



BizWiz

Design Sprint Report

July 2023

Neha Pasnoori, Melanie Careri,
Katherine Coen, & Olivia Kettell

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
INTRODUCTION	5
SPRINT GOALS	6
SPRINT PROCESS	7
SPRINT DELIVERABLES	15
INSIGHTS & LEARNINGS	27
RECOMMENDATIONS	28
IMPACT & BENEFITS	29
CONCLUSION	31
APPENDICES	32

BIZWIZ

EXECUTIVE SUMMARY

To help teenagers aged 13 - 19 have better understanding of personal finance, a team of four Interactive Media and Communications Masters students – Melanie Careri, Neha Pasnoori, Katherine Coen and Olivia Kettell – from Quinnipiac University initiated a design sprint which resulted in the design prototype of BizWiz. The aim was to create an app that is user friendly, interactive and is an overall encouraging space.

Lasting a total of five weeks spanning June 5 - July 8, 2023, the design sprint sessions took place remotely via Zoom and Miro. The four sprint participants – who have a variety of backgrounds in sprint design, ux design, journalism and media studies – held weekly meetings and collaborated on design sprint exercises to gather requirements and gain insight into how to best design BizWiz.

The sprint participants followed a [user-centered design process](#) and [Google Design Sprint](#) methodology, and arrived at a viable interactive prototype by the end of the sprint, which was tested with real users to validate the design. The user tests indicated that BizWiz has high potential for being an easy, accessible and helpful app for teens who want to learn more about personal financing.

Data analysis showed that the majority of testers thought BizWiz was easy to use, the functions were well integrated, and most teens would have no issue learning to use the app. Changes suggested during the testing sessions were mainly cosmetic and the team implemented them in a further iteration of the interactive prototype.

BIZWIZ

INTRODUCTION

BIZWIZ OVERVIEW

BizWiz is a mobile app that aims to educate teens aged 13 – 19 about finance, budgeting, and savings goals in a fun, informative, and user-friendly manner.

SPRINT PURPOSE

Using a user-centered design approach, conduct research as a team to identify key components of a finance app for teens, and incorporate those findings into BizWiz, making sure that it is educational, user-friendly, accessible, and entertaining to use.

SPRINT DURATION

June 5, 2023 - July 8, 2023 (5 weeks)

SPRINT MEMBERS

Melanie Careri, Neha Pasnoori, Katherine Coen, Olivia Kettell

SPRINT OBJECTIVE

The main objective of this design sprint was to create a digital platform for teens to use daily which would enable them to learn more about personal financing.

SPRINT CHALLENGES

Challenges faced were deciding what kind of platform would be best to pursue as well as how to make our design practical and achievable within a short time frame. We aimed to create an easily navigable experience, with interactive spaces to connect with peers, engaging lessons, a planner to organize financial goals. Deciding how to create this was a challenge, but the collaborative efforts and ideas from each team member allowed the project to move along quickly.

BIZWIZ

SPRINT GOALS

BizWiz had five major goals that were referred to and expanded upon during every phase of the design sprint process.

They were:

- Develop a user-friendly digital platform that engages and educates teenagers on personal finance topics.
- Empower teenagers with practical skills and knowledge to manage their money effectively.
- Foster responsible financial habits, such as budgeting, saving, and making informed spending decisions.
- Introduce teenagers to the basics of investing and long-term financial planning.
- Instill confidence and independence in teenagers to make sound financial choices.



PROBLEM STATEMENT

A teenager in the age range of 13 - 19 should use the educational mobile app BizWiz in order to gain a more solid understanding and appreciation for financial topics.

BIZWIZ

SPRINT PROCESS

PROCESS OVERVIEW

In order to conduct our sprint sessions, we utilized a user-centered design approach and closely followed the process outlined by [Google Ventures](#) (GV). This process includes various methods for generating ideas, sketching solutions, creating prototypes, and obtaining valuable feedback. Over the course of our sprint we hit the main themes and ideas as set forth by GV to ultimately create a working prototype and hear feedback on our app, BizWiz.

The user-centered design approach consists of 5 phases:

Phase 1: Understand + Define

Phase 2: Diverge + Decide

Phase 3: Prototype

Phase 4: Test

Phase 5: Reflect + Report

PHASE STEPS

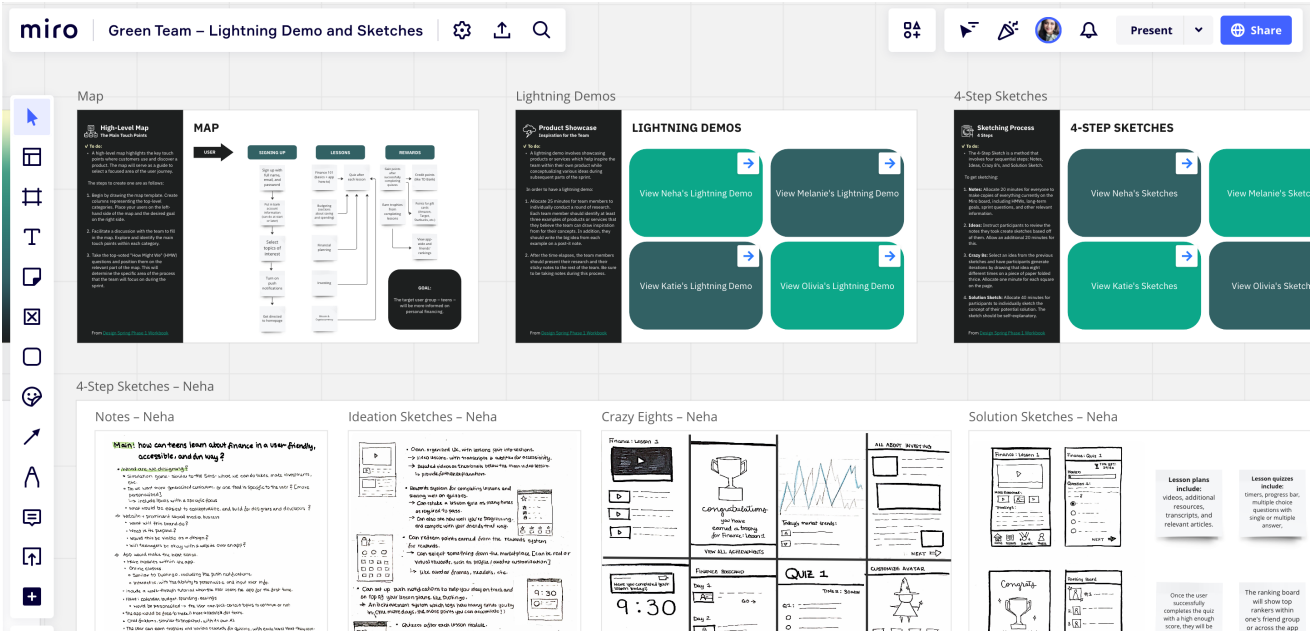
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Map Lightning demo 4-step sketch	Voting User flows Storyboards	App breakdown Task division Wireframes Mockups Prototype Trial run	User recruiting User testing Data analysis Iteration	Sprint report Case study

BIZWIZ

SPRINT PROCESS

PHASE SYNOPSIS

Phase 1: Understand + Define



- Meeting date: June 8, 2023
- Meeting time: 7:30 PM EST
- Meeting duration: 1 hour, 20 minutes
- Facilitator: Melanie Careri

For the initial phase of the design process – Understand + Define, facilitated by Melanie, we started off by considering the long-term goal for our product. We wanted to educate teenagers on financial and life skills. We debated creating a website, a simulation-style game, or social media profiles; eventually we settled on an app that could incorporate many of the features we liked from other platforms. From there, we needed to determine what kinds of offerings our app would provide, the layout, and also its impact on both creator and consumer. To do this, we engaged in an ideation process that included both

BIZWIZ

SPRINT PROCESS

research and illustrating our thought processes. This process was meant to streamline all of our best ideas in the most efficient manner possible

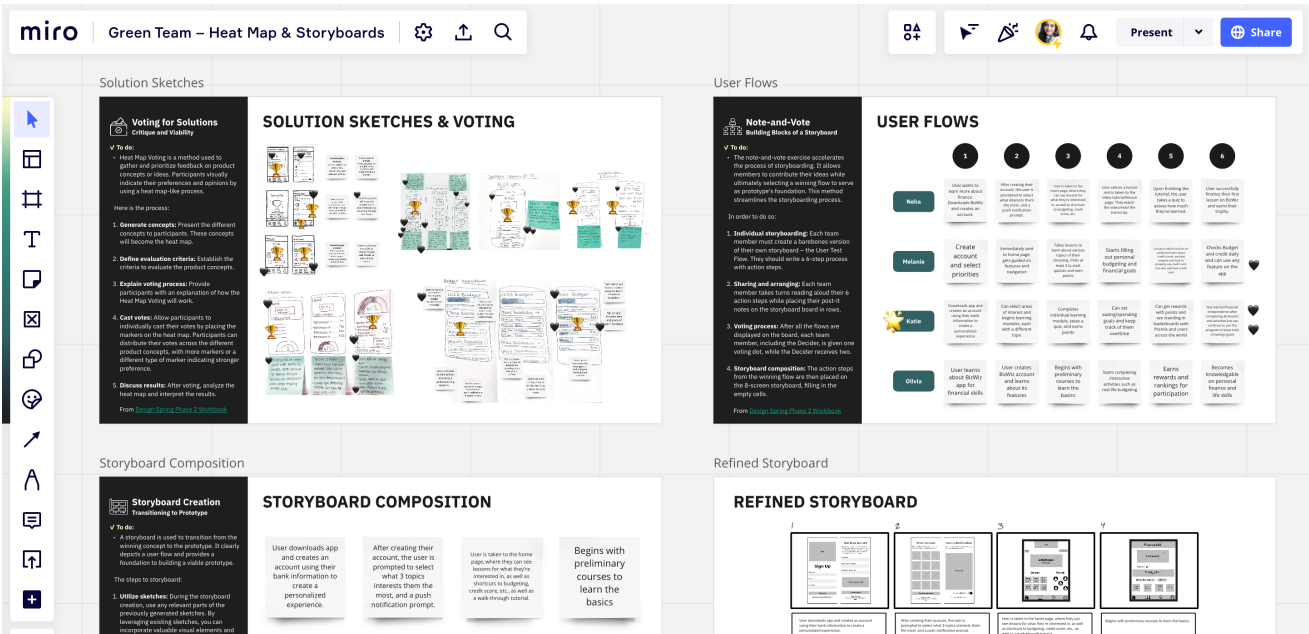
We first formulated a quick **map** in order to have a high-level overview of BizWiz and how the user would potentially interact with the app. Then we completed some **lightning demos** – researching and finding things that we liked or found suitable for our own end product. Everyone in our group spent some time browsing the internet for similar services or apps with features we liked and thought about incorporating into BizWiz. We captured screenshots of our findings, annotated them with post-its, and then reconvened to discuss our findings. This was an efficient way to see where everyone's ideas were heading, and also keep up with what everyone was thinking before moving onto the next step.

The next exercise – **4-step sketching** – allowed us to put all our thoughts and ideas on paper. We worked on the four different steps of sketching separately and once again met afterwards to see how the ideas grew and changed. The first part was just to take *notes* for 25 minutes. We jotted down all of our thoughts on how the app would meet the larger goal of educating teenagers. From there, we illustrated our *ideas* for another 25 minutes. This included visions for the layout, features we wanted to include and how those would work, and how to piece everything together. We came up with many different concepts and then selected one to develop further during the third sketching step, *Crazy 8s*. Once we spent the allotted 8 minutes on this step, the one idea we took from the previous step was represented in eight ways. The final sketching step, the *solution sketches*, narrowed it down even further; we selected our favorite variation from our Crazy 8s and polished it in three different visualizations – complete with notes to explain how it would work – for 40 minutes.

In a typical sprint, the Decide phase and the Sketch phase would take place on two separate days, but we merged them together to get started on developing our product. We ended up with four solidly developed features to be used as we moved forward with next phase – Diverge + Decide.

BIZWIZ PROCESS

Phase 2: Diverge + Decide



- 📅 Meeting date: June 14, 2023
- 🕒 Meeting time: 7:30 PM EST
- 🕒 Meeting duration: 1 hour
- 🗣️ Facilitator: Neha Pasnoori

Moving onto the next phase – Diverge + Decide, facilitated by Neha, we worked on putting all of our ideas together in the larger picture. The Decide phase narrows down the concepts we had come up with and allows us to refine what the core image of our product should be going forward.

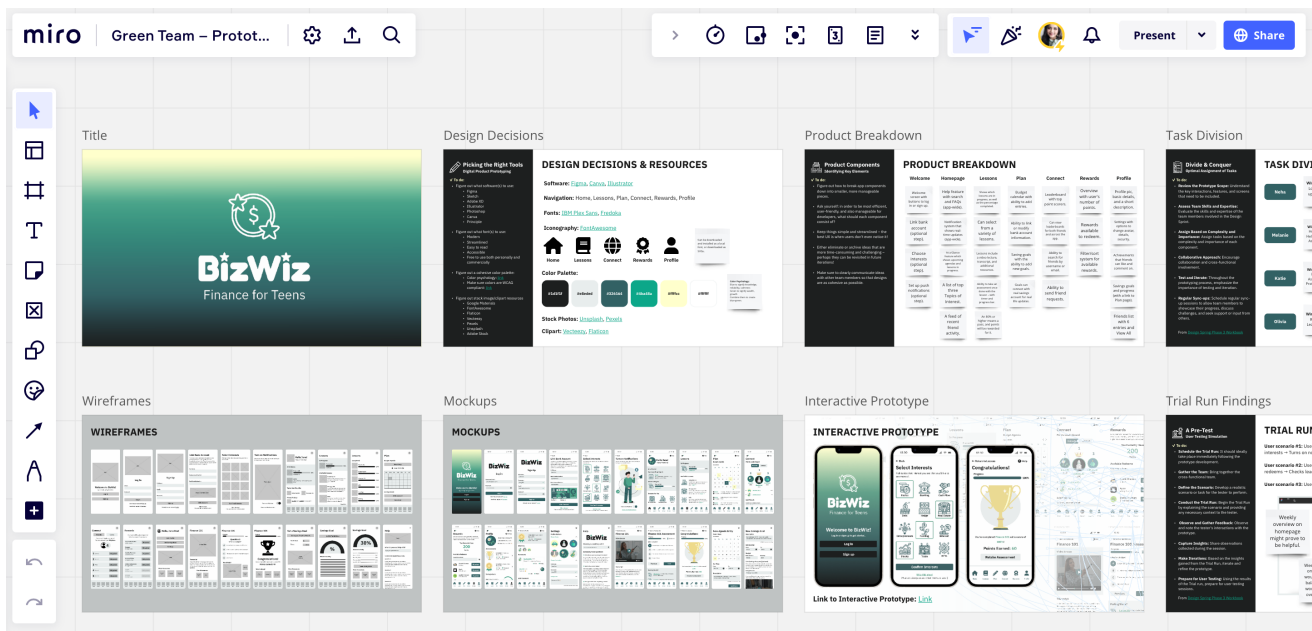
We started off this phase by critiquing each solution that team members had previously sketched, **voting** on the ones which had the best chance of achieving our long-term goal using a heat-map voting technique, for 10 minutes. We each selected our favorite aspects of everyone's sketches, marking them with a sticker within the Miro board. Melanie acted as our Decider during this whole session and selected the best aspects of all the ideas.

BIZWIZ

SPRINT PROCESS

Once we were all aligned, we began the next step – **user flows**. We took 25 minutes to outline six steps that demonstrated how we thought a user would use our app. We again voted for 10 minutes on these flows, using an amalgamation of straw poll voting and super voting. Melanie made the ultimate decision about which series of steps we would proceed with. We expanded this series into eight steps and tweaked them to include the features we deemed necessary to create a composite storyboard. Then we converted this composite into a refined **storyboard**: a step-by-step plan for the next phase – prototype.

Phase 3: Prototype



📅 Meeting date: June 20, 2023

🕒 Meeting time: 7:30 PM EST

🕒 Meeting duration: 1 hour

🗣️ Facilitator: Neha Pasnoori

As the first step of the Prototype phase, facilitated by Neha, we had to determine standard

BIZWIZ

SPRINT PROCESS

fonts, colors, and symbols that would be used for our branding, as well as the pages and features of BizWiz. The goal of Prototype phase is to quickly and efficiently create a working demonstration of the proposed product. Consumers can then interact with and react to the demonstration in a realistic manner representative of a larger population of users. We outlined all of this information cohesively so we could begin work on the low-fidelity wireframes, and progress to the high-fidelity mockups and interactive prototype from there.

Before getting started on the designs, we went ahead with **app breakdown**. During this step, we broke BizWiz down into manageable pieces, focusing on how navigation and transitions between various app features would function. Breaking down the app made BizWiz easier to design, and not such of an daunting endeavor as it would have been without this step.

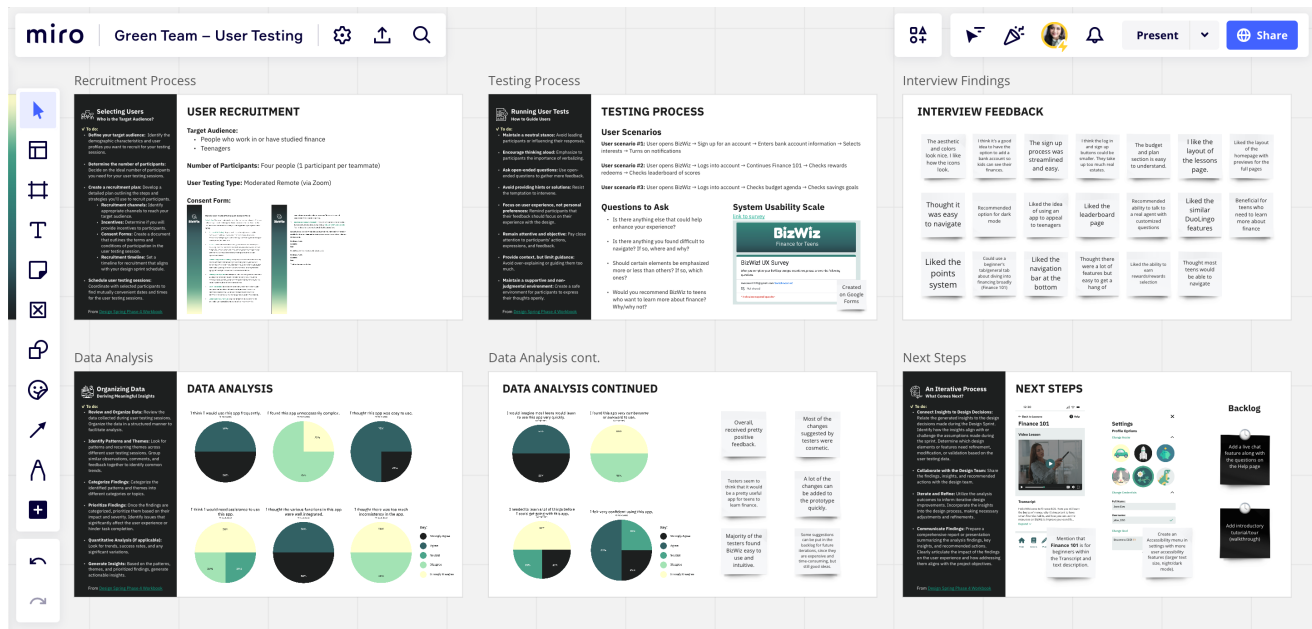
To further ease the process of designing, we also incorporated **task division**. GV outlines five different positions to tackle this step - Makers, Stitcher, Writer, Asset Collector, and Interviewer. As a team, we split up all of these positions, and worked as the first three specifically within this step. Undergoing this step was also beneficial as we moved onto the final step in our sprint process, which was conducting interviews to hear real feedback on our app.

We worked as a team to create the low-fidelity **wireframes**, using the design software, Figma. To get a better sense of layout, we added the basic features and navigation menu into appropriately dimensioned frames – set to resemble iPhone 14's screen size. These frames were later expanded into high-fidelity **mockups**, standardized with our established branding. In addition to having the set fonts, colors, and iconography, we also added appropriate text blocks, clipart, and imagery. These mockups were then made into an **interactive prototype**, with screen connections and page transition effects. We would then be able to use this prototype with users during the next phase of the design process – testing.

BIZWIZ

SPRINT PROCESS

Phase 4: Test



📅 Meeting date: June 27, 2023

🕒 Meeting time: 7:30 PM EST

🕒 Meeting duration: 1 hour

🗣️ Facilitator: Neha Pasnoori

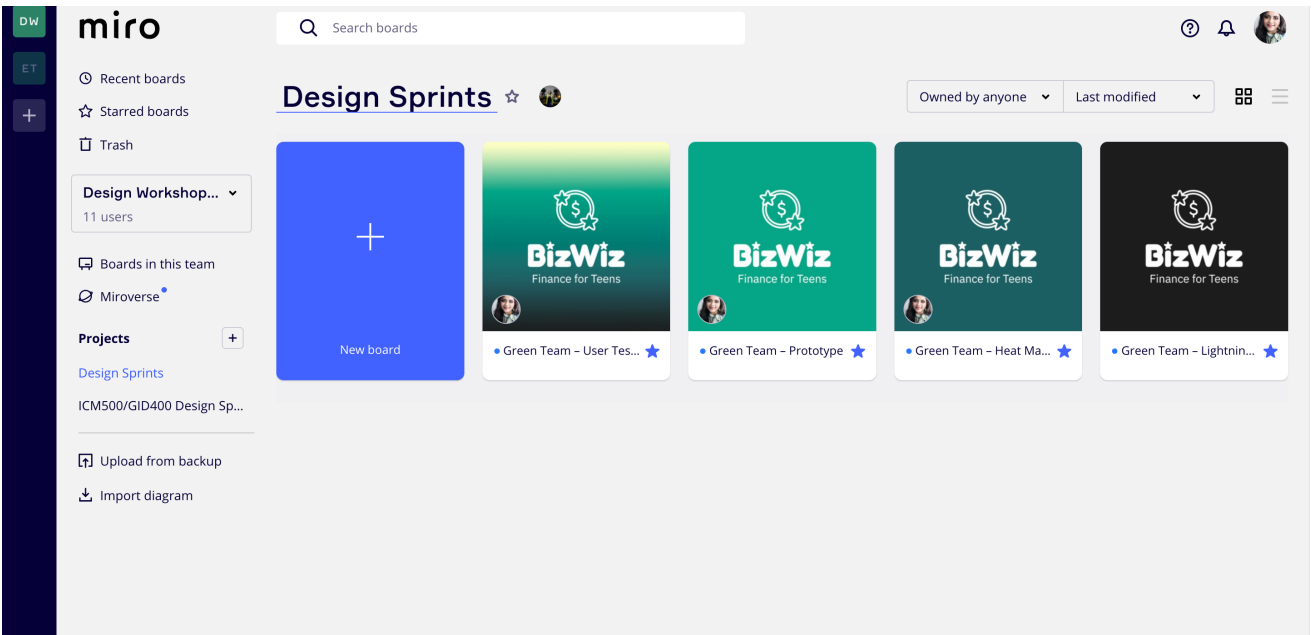
Moving onto the Test phase of the design process, facilitated by Neha, we first decided the target audience, number of participants, and types of tests we would be performing as part of the **user recruitment** phase. Ideally, we hoped to interview teenagers on their thoughts about the app but we were also able to include some subjects with experience in finance to hear their feedback as well. The Test phase is meant to obtain real-world data and feedback to further enhance our product for distribution. Then we outlined some scenarios that our test participants would undertake during the usability testing sessions, as well as questions to ask them. Alongside the scenarios and questions, we prepared an SUS (System Usability Scale) survey to obtain statistics and graphical data. Once this was

BIZWIZ

SPRINT PROCESS

completed, we were able to proceed with the actual **user testing**. According to our **data analysis**, the feedback we received was fairly positive and no respondents found the app ineffective or difficult to use. Based on the minor constructive feedback we received we were able to **iterate** on the prototype to be as polished as possible.

Phase 5: Reflect + Report



For the final phase of the design process – Reflect + Report – we created this very sprint report as well as individual case studies. The **design sprint report** delivers key information, results, and values to key stakeholders ensuring that the sprint met all requirements of the agreement or contract. It is essential for analyzing and communicating the outcomes and insights from the sprint.

A **case studio** is vital for portfolio reviews when applying to jobs. It should be visually pleasing while displaying relevant imagery and information in a concise way .

BIZWIZ

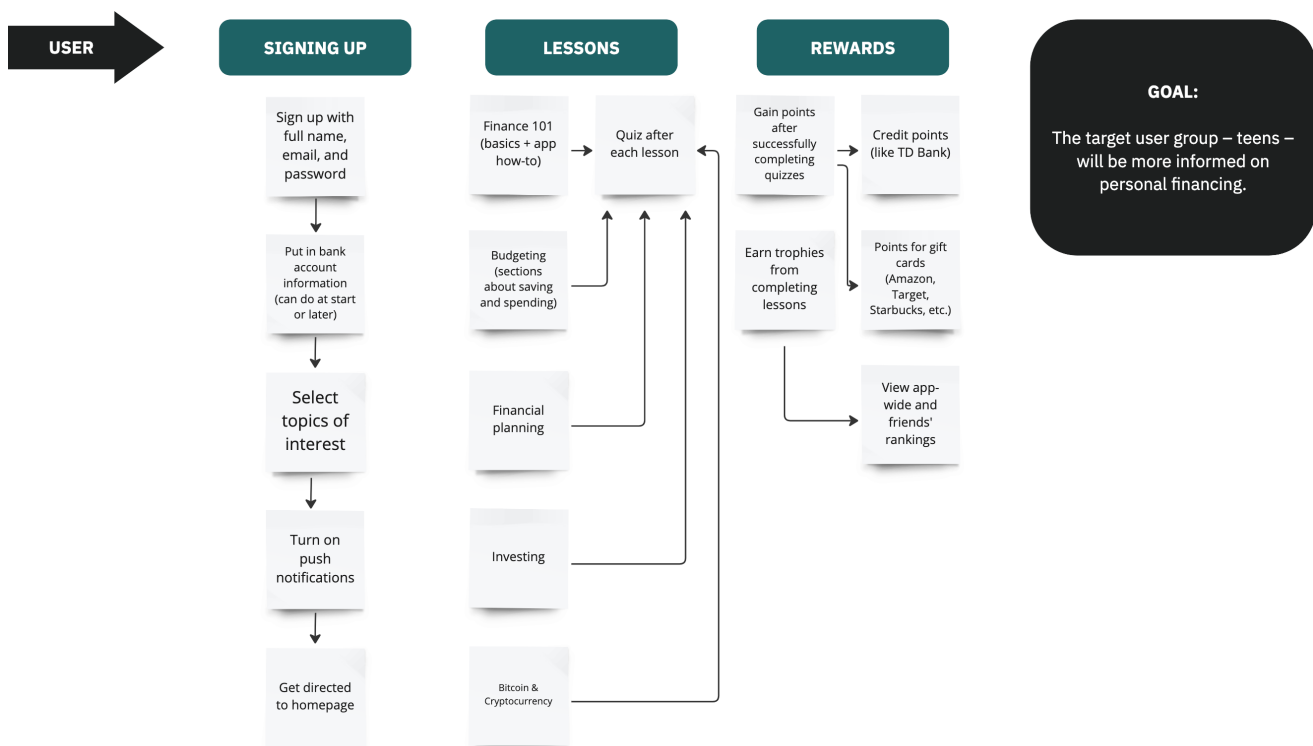
SPRINT DELIVERABLES

VISUAL REPRESENTATIONS

Phase 1: Understand + Define

≡ Deliverables: Map, Lightning Demos, 4-Step Sketches

Map



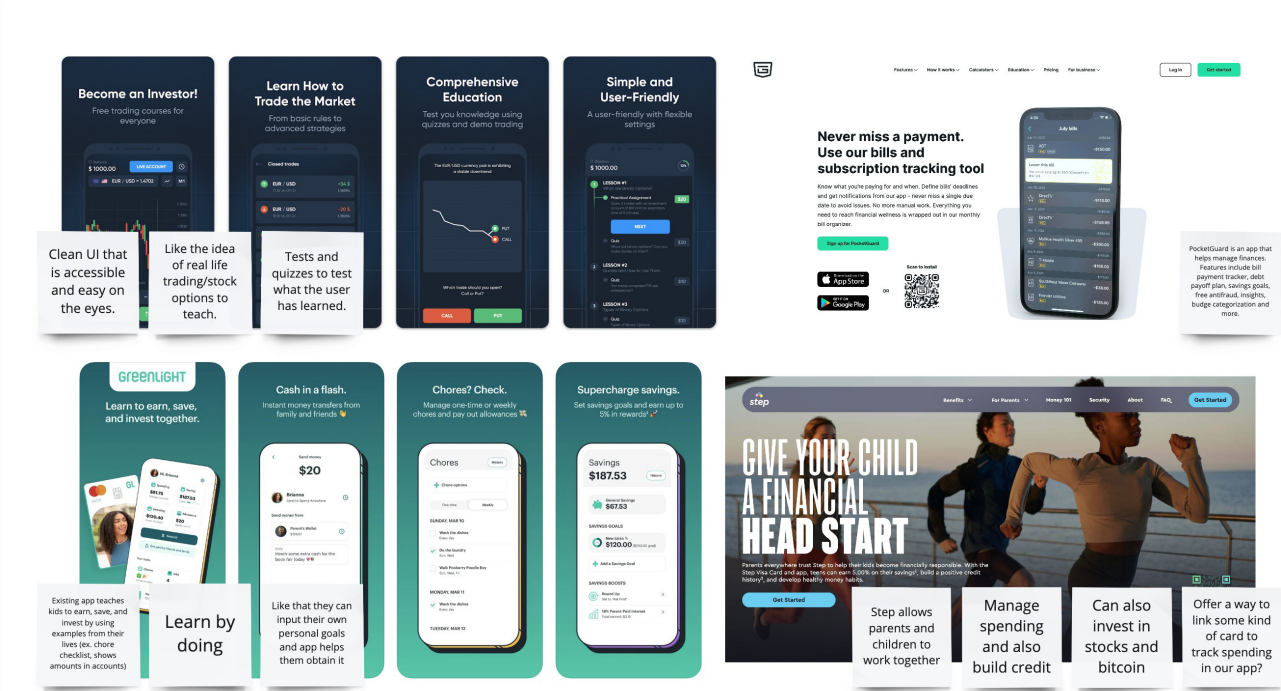
A high-level map highlights the key touch points where customers use and discover a product. The map serves as a guide to select a focused area of the user journey. The user is placed on the left side, and the goal is placed on the right side. The space between the user and the goal is filled with steps and processes for the user to undertake to meet the goal.

In our case, we wanted to focus on the sign up process, lessons, and rewards. Our ultimate goal was to have our target user group – teens – become more knowledgeable about personal financing.

BIZWIZ

SPRINT DELIVERABLES

Lightning Demos



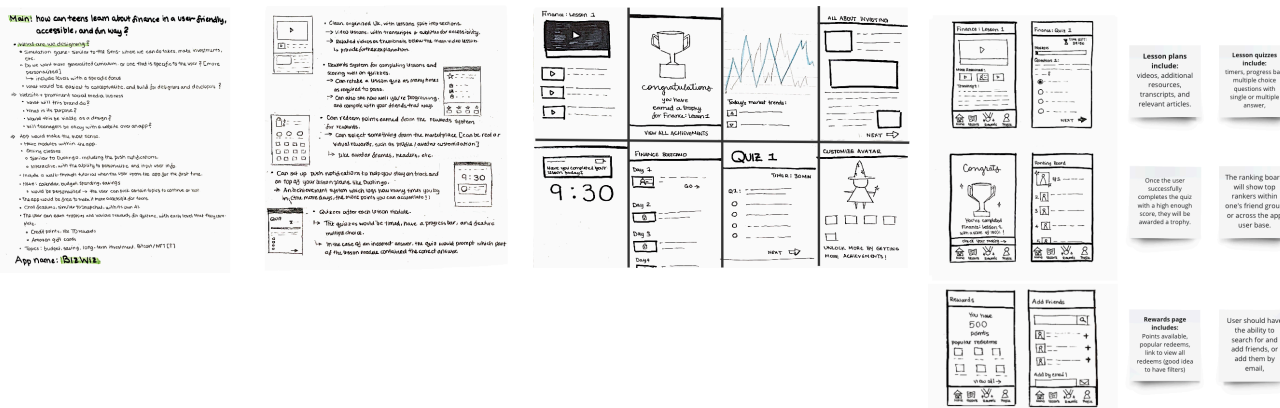
A lightning demo involves showcasing products or services which help inspire the team within their own product while conceptualizing various ideas during subsequent parts of the sprint.

For our financial education based mobile app, we focused on other apps that had similar offerings. Therefore, we found screenshots of mobile apps that focused on budgeting/savings goals for teens, or which offered financial lessons plans and quizzes. Since we wanted to combine both of these aspects in our design, it was imperative to get a good sense of the market out there, as well as our competition. We also wanted to find examples of clean user interfaces since having a minimal and intuitive aesthetic for our app was another goal of ours.

BIZWIZ

SPRINT DELIVERABLES

4-Step Sketches



The 4-Step Sketch is a method that involves four sequential steps: Notes, Ideas, Crazy 8's, and Solution Sketch. During the Notes phase, sprint participants take notes on and copy down everything that has already been presented so far during the sprint. This serves to help instill ideas and keep main points in their memory. In the Idea phase, participants draw sketches based off of their notes and ideas they have formulated during the notes step. The Crazy 8s step has the participants take a singular idea from their sketches and iterate upon it 8 different times for 8 minutes. Doing so within this time limit allows for creative and innovative concepts to take root. Then, the Solution Sketch involves one particular iteration from Crazy 8s, which the participant refines three different ways and annotates.

For our sprint session, the Notes step had us taking notes of everything already available on the Miro board. We took those notes and created idea sketches in the Idea step. Next, in Crazy 8s, we created 8 different iterations of an idea from the idea step. Finally, the Solution Sketch step had us sketching potential solutions. Doing this activity got many of our ideas out on paper and helped us to determine the visual direction of BizWiz.

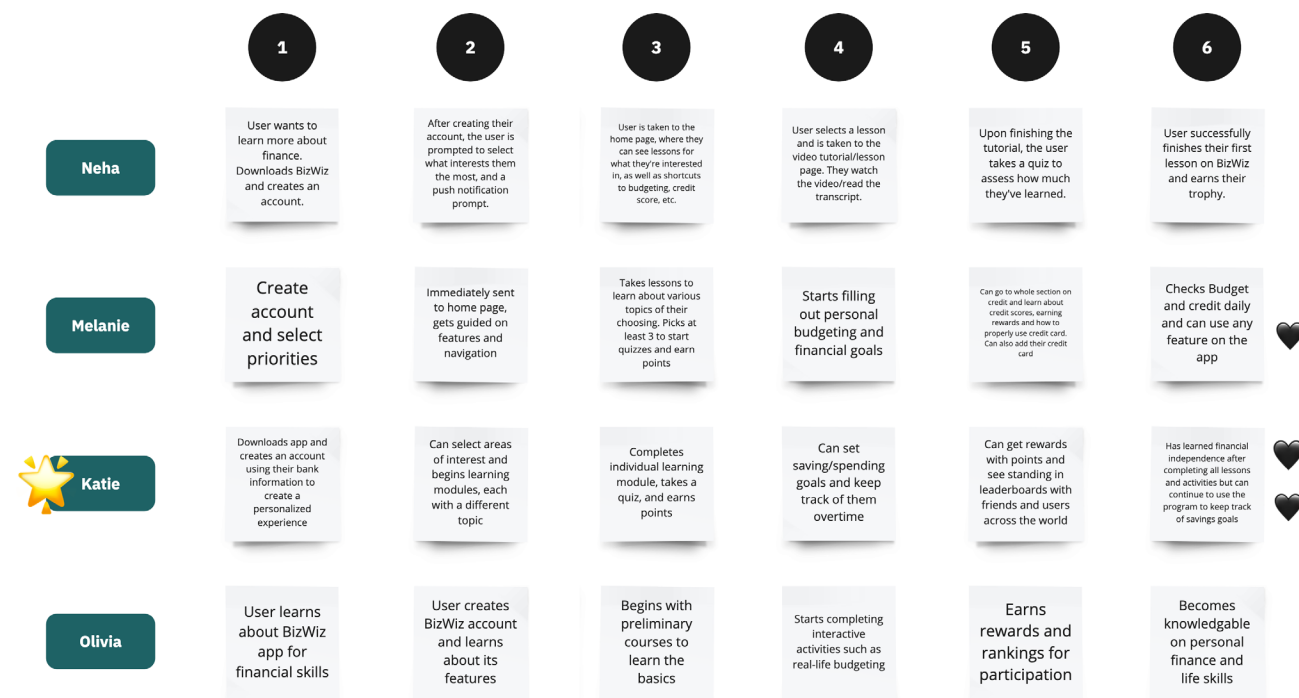
Once we finished up with our solution sketches from the first phase, we presented our ideas amongst ourselves and underwent critiques. After presenting and critiquing, we each voted for the most viable solutions using heat map voting. In this case, we implement the

BIZWIZ

SPRINT DELIVERABLES

heat map voting process by placing emoji stickers on the sketches within the Miro board. The ideas that got the most stickers were slated to be elaborated upon in the user flow exercise.

User Flows



The user flow exercise is the first step of storyboarding. It allows members to contribute their ideas and ultimately select a winning flow to serve as the prototype's foundation. This method streamlines the storyboarding process by giving sprint participants a solid base to work off of.


To do this exercise, we each came up with 6 steps that described how we thought a user would use our app. Again, we voted on flows we thought best for the prototype. We used a combination of straw poll voting – where we each selected one flow we thought best – and super voting – with Melanie acting as our super decider – for the vote process. We then created an 8-step storyboard composite using the winning user flow.

BIZWIZ

SPRINT DELIVERABLES

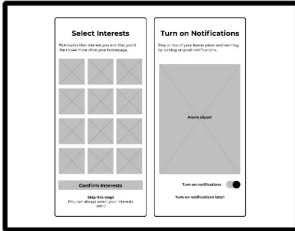
Storyboard

1



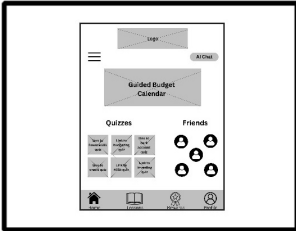
User downloads app and creates an account using their bank information to create a personalized experience.

2



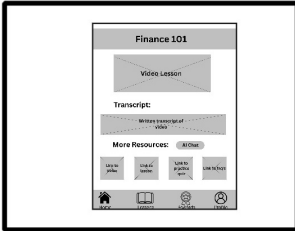
After creating their account, the user is prompted to select what 3 topics interests them the most, and a push notification prompt.

3



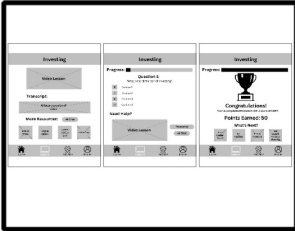
User is taken to the home page, where they can see lessons for what they're interested in, as well as shortcuts to budgeting, credit score, etc., as well as a walk-through tutorial.

4



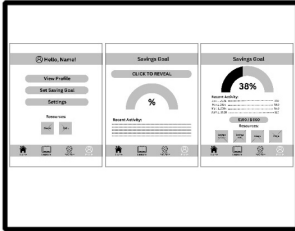
Begins with preliminary courses to learn the basics

5



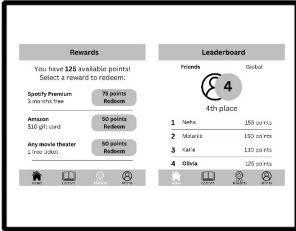
Completes individual learning module, takes a quiz, and earns points

6




Can set saving/spending goals and keep track of them overtime

7



Can get rewards with points and see standing in leaderboards with friends and users across the world

8



Has learned financial independence after completing all lessons and activities but can continue to use the program to keep track of savings goals

The last exercise of this phase was creating a storyboard. A storyboard is used to transition from the winning concept to the prototype. It clearly depicts a user flow and provides a foundation to building a viable prototype. It is recommended to leverage existing sketches, involve a designer, and maintain a singular route for the user to take while putting the storyboard together.

Using our 8-step composite and sketches as a reference point, we finished the refined storyboard as a group. Neha was the designer and she guided the team on aspects of mobile apps and usability. We focused on the path of a user creating an account, taking assessment quizzes, creating savings goals, and earning rewards. This storyboard was fundamental in proceeding with the next phase – prototype.

20

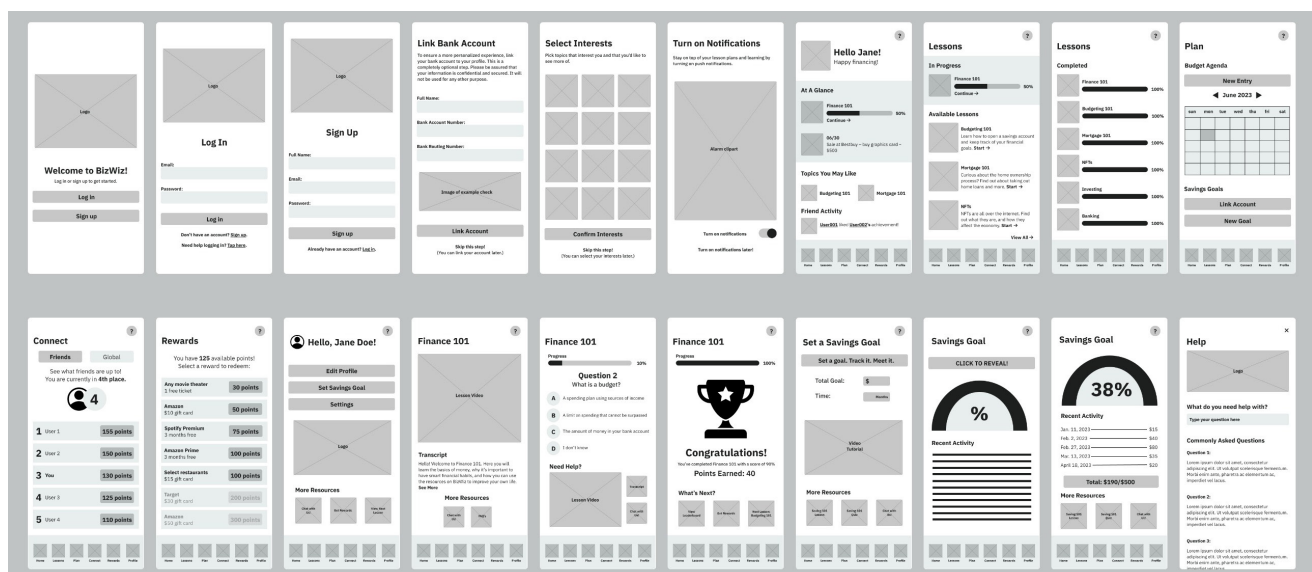
BIZWIZ

SPRINT DELIVERABLES

Phase 3: Prototype

≡ Deliverables: Wireframes, Mockups, Interactive Prototype

Wireframes



Low-fidelity wireframes basically function as sketches for high-fidelity mockups and interactive prototypes. They have the advantage of being rough and unrefined; thus they are easy to manipulate and modify on the fly. This flexibility is necessary, since requirements for a project may change within the span of a single day (sometimes even hours), and designers need to be able to adjust and work to implement the new shifts quickly.

As a team, we put together low-fidelity wireframes in Figma based off of our app breakdown, task division, and storyboard from the second phase. We wanted to get a solid idea of where all the components would be placed, but still retain flexibility to move things around as we required before making the high-fidelity mockups. We placed a good deal of focus on the bottom navigation menu as this structures the whole of our app, as we had discovered in the app breakdown step of this phase.

BIZWIZ

SPRINT DELIVERABLES

Mockups



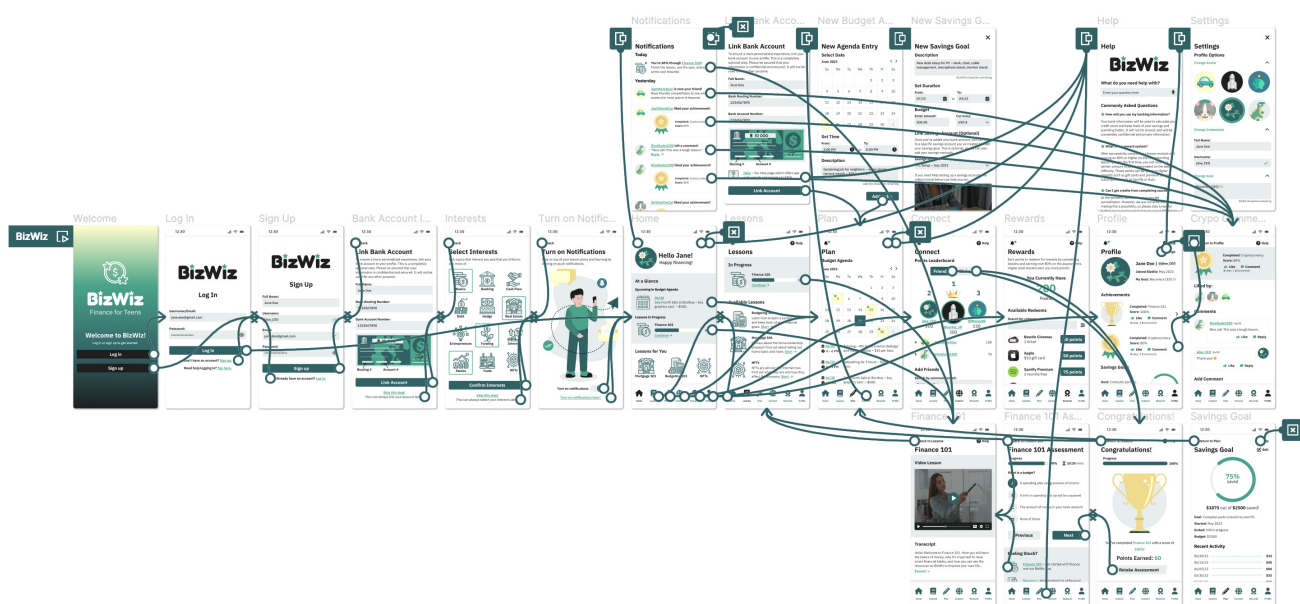
High fidelity mockups emulate what a product will look after development and deployment. These are usually the materials provided to developers during developer hand off, along with the interactive prototype and styling guidelines (CSS, hex codes, etc).

BIZWIZ

SPRINT DELIVERABLES

Neha was in charge of creating the high-fidelity mockups along with the interactive prototype in Figma, as she has experience with UX design.

Interactive Prototype



View the interactive prototype: [here](#)

The interactive prototype is essentially a continuation of the high-fidelity mockups. It is – as the name suggests – interactive, allowing users to click buttons, links, navigation items, etc and see how everything works. This is invaluable for user testing, usability studies, and data analysis.

Neha added connections and wired up the mockups in preparation for the next phase – testing. In addition, we could implement page transitions in a realistic way and see what fit best for various components. We landed on easy ease transitions between pages, and a slide in transition for the overlays.

BIZWIZ

SPRINT DELIVERABLES

Phase 4: Test

☰ Deliverables: User Testing, Data Analysis, Iteration

User Testing

The screenshot shows a Google Form titled "BizWiz UX Survey" with the BizWiz logo and tagline "Finance for Teens" at the top. The form includes a header section with the title, a description, and the user's email address "neha.pasnoori@gmail.com" with a "Switch account" link and a "Not shared" status. Below this is a section for "First and Last Name" marked as a required question with an asterisk. The form also includes a "System Usability Scale" section with instructions for the user to select the best description for each statement.

Being a user-centered design process, the user is the most important factor when designing. Thus, user testing is imperative.

After recruiting our user group, we had to figure out what to ask them, and what scenarios we wanted them to go through. We came up with user scenarios as well as questions. Since we also wanted a graphical view of our data for more clear analysis, we decided to implement an SUS (System Usability Scale) survey on Google Forms, which the user would fill out once the testing session ended.

User Scenarios:

- #1: User opens BizWiz → Sign up for an account → Enters bank account information → Selects interests → Turns on notifications

BIZWIZ

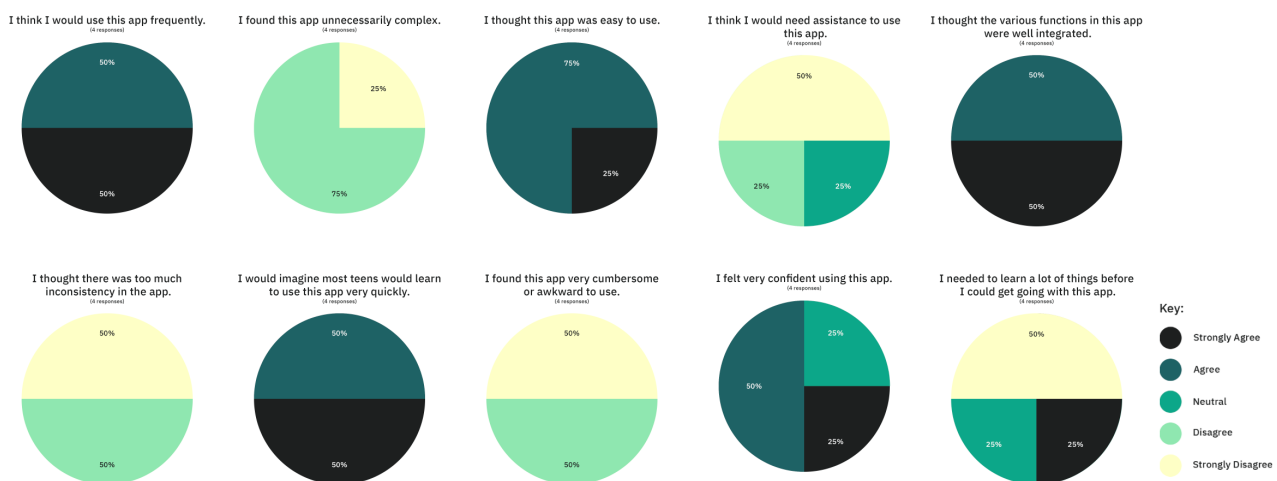
SPRINT DELIVERABLES

- **#2:** User opens BizWiz → Logs into account → Continues Finance 101 → Checks rewards redeems → Checks leader board of scores
- **#3:** User opens BizWiz → Logs into account → Checks budget agenda → Checks savings goals

Questions:

- Is there anything else that could help enhance your experience?
- Is there anything you found difficult to navigate? If so, where and why?
- Should certain elements be emphasized more or less than others? If so, which ones?
- Would you recommend BizWiz to teens who want to learn more about finance? Why/why not?

Data Analysis



After the usability tests were complete and the users had filled out the SUS survey, we were able to consolidate and draw conclusions from the data we gathered. The graphs provided a good sense of where we stood statistically, and we could see that BizWiz was well-received. Most of the suggestions we received were superficial changes that could be implemented within the prototype fairly quickly. Other suggestions were placed in the

BIZWIZ

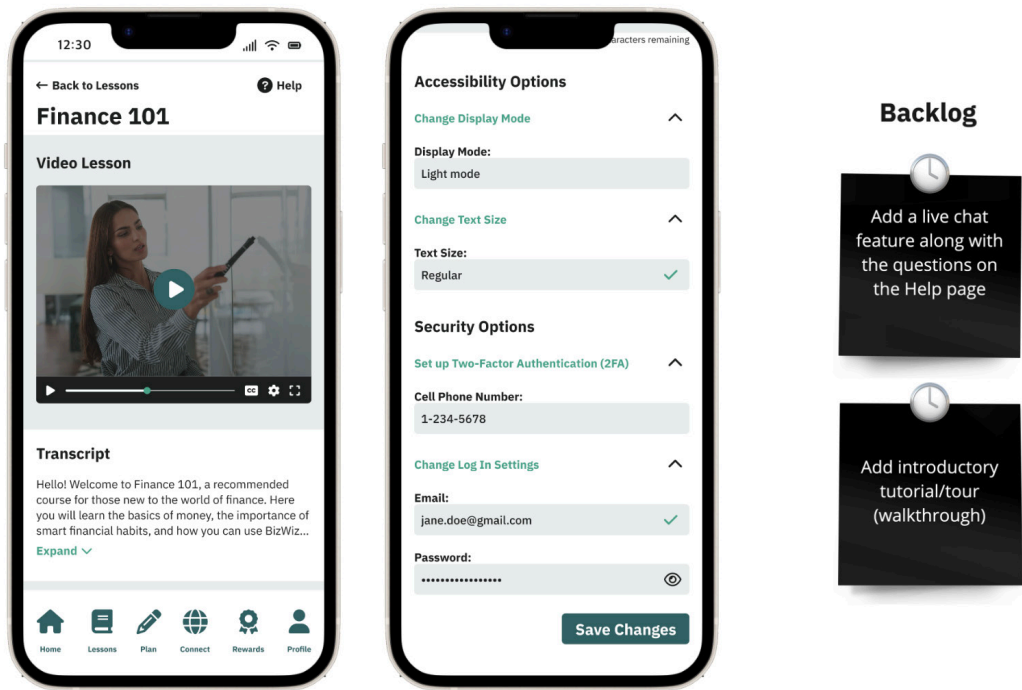
SPRINT DELIVERABLES

backlog for a later iteration as they were time-consuming for the span of time we had, but were still great ideas.

Some recommendations we received included:

- Mention that Finance 101 is for beginners within the Transcript and text description.
- Create an Accessibility menu in settings with more user accessibility features.
- Add a live chat feature along with the questions on the Help page
- Add introductory tutorial/tour (walk through).

Iteration



Since most of the suggestions were cosmetic, they were simple to modify within the prototype, given the short time frame we had. We added settings for accessibility, as well as made it apparent that Finance 101 was recommended for beginners to the world of finance. The bigger suggestions were added to the backlog to be designed at a later

BIZWIZ

INSIGHTS & LEARNINGS

time. Throughout the sprint process, there were key ideas and insights that we observed. During our research phase, we noticed that an app would be significantly more effective for teenagers. They are on their cell phones multiple times a day, and we figured BizWiz could become a part of their daily online routine. This revelation turned out to be effective, as our users in the testing phase agreed.

We also observed that a simple layout and design worked well in this type of product. This app is not overly complicated and has a navigation bar to help guide the user. We received feedback saying the layout was efficient and easy to navigate. The colors and logo were also minimal, but fit with the topic of the app. This idea of simplicity being successful became a pattern in our research and testing.

Another key insight we gained is that people enjoy some aspect of competition. Our responses in relation to the leader board and point system were positive and insinuated that the competitive nature motivates users.

There were still challenges throughout the sprint process. We struggled to create a practical design that could be executed in a short period of time. This forced us to prioritize certain ideas over others that may have been difficult to prototype. For example, we prioritized the “Help” menu over the chat question feature to save time and resources.

In our testing, we learned users generally liked the concept and look of the app. Most of the feedback from our survey and one-on-one conversations was positive. Specifically, we got compliments on the layout, navigation bar, point system, and aesthetic. Users believed the app would be useful for teenagers to learn about finance and agreed it was easy to use. They thought teenagers would be able to navigate the app and pick up the topics quickly. Despite these positives, we did get some recommendations for changes in the app. These were mostly cosmetic, including adding a night/dark mode. Most of the suggestions were implemented in the final prototype, but some were put on the backlog due to the short timeline. In the future, a tutorial could be added when the app is used for the first time. A live chat tool with a financial expert could also be implemented, but this would be costly.



BIZWIZ RECOMMENDATIONS

Based on the insights and observations we gained from the development and testing processes, there are steps that can be taken to improve BizWiz and help it gain popularity.

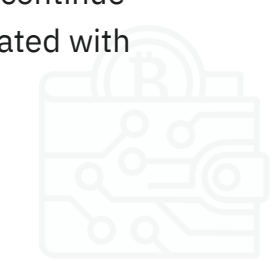
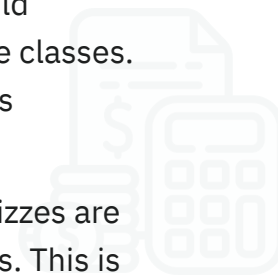
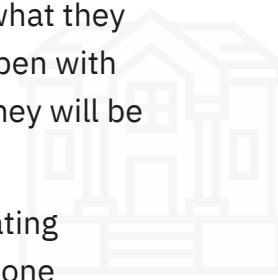
The first step that must be prioritized is **hire a developer** to complete this idea and get it ready for release. We as designers must organize an outline for the developer of what they need to do next to make the app successful. The relationship must also be very open with flowing communication. Once the developer has the final design and prototype, they will be able to create the real BizWiz application that could be used by consumers.

After this is done, we recommend using **social media to promote** it, possibly creating deals with brands and creators to spread the word. These partnerships must be done strategically so the product reaches our target audience of teenagers.

In the future, BizWiz could be **created for other platforms**, such as a website or desktop application. This would allow users to access the service from any device and could increase the audience. For example, schools could use a BizWiz website in finance classes. This is not an immediate priority, as it could be added down the line once BizWiz is successfully running.

Another aspect that could be enhanced in the future is the quiz feature. These quizzes are currently just multiple choice, but could **incorporate filling in the blank** questions. This is also not a priority and could be added at any time.

Further exploration can be done to **find more lesson topics** beyond what is included in the prototype. Adding more content would intrigue users to come back everyday and continue learning. Releasing new lessons often once the app is released would keep it updated with the newest financial resources and cover topics that are popular at a given time.



BIZWIZ

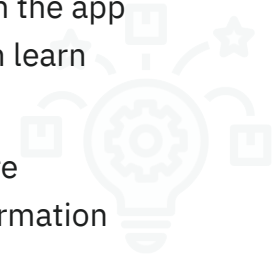
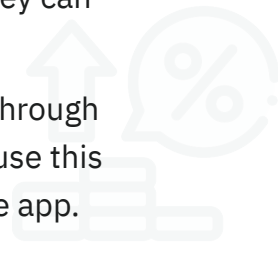
IMPACT & BENEFITS

Using a user-centered design sprint to conceptualize BizWiz helped us create a well organized, thoughtful app to teach teenagers about finance. Most importantly, it allowed us to come up with an idea, design it, and make a prototype in a very short period of time. The individual work encourages us to all come up with our own ideas, which we discussed and used to create one cohesive product that incorporated each person's thoughts. If it were not for the sprint process, designing this app would have taken more time. The sprint process also allows for numerous conversations about the product, which improves it more and more. Putting our heads together collaboratively drastically changed the outcome of BizWiz.

The recommendations given previously for after the sprint is complete are all aimed to increase the number of users and keep those users engaged. Finding a developer to create a detailed product would get BizWiz on the market and make it accessible for teenagers across the world to use. Spreading information about the app and what it can do for a teenager on social media would introduce the product to people who would have otherwise never known it existed. Social media can be used as an advertising agent that is used by most people in our target audience. The other recommendation relating to adding more lessons as time goes on would keep users excited to come back. It could give BizWiz users motivation to continue using the app.

BizWiz was created using the following objectives. We referred to these goals at every step of the process in order to create this financial support and education app for teenagers.

- Develop a user-friendly digital platform that engages and educates teenagers on personal finance topics.
- Empower teenagers with practical skills and knowledge to manage their money effectively.
- Foster responsible financial habits, such as budgeting, saving, and making informed spending decisions.
- Introduce teenagers to the basics of investing and long-term financial planning.



BIZWIZ

IMPACT & BENEFITS

- Instill confidence and independence in teenagers to make sound financial choices.

Objective 1 about a user-friendly platform regarding personal finances is shown through the simplistic and easily-navigated app that teenagers can download and use on their smartphones. The lessons included teaching users financial information, which they can put into practice by creating their own budgets and savings goals.

Objective 2 relating to empowering teenagers with money skills is accomplished through these lessons and quizzes to check understanding. Users are also encouraged to use this new knowledge with their own money in their accounts, which can be linked to the app.

Objective 3 explains creating responsible habits that would stick with a teenager after they have used BizWiz. The planning feature on the navigation menu gives these teenagers the ability to use what they're learning about budgeting, saving, and spending.

Objective 4 about introducing investing and financial planning are accomplished in the app through the variety of lessons available. These are two of the topics that users can learn about.

Finally, objective 5 is demonstrated throughout the entire app. When teenagers are educated about a topic, they gain confidence and want to continue to use the information they are given, if it is relevant to their everyday lives. Even if they don't realize it, teens use financial skills everyday, whether they are buying coffee or doing math in school. With this confidence, they are able to independently make decisions about their own financial wellbeing.

BIZWIZ CONCLUSION

The Google Design Sprint is an innovative method to solve important business questions in an incredibly efficient manner that also allows teams to create a working prototype and hear real-world feedback all in one week. As a group we tackled the sprint over several weeks and were able to see how the various roles, activities, and tools worked during this process.

We found that being able to sketch out various ideations, make decisions efficiently as a team, creating full-scale projects, and doing our own research are very valuable skills that go far in any workplace regardless of whether a sprint is being conducted or not. It was very rewarding to test out our product on real people and hear positive feedback on the features that we had spent time creating and developing, which ensured us all that we were on track to meet our overarching goal of educating teenagers on finance skills but also that we were able to create a product that users could understand and benefit from. It was also very helpful to break down the process into chunks that we could spend a week learning and understanding, making for a very effective learning experience by the sprint's facilitator.

Ultimately, we were able to learn the increasingly valuable skill of completing a Google sprint, developed a thorough prototype that we were proud of, and heard positive feedback on the culmination of all of the work we completed.

We would like to express our thanks to the team, the sprint facilitators, and usability test participants!

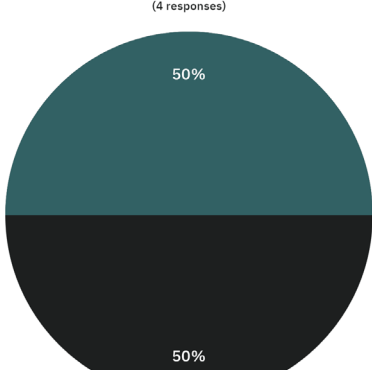
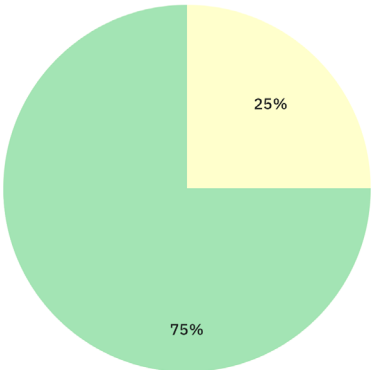
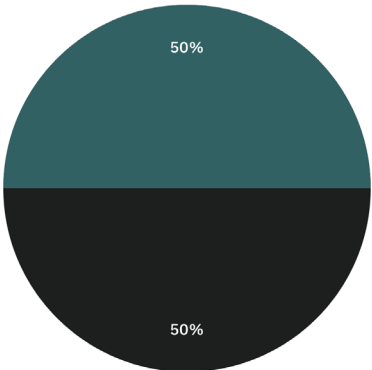


BIZWIZ

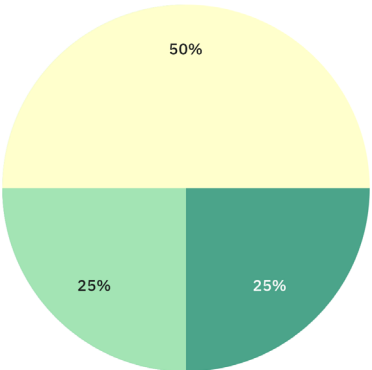
APPENDICES

Usability Testing Data

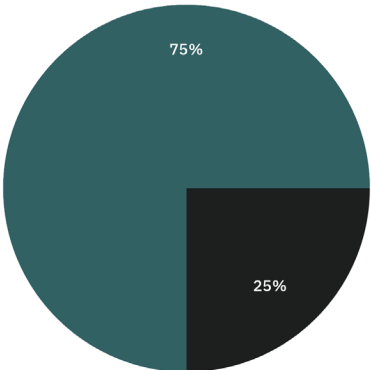
I think I would use this app frequently. (4 responses) I found this app unnecessarily complex. (4 responses) I thought the various functions in this app were well integrated. (4 responses)



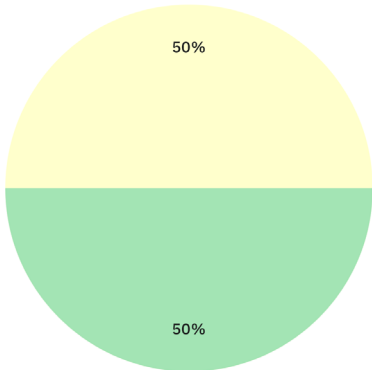
I think I would need assistance to use this app. (4 responses)



I thought this app was easy to use. (4 responses)



I thought there was too much inconsistency in the app. (4 responses)



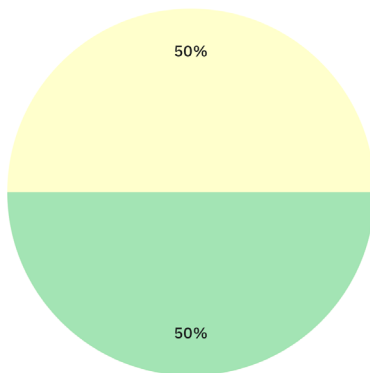
Key:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

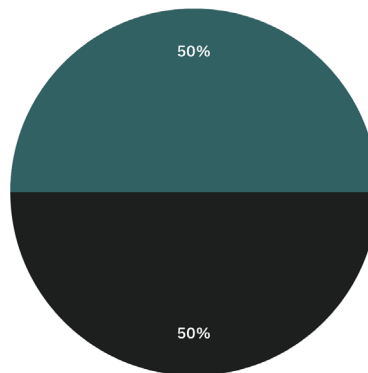
BIZWIZ

APPENDICES

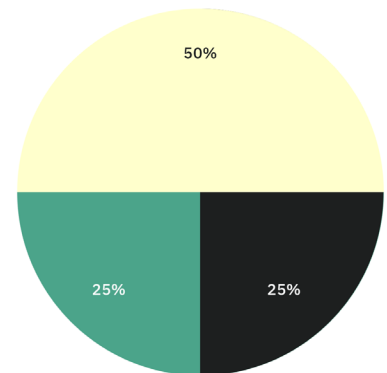
I found this app very cumbersome or awkward to use.
(4 responses)



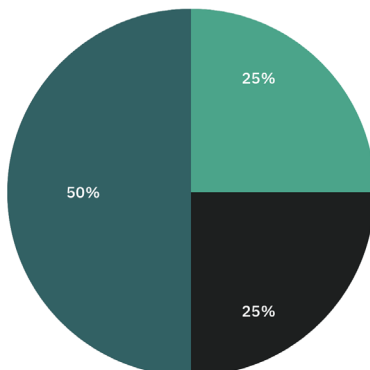
I would imagine most teens would learn to use this app very quickly.
(4 responses)



I needed to learn a lot of things before I could get going with this app.
(4 responses)



I felt very confident using this app.
(4 responses)



Key:





BizWiz

Thank you for reading!