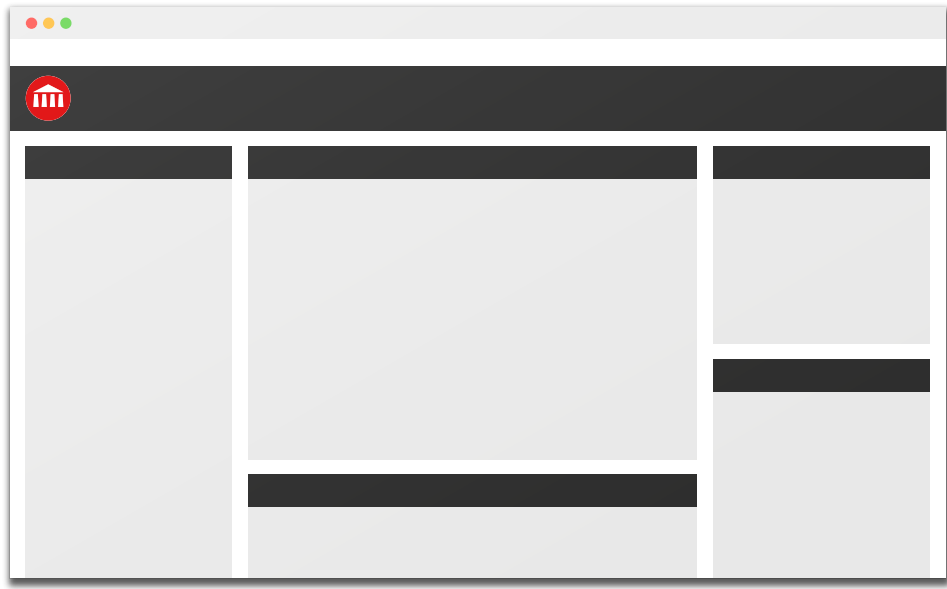
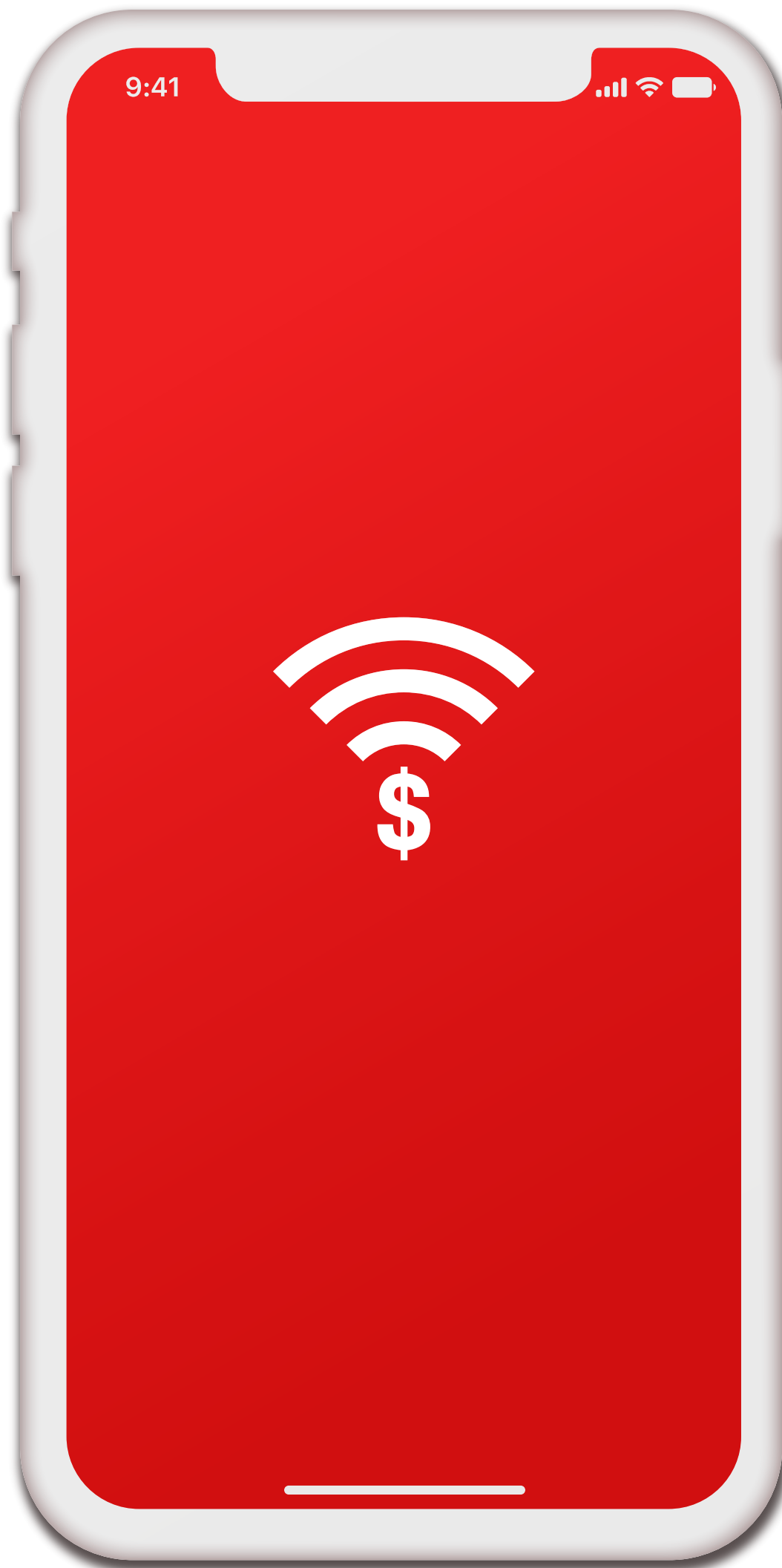


WhyFi



Uarts portal is outdated and difficult to use. This is used for grades and resources.



We are adding a financial aspect to the existing portal



The app will be linked to a debit card. Choosing classes will be restricted until debit card is linked.

This is easier to use than the original portal. This also relates more to this age group and makes it more accessible.

Social Media

Friends are all involved and are all comparing their spending habits. Users can post their achievements concerns and promote school events. They will come out of this with confidence and financial literacy.

Financial Tracking

This will have a visual of what you are spending money on each month. This will also help you budget your spending.

Peer Mentoring

A relatable, similar age mentor who educates how to shop better and also educating on basic finance.



WHO

Ursula Spend-a-lot

- Unorganized
- Chooses "Feel goods" over discipline
- Has little desire to learn and improve financial discipline
- Unmotivated to organize her finances
- Has potential to be motivated

WHY

- Ursula would use this because her friends use it. Ursula's friends are more financial literate.
- Ursula does what her friends do because they make her feel comfortable. This will cause her to be more comfortable in financial situations.

HOW

- AD's on existing social media
- Notifications on existing portal
- Restricted from signing up from classes until bank card is synced
- The constant feed keeps her using the app.
- She will use to mentor program because she will see other people using it.