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FREYFUNDS

UX Design at BrainStation

Presentation Outline

Introduction

- Problem Space

Information Architecture

- Information Architecture
- User Flows
- Sketches

User Interface Design

- Style Guideline

User Discovery

- User Interviews
- Personas

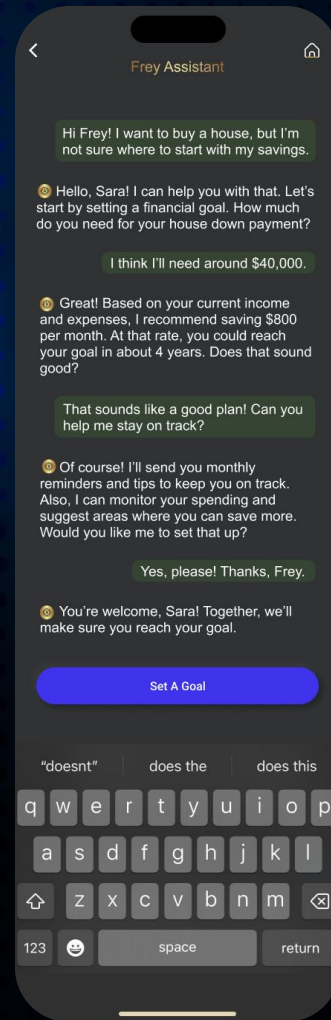
Wireframing & Prototyping

- Wireframes
- Figma Demo

Financial Planning

How is your solution to the problem unique?

FreyFunds stands out by integrating artificial intelligence to offer a personalized financial management experience. Unlike traditional finance apps that simply track expenses or provide generic budgeting tools, FreyFunds analyzes users' financial habits and provides customized recommendations based on their spending patterns and financial goals.

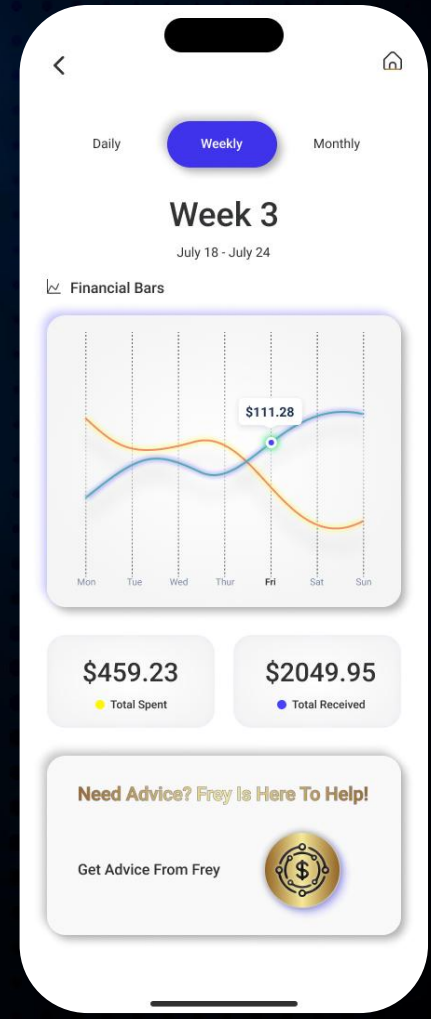
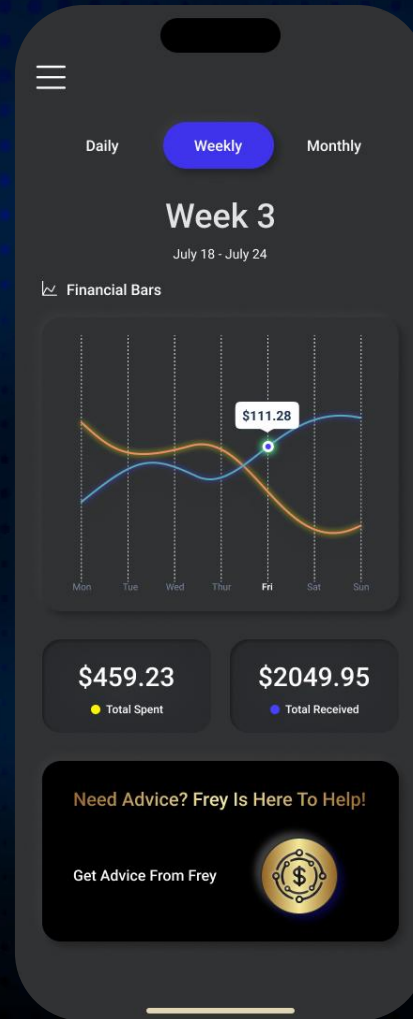


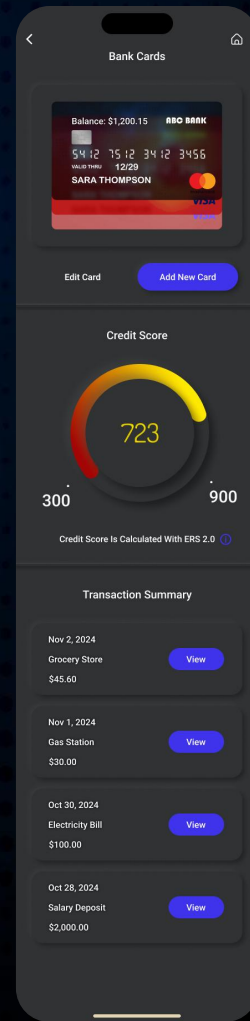
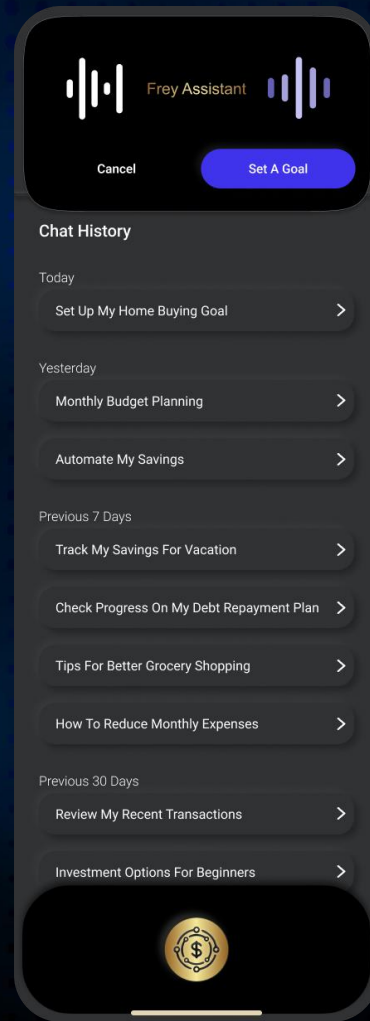
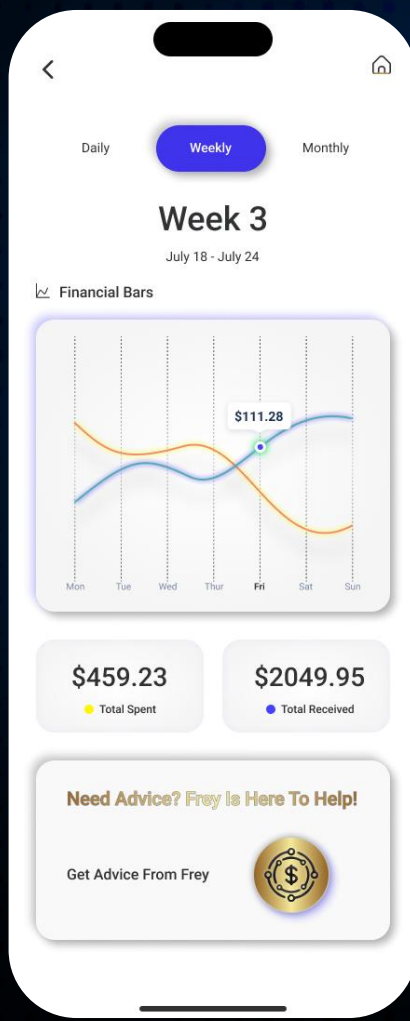
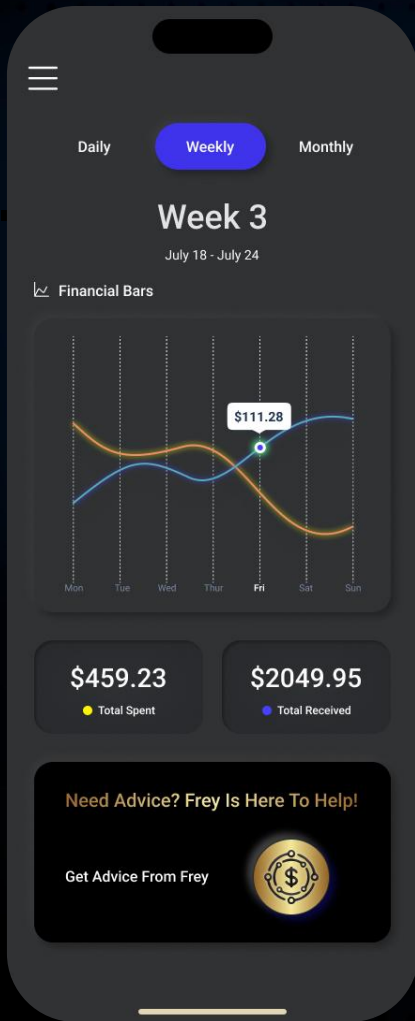
FreyFunds

What is your chosen project idea?

My chosen project idea is FreyFunds, a Personal Finance Planning Application that leverages artificial intelligence to help individuals effectively manage their finances. The app will provide personalized budgeting tools, expense tracking, and financial insights based on user behavior and patterns

The slogan for this app is: Financial Power with the Strength of Frey, the god of prosperity and abundance. In this app, Frey is your AI assistant, helping you manage and achieve your financial goals with ease.





User Interviews

Who did you interview?

- **Sara** – A young professional aiming to buy her first home.
- **Alex** – A recent graduate looking to manage student debt.
- **Linda** – A freelancer needing help to budget for irregular income.

What questions did you ask?

1. **Personal Finance Habits**
 - How do you currently track your finances and spending?
 - What challenges do you face when setting or reaching financial goals?
2. **Expectations from AI Assistance**
 - Would you trust an AI assistant to help you with financial planning? Why or why not?
 - What type of advice or support would you expect from an AI assistant?
3. **Goal Setting and Monitoring**
 - Have you set any financial goals (e.g., buying a house, saving for travel)? How do you track progress?
 - What features would be helpful to track and reach these goals?
4. **Security and Trust**
 - How important is data security to you in a finance app?
 - What would help you feel confident sharing your financial data with an app?

User Interviews: Insights

User Interviews: Insights

1. Need for Clear Financial Goals

- Most users want specific financial goals, such as buying a house or paying off debt, but often face challenges in tracking their progress.
- *Insight:* Tools for setting and tracking financial goals should be simple and customizable.

2. Trust in AI

- Users are curious and eager to use an AI assistant to help with financial management but have concerns about accuracy and data security.
- *Insight:* The design should focus on transparency regarding how AI works and ensure data security.

3. Personalization and Flexibility

- Users need the app to adapt to different financial situations (e.g., freelancers with variable income).
- *Insight:* The app should feature customizable options for fluctuating incomes and unexpected expenses.

4. Simple, Quick Access to Insights

- Users want quick access to financial information and a summary of expenses.
- *Insight:* The home dashboard should display a summary of the user's finances and goal progress.

User Testing

User Task: Set a new financial goal to buy a house.

User Scenario: The user plans to buy a house in the coming years, and a friend has recommended FreyFunds for financial management. They enter the app's home screen and want to set a new goal for buying a house. From here, how will they proceed?

Additional Prompts for User Testing:

1. *What do you expect to see when you click on “Set a New Goal”?*
2. *What steps do you think you need to take to set up your house-buying goal?*
3. *How would you check your progress toward this goal in the future?*

User Testing

User Testing Summary:

During testing, the user logged into the app and aimed to set a financial goal for buying a house. Initially, they appeared confused about where to begin, navigating first to the hamburger menu and exploring settings. After locating the AI tool, they attempted to ask it directly, “how to buy my house,” but seemed uncertain about the steps and the information presented.

Key Insight:

This test highlights a potential usability issue—users may find it unclear where to start setting a financial goal. A clearer and more direct path on the home screen, such as a prominent "Set Goal" button or simplified navigation, could improve the user experience by guiding them straight to goal-setting.



Persona 1: Sara, The Savvy Saver

- **Name:** Sara Thompson
- **Age:** 32
- **Occupation:** Project Manager at a Tech Company
- **Marital Status:** Single
- **Location:** Toronto, Canada
- **Annual Income:** \$75,000
- **Financial Goals:** Buy a house within the next three years

Background:

Sara is an experienced project manager who is looking to achieve financial stability and reach her major financial goals, such as buying a home and planning for retirement. She has used budgeting tools before but is now looking for a more comprehensive solution that can intelligently manage her savings and plan for specific financial goals.

Goals:

- Save for a down payment on a house.
- Track daily expenses and reduce unnecessary costs.
- Make smart investment decisions for retirement.



Persona 2: James, The Debt Juggler

- **Name:** James Miller
- **Age:** 45
- **Occupation:** Small Business Owner
- **Marital Status:** Married with two children
- **Location:** Vancouver, Canada
- **Annual Income:** \$90,000
- **Financial Goals:** Pay off debt and create a stable financial future for his family

Background:

James runs a small business and has been struggling with managing his personal and business finances, especially with growing debts. He has multiple loans and credit cards to manage, which makes it hard to keep track of payments and interest rates. He wants to reduce his debt while maintaining enough cash flow for his business and family expenses. He's seeking a way to simplify his debt management and ensure long-term financial security.

Goals:

- Consolidate and pay off debt efficiently.
- Maintain enough cash flow for both personal and business expenses.
- Build savings for his children's education and family emergencies.



Persona 3: Emily, The Young Investor

- **Name:** Emily Johnson
- **Age:** 27
- **Occupation:** Software Engineer
- **Marital Status:** Single
- **Location:** Montreal, Canada
- **Annual Income:** \$80,000
- **Financial Goals:** Build a diversified investment portfolio and save for early retirement

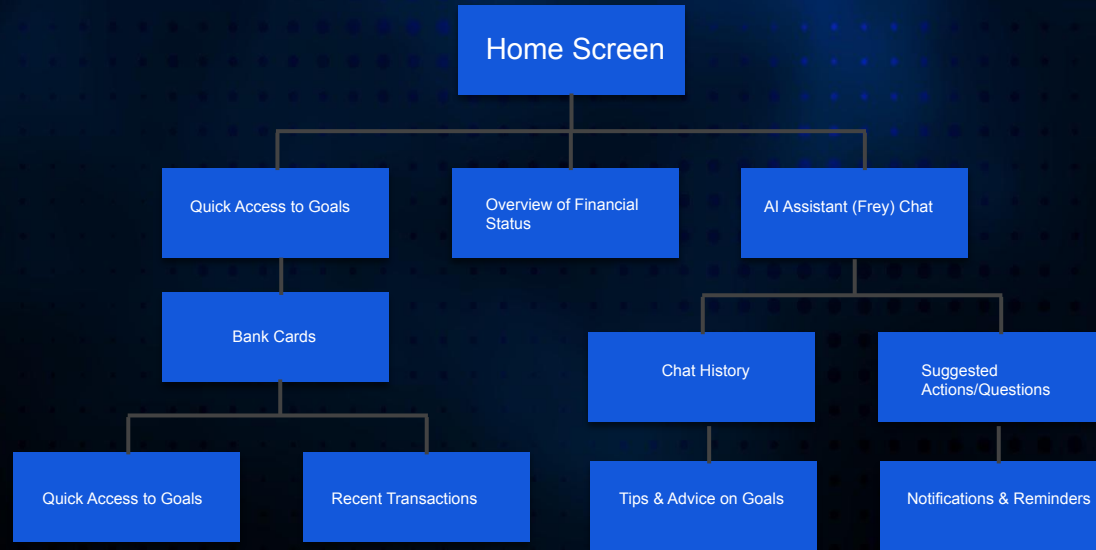
Background:

Emily is a young professional with a solid income and minimal debt. She is highly interested in growing her wealth through investments. While she is tech-savvy and comfortable with technology, she finds it difficult to navigate the complexities of the stock market and other investment opportunities. She's eager to learn more about investment strategies but needs a tool that simplifies the process and provides personalized recommendations based on her risk tolerance and financial goals.

Goals:

- Build a diversified investment portfolio.
- Learn more about investment strategies and how to manage risks.
- Save for early retirement and travel in the meantime.

Information Architecture



User Flows

TaskFlows - Workspace

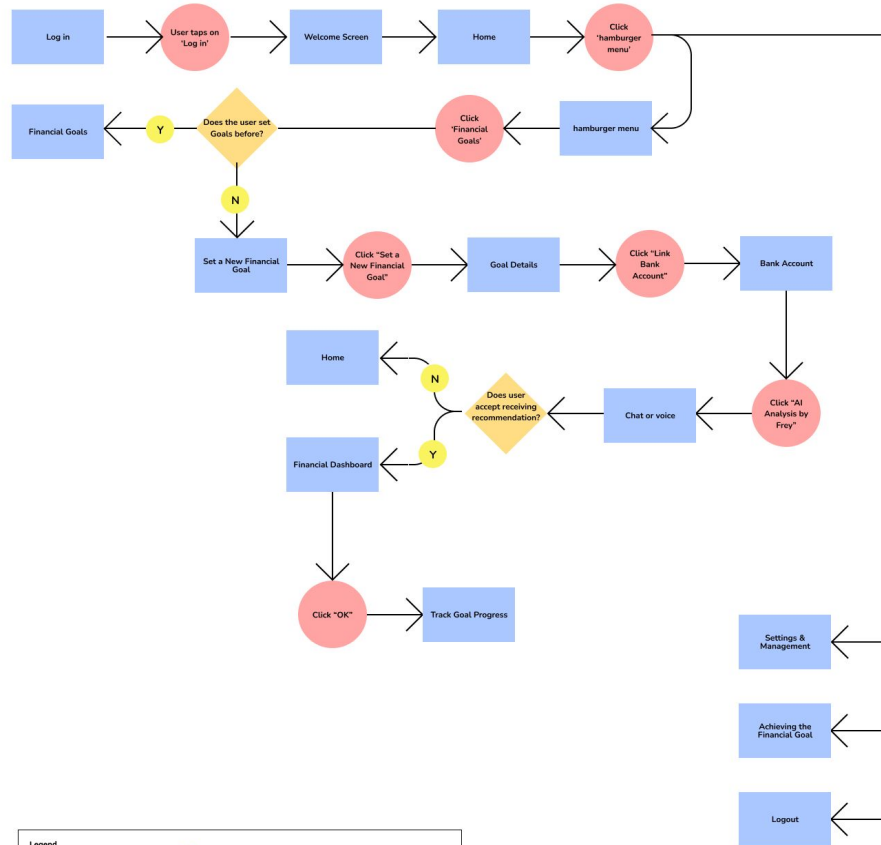
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User Story

As a trader, I want to be able to purchase stocks so that I can see a profitable return on a company I trust.

Task

Set up an investment goal



Legend

Location / Page



System Decision



User Action

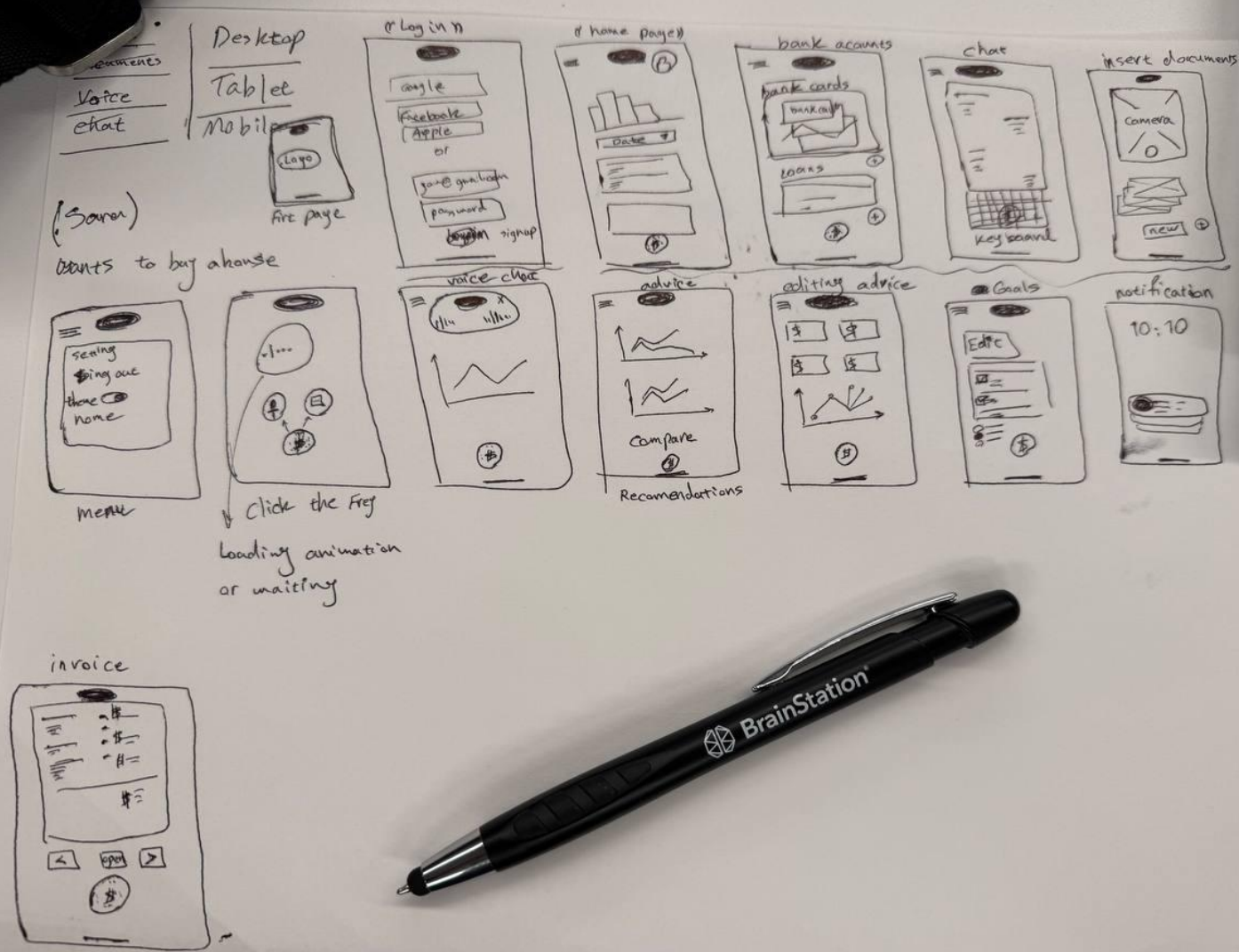
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Yes

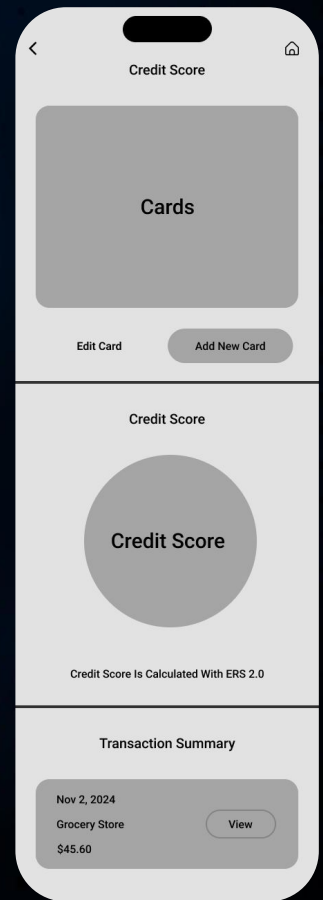
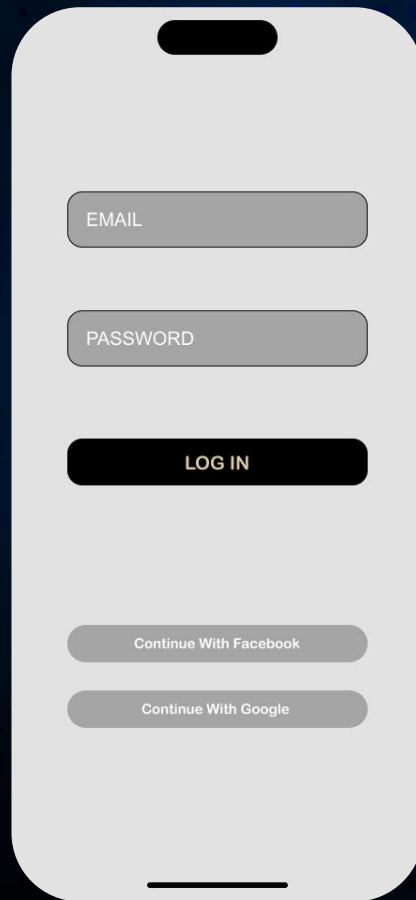
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No

Sketches



Wireframes



Clickable Prototype

<https://tinyurl.com/4fhx97bf>

Style Guidelines



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EMAIL

LOG IN

Daily

Weekly

Monthly



Learning Outcomes

Throughout this process, I realized how critical clarity is in user flows—especially for topics like financial planning, which can feel overwhelming. I learned that a guided path to setting goals significantly reduces hesitation and boosts engagement. I also discovered the value of onboarding and contextual cues, especially when designing for AI-driven interactions.

FreyFunds started as a concept we explored at my previous company, where I initially contributed to its early-stage design. Later, I independently rebuilt and redesigned the entire user experience, structure, and visual system to align it with Canadian user expectations and accessibility standards. This allowed me to treat it as a real-world challenge, applying a complete end-to-end UX process—from research and ideation to interface design and usability testing.

Given more time and resources, I'd further refine the navigation, add onboarding guidance, and run more user tests to validate usability enhancements.

Thank You

