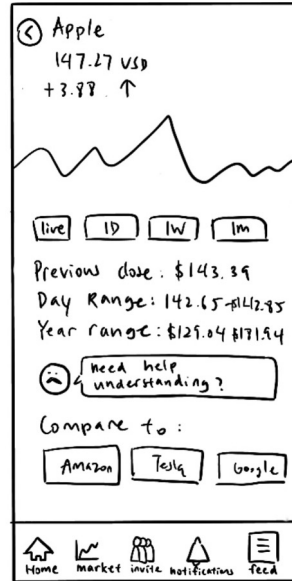
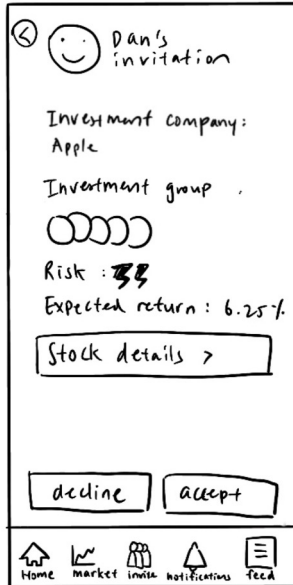
Allow creating
group from new
investment

UI Change 2: Revamp accept invite flow

Remove daily recommended read section



Give more info on how user's friend(s) have committed

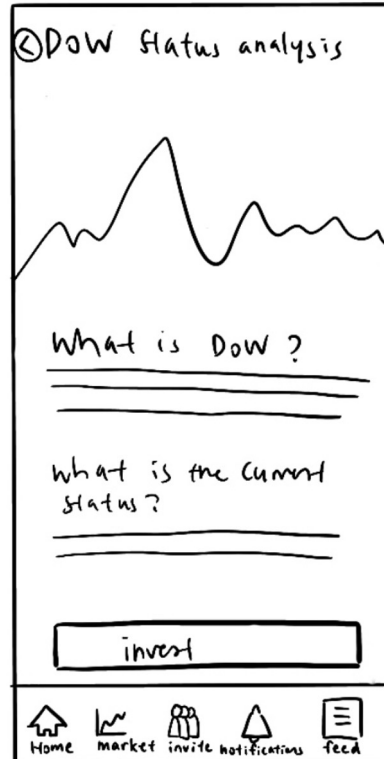


Provide more info on how the new investment fits into user's portfolio

Allow users to accept or decline request in stock detail view

UI Change 3: Revamp market

Combine the daily news recommendation with the Top news section



Show comparing options in stock detail page

Provide additional explainers on what each section means



Summary





Summary

- We need to give more beginner friendly explanations and information that's relevant to their concerns
- Certain placements or wording of UI were confusing
- Certain flows lack intuitive functionality
- We should emphasize on community building and friendship more



Appendix

