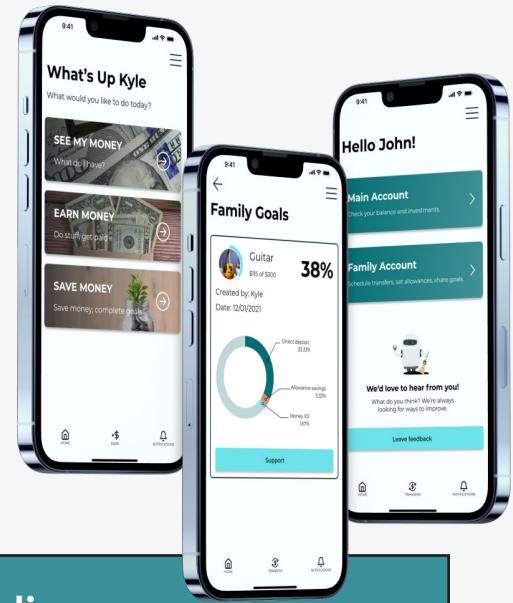


Wintrust Bank Family App

- Spec Project
- Three week sprint
- Team of four UX Designers

How can parents encourage their kids to learn financial responsibility, create savings goals, and manage their money?



Discover

- User interviews (5 parents, 2 kids ages 12-18)
- Review of business's current app
- Comparative and competitive analysis

Define

- Two user personas
- User flows
- User journey map

Key Findings

- Parents want their children to learn financial responsibility.
- Allowance is the main way parents give their kids money
- Both parents and kids liked the idea of shared savings goals.

Problem: Parents need to educate their children on financial responsibility, however Wintrust financial company currently does not offer the tools to facilitate this.

Design → **Solution:** We conceptualized a digital ecosystem for families. A single app where kids have a different interface from their parents.

Parents

How might we automate the process of parents giving their kids money?

- Parent and child account monitoring
- Allowance setup and automation
- Shared savings goals

Kids

How might we make saving and other good financial habits fun and engaging for kids?

- Earn money via chores or Money 101
- Set and share savings goals
- Track spending, saving, earning

Deliver

- 11 total usability tests
- Seven parents and five kids

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Iterations of prototypes
Rounds of usability testing

Next Steps

- Build out the Money 101 component in the child's side of the app.
- Build out the investment capabilities.
- Explore ways to get kids up to speed with basic financial terms.