



BUDGETS **TO** BLUEPRINTS

USER EXPERIENCE RESEARCH REPORT

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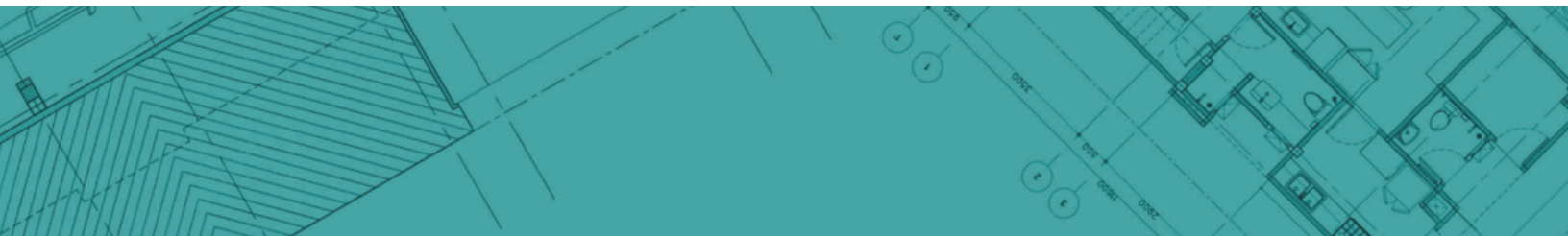




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OVERVIEW

PRODUCT

Budgets to Blueprints is an interactive website **aiming to educate young adults about financial topics** that matter most to them. It takes learning to a new level with a gamified approach that merges **trivia** challenges with a choose-your-own-path **home building** storyline.

RESEARCH GOALS

1 Evaluate the user experience (UX) of the website, focusing on design, interactivity, and overall engagement.

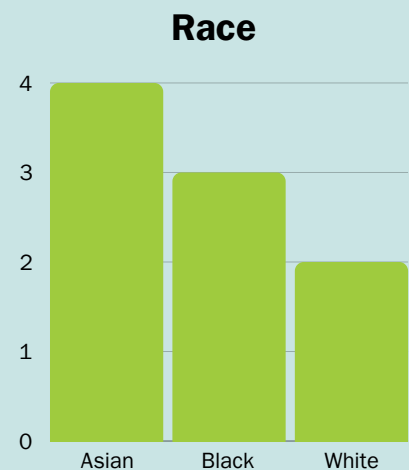
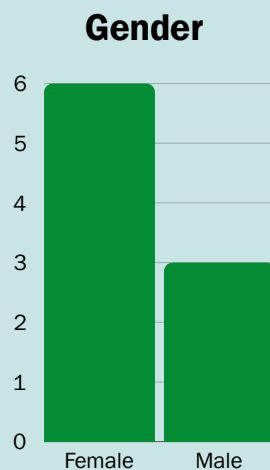
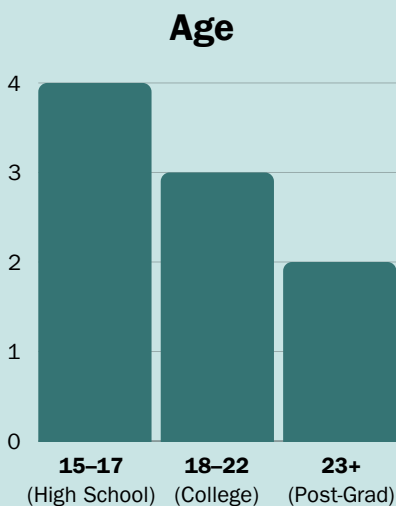
2 Assess the effectiveness of the gamified approach in teaching financial topics.

3 Seek feedback on the chosen topics to ensure alignment with the needs and interests of target users.

PARTICIPANTS

All 9 of the participants fit within the target market, ranging from ages 16–23, reside in Georgia, with a history of using gaming and online resources as learning tools.

- 7 out of 9 participants rated their level of financial literacy as **low or very low**.
- 8 out of 9 participants were **interested in learning more** about personal finance.



KEY FINDINGS

100%
of participants **enjoy playing trivia**

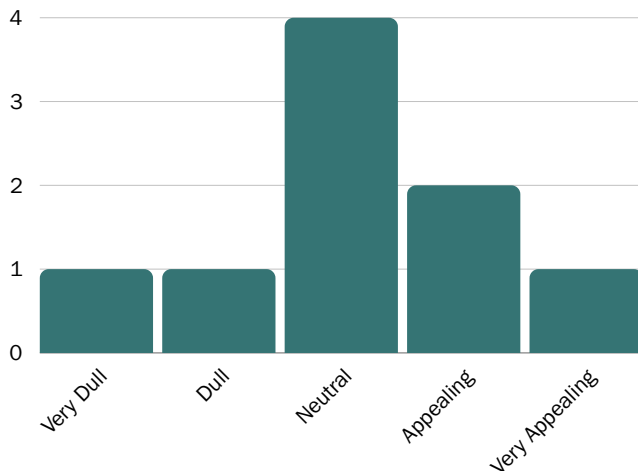
All participants found that **the topics were interesting and relevant**. Other financial topics suggested to include:

- **stocks, debt, saving**, taxes, buying big purchases, investing, paying for college

Most Common Microsoft Product Reaction Cards



“The game graphics and design were...”



8 out of 9 participants would use Budgets to Blueprints to learn more about financial topics.



“[The website] is a strong idea that I really like, but **needs to look as good as the idea.**”

– Participant on the concept and design

Along with a **100% task success rate**, all of the participants stated that the website interface and design was easy to navigate.

IMPLEMENTATIONS

FEEDBACK

Confusion during the introduction of the game and the first visit to Trivia Terrace



SOLUTIONS

Provide instructions and context to the game and prompt users on what to do next

Desire for more variation in content and its presentation



Introduce **bold text for emphasis** on key words and phrases to alleviate reading fatigue

Challenge users by including true/false and critical thinking questions

Some of the very vibrant colors (specifically Backyard Green and Oasis Orange) in the background of pages were harsh on the eyes



Replace background colors with tints and tones in the style guide to soften the colors while still maintaining brand consistency



There is a lot of text throughout the website and **users wanted more visual, engaging elements**



Include additional photos on home building pages so users can click through within options

Incorporate iconography and imagery in Trivia Terrace to add visual interest



APPENDICES

Click the links below to view the items

USER EXPERIENCE RESEARCH PLAN

Includes:

- Research method details like the target market, participant recruitment, consent forms, and study procedures
- Instruments such as the pre-test and post-test survey questions, task table, and experiment tools

CONSENT FORMS

USER TESTING NOTES AND OBSERVATIONS

Includes:

- Participant demographics
- Qualitative and quantitative data provided by participants
- Task table data such as success rate, time on task, and observations
- Product reaction card responses
- Any additional comments made while testing

PRE-TEST SURVEY RESPONSES

POST-TEST SURVEY RESPONSES

PRODUCT REACTION CARDS

Includes:

- All the participants' selected words to describe their experience with the Budgets to Blueprints website and why they chose them