



USER RESEARCH REPORT

METHOD

The first prototype was developed with a simple, non-branded website that did not feature elaborate animations or enhancements.

A usability study was conducted to see which categories and questions needed to be added or taken away from the questionnaire in order to help users through the journey to get to their results page. A second study was conducted to see which bugs needed to be fixed, additions that were most necessary, and what features of the website needed to remain in this simplified way in order to streamline the user experience from the time the launch the app until they get their tailored results.

STUDY 1

This was a general usability study to address any changes to the overall website performance, user journey, fix any bugs or branding issues and what animations needed to be added to enhance the user experience. Participants were tasked with a simple thing - launch the website, complete the questionnaire, and navigate to the results page. The metric of task success was used to see if participants were simply able to complete the task or not. Then, participants were instructed to share more of their thoughts, struggles and overall opinions on the app, which could not have been obtained with simply seeing if they were able to complete the task or not.

STUDY 2

Card sorting is a technique that usability researchers use to see how people group together and categorize information. It is an effective way to enhance the app structure, hierarchy and information architecture. This method was used to see which categories or questions needed to be included in the questionnaire as well as the specific category they fit in. This was later implemented in the results page, where results were sectioned off by category (insurance, budgeting, etc.). The cards in the first prototype included:

- Credit, budgeting, healthy eating, work/life balance, investing, taxes, loans, health insurance, car insurance, life insurance, financial planning, having fun and retirement.

A hybrid card sorting was used, meaning participants could sort existing cards into categories and can create their own categories as well.

In the first part of the study, users were given existing cards and allowed to put in existing categories as well as make up their own. The categories included:

- General Wellbeing, Lifestyle, Insurance, Investment, Regulatory, Budgeting

This was done using Optimal Workshop, which allows users to create free usability tests.

FINDINGS

Study 1 - Findings

Out of the 10 participants in study 1, 100% percent of them were able to complete the task. They later got to give direct feedback on their overall thoughts of the website and any changes they would make to the structure, branding or overall flow in the app. The main feedback can be broken down into three main components:

- Display

Although a website is effective in displaying the material, having it on mobile opens up more possibilities for content consumption. According to HubSpot, more Google searches are done on mobile than on computers in the U.S., Japan and 8 other countries and 90% of the time people spend on their phones is spent in apps.

- Branding

When participants were asked about the color scheme, logo and overall branding, participants stated that:

“The color scheme should be a little more gender-neutral since right now it looks like it’s for women more than men. It would be good to have colors like blues and grey.”

For this reason, the color scheme was changed to include shades of blue and grey for the background as well as a shade of coral red to offset the other colors and add a splash of warmth.

Standardization Grid

	Insurance	Investment	Lifestyle	Money Managem...	Regulatory
Budgeting				2	
Car Insurance	2				
Credit	1			1	
Debt				2	
Financial Planning		1		1	
Having Fun			2		
Health Insurance	2				
Healthy Eating			2		
Home/Renters Insurance	2				
Investing in the stock market		2			
Life Insurance	2				
Loans	1			1	
Retirement			1	1	
Taxes				1	1
Work/Life Balance			2		

Study 2 - Findings

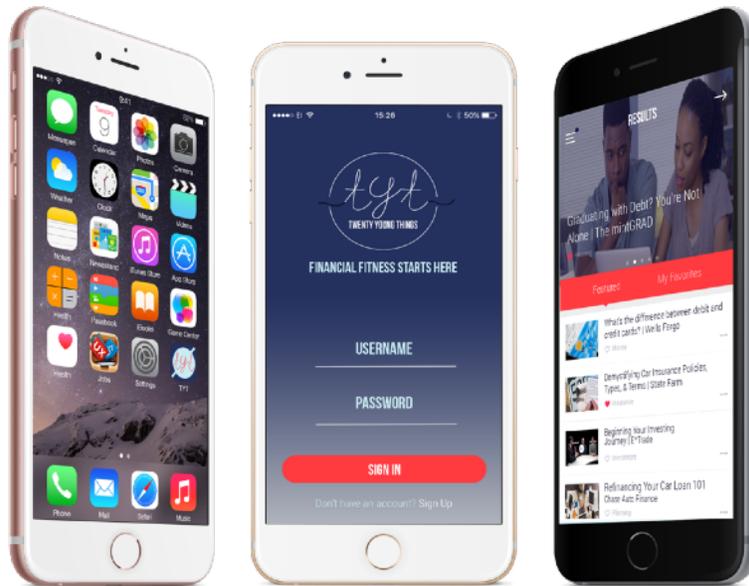
33% of the total people who participated in the card sorting study sorted all the cards into an average of 7 groups.

There were no other category or card suggestions but the categories of insurance, money management, and investment were the categories that had the most cards sorted to. This helps narrow down the most useful categories that will have the most content on the app.

In the next version of the TwentyYoungThings prototype, the following recommendations will be taken into consideration, acted and expanded upon.

- Implement a mobile-only platform for the primary experience.
- Eliminate tiers of information as to make the content more likely to come up in results and more visible to the audience
- Also eliminate the tiers of information to keep it less subjective and more straightforward.
- Section off the results page by category (i.e. investment resources, money management resources, etc.)
- Incorporate the suggested card changes and narrow down the current categories to only ones related to personal finance.
- Simplify the number of steps it takes from launch to the results page. This includes combining questions in the questionnaire and eliminating categories that do not deal strictly with personal finance. This will also help in terms of marketing the tool as a platform for content on one general topic only rather than a lifestyle approach. Narrowing down the offering will also facilitate future partnership efforts.

Current version of TwentyYoungThings



Previous Version of TwentyYoungThings

