

Heuristics and Biases - Design Activity

- Brainstorm an idea for some new thing → Retirement app

Every contribution to retirement savings adds to your streak

App shares real stories of retirement savings for people with similar backgrounds and savings goals

Link with friends on the app to see their streak and how much they have saved

- Develop at least one persona and at least one scenario for the new thing

The retirement app is an app that allows people to save for retirement and track how they are aligning with their retirement savings goals. The app takes in information like desired retirement age and annual retirement savings and calculates an estimate for the annual, monthly, and weekly amount that person would need to save in order to reach their retirement goal. The app displays a meter that denotes the number of consecutive contributions the person has made to their retirement savings as a streak. The longer the streak, the more animated the meter becomes. The app also displays statistics about the person's current retirement savings and their relation to their retirement goal. Finally, the savings goals and statistics of other people who have opted in to share their stories with others on the app are available to see as inspiration. The person using the app can connect with friends and family to see whatever information their friends and family have opted in to share.

Heuristics and Biases - Design Activity

Persona

Sean Thomas

Age 37
Occupation Service Desk Analyst
Status Married
Location Denver, CO
Tier Daily Active User
Archetype Penny Pincher



"I want to have savings for retirement"

Motivations

Incentive

Fear

Achievement

Average Achiever

Power

Wealth

Goals

- Start putting away money for retirement
- Have \$25k/yr with retirement savings

Frustrations

- Not familiar with options for retirement savings
- Feels as though should have started saving sooner

Bio

Sean recently started working full time a year and a half ago. He has not been saving for retirement and is starting to worry that he will not be able to retire comfortably if he doesn't start saving soon. He is somewhat aware of options through his job for retirement savings, but he is not sure how much he needs to save in order to reach his retirement goals.

Brands



Scenario

Sean downloads the Retirement app from the Apple store on his phone. When he opens the app, he enters his name, email address, date of birth, desired retirement age, and desired annual retirement savings. He connects his bank account to the app through a secure connection. The app calculates and displays an estimate of how much he would need to save annually, monthly, and weekly in order to reach his retirement savings goal by his desired retirement age. He can choose to save the recommended amount or a different amount at his desired interval (weekly, biweekly, monthly, or annually). Once that information is entered, he is taken to a home screen like in the sketch below where he sees a bar indicating how many consecutive intervals (weekly, biweekly, monthly, annually) he has contributed to his retirement savings. He can also see how much he has saved to date and a counter for when his desired retirement age is going to be. If he selects the people and money button at the bottom left corner of the app, he will be taken to see snapshots of other people's savings journeys. The center bottom on the home screen will take him to his profile where he can update his name, email, and any of the other information he entered when first logging in. The bottom right button on the home screen will take Sean to see his stats and information related to his retirement savings since using the app.

Heuristics and Biases - Design Activity

- Provide a sketch of thing and provide a brief, written description of the thing

