July 2025

WalletWize

Design Sprint Report

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Table of Contents

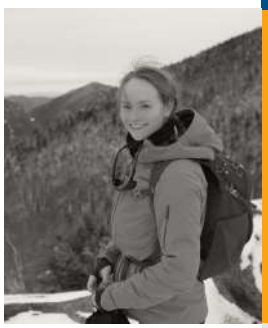
Executive Summary

To bring WalletWize, our digital personal finance app, from concept to prototype, our team employed the Design Sprint methodology—a structured, fast-paced framework developed by Google Ventures and detailed in Sprint by Jake Knapp, John Zeratsky, and Braden Kowitz. We also drew upon Pattie Belle Hastings' The Sprint Handbook to navigate each phase of the process with clarity and intention. Designed to tackle big problems and test bold ideas in a condensed timeframe, the Design Sprint allowed us to align as a team, generate innovative solutions, and quickly validate our ideas through prototyping and user feedback.

While the original Design Sprint unfolds over five consecutive days, we thoughtfully adapted its structure to accommodate our extended timeline, ensuring each stage—from mapping challenges and sketching solutions to storyboarding, prototyping, and user testing—was given careful attention. Alongside qualitative insights gathered from user interviews and feedback sessions, we incorporated quantitative data and in-depth analysis to assess feasibility, usability, and overall impact. This combination of human-centered design and data-driven validation enabled us to build a prototype of WalletWize that not only reflects our users' needs but also provides a clear direction for future development.

Meet the Team

Christian Schaaf
Designer

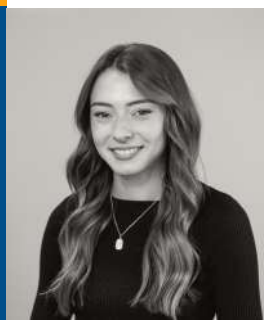


Isabella Susino
Decider, Designer

Kelly O'Malley
Marketing Director

Mauricio Zúñiga
Developer, UX Researcher

Emily Armbruster
Developer



Introduction

In today's fast-paced and often overwhelming financial landscape, empowering individuals to feel confident in managing their money is more vital than ever. With this in mind, our team set out to design WalletWize, a digital personal finance app aimed at helping users take control of their spending, saving, and financial decision-making through an intuitive, user-centered experience.

This report documents our journey through the Design Sprint—from initial research and ideation to final prototype and user testing—offering a transparent look at our methods, discoveries, and the actionable outcomes that will shape the next phase of WalletWize.

Sprint Process

The Design Sprint Overview

To bring our digital personal finance app, WalletWize, to life, our team conducted a Design Sprint, a method originally developed at Google Ventures and popularized through the work of Jake Knapp, John Zeratsky, and Braden Kowitz in Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days.

We also referenced Pattie Belle Hastings' The Sprint Handbook: A Step-by-Step Guide to Planning and Running Innovation Sprints to guide our project from start to finish.

The Design Sprint offers a focused, time-constrained framework for tackling complex problems through ideation, prototyping, and user testing. Over the course of several weeks, we adapted this model to fit our team's schedule and workflow while following its core principles.

The process is broken into five phases:

1. **Map + Sketch**
2. **Decide + Storyboard**
3. **Refine + Prototype**
4. **Test + Collect**
5. **Reflect + Report**

Phase Steps

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Map Lightning Demo 4-Step Sketch	App Name Color Scheme Voting User Flows Storyboards	Task Division Product Breakdown Logo Wireframes Prototypes	User Recruiting User Testing Data Analysis	Sprint Report Case Study

Sprint Process

Phase 1: Understand + Define

Meeting dates: June 4, 2025.
Meeting times: 6:30 PM - 7:45 PM EST.
Meeting duration: 1 hour and 15 minutes.

To begin our Design Sprint journey, our team first established group rules to ensure a collaborative and productive process. These ground rules included voting on proposed ideas, minimizing phone use during meetings, arriving prepared to contribute, setting and meeting due dates, and respecting one another's work, especially by not deleting any contributions without group consent. By setting expectations early, we created a foundation of mutual respect that helped guide our decision-making throughout the Sprint.

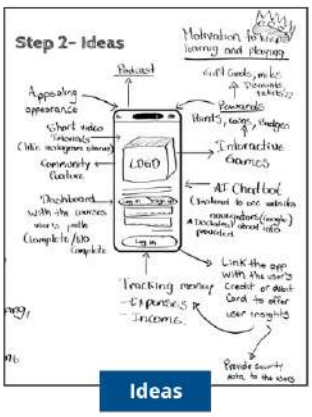
After our group rules were established, we moved into identifying the Sprint problem we wanted to solve. The challenge was to build a mobile app that teaches **Gen Z users about financial literacy**. We wanted our solution to be modern, engaging, and easy to navigate to match the habits and expectations of a generation raised on intuitive, mobile-first experiences.

To narrow our goals, we each wrote and then voted on a series of **"How Might We?"** questions, an ideation exercise designed to reframe problems as opportunities. After discussion and group voting, we landed on four key HMWs to guide our design:

- How might we engage Gen Z best so they don't want to use a different app?
- How might we make learning about money feel as addictive as social media?
- How might we make complex financial concepts easy and engaging for Gen Z?
- How might we keep users coming back to build consistent financial habits?

From there, we discussed and voted on **long-term goals** that would define success for our app and help us measure progress beyond the Sprint:

- In two years, help Gen Z form lasting money habits by making the app a daily or weekly part of their routine. This would be measured by 6+ month user retention and average session time.
- Within two years, become one of the top apps Gen Z turns to for learning about and managing their personal finances.



Sprint Process

In this phase, our group also created a few versions of app names and color palettes. We conducted a vote to decide on which name and colors to move forward with.

With our problem and goals identified, we created a map to visualize how someone might interact with the app. This helped us imagine the steps a user would take from first downloading WalletWize through completing lessons and building better financial habits.

Next, we conducted **Lightning Demos**, a research activity where each team member explored existing apps and digital tools related to personal finance, education, and Gen Z behavior. We analyzed their design patterns, took screenshots, and annotated features we found useful or inspiring. After gathering insights individually, we came together to share and discuss what we learned.

We then completed the 4-Step Sketch process independently:

- **Notetaking** – capturing relevant insights, ideas, and app goals
- **Ideas** – sketching basic concepts for potential layouts or features
- **Crazy 8s** – choosing one concept and iterating it in eight quick variations
- **Solution Sketches** – refining our strongest idea into a polished sketch of a possible app screen

By the end of Phase 1, we had a strong foundation to move forward to the next Design Sprint phase.

Sprint Process

Phase 2: Decide + Storyboard

Meeting dates: June 11, 2025.
Meeting times: 6:30 PM - 8:45 PM EST.
Meeting duration: 2 hours and 15 minutes.

With many strong ideas generated during Phase 1, our team entered Phase 2 with the goal of narrowing our focus and building a clear plan for prototyping. In this phase, we reviewed the solution sketches and selected the most promising concepts for WalletWize.

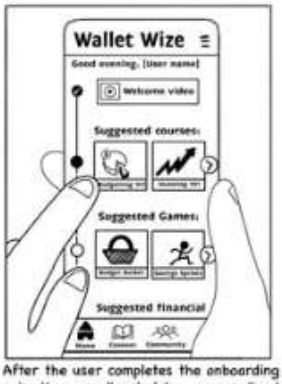
We kicked things off with voting exercises to guide our decision-making. First, we used **Heat Map Voting** to evaluate the sketches. Each team member placed visual markers

(circles) on the elements they found most compelling in our shared Miro board. This allowed us to see which design features resonated across the group and aligned closely with our long-term goals. This method made it easy to compare and contrast ideas while giving equal weight to each team member's input.

Following group discussion, our Decider, the designated team member responsible for making final decisions, reviewed the feedback and selected the concept we would move forward with. This structured yet flexible process helped ensure that our group could select a direction for the project efficiently.

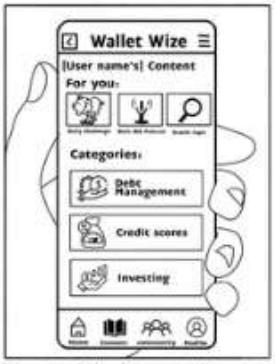
The user searches for financial assistance online, and an app appears. They proceed to download the app and log in.

The user completes the onboarding quiz, during which the app asks specific questions about their financial background.

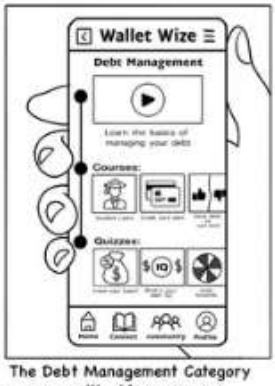


After the user completes the onboarding quiz, they are directed to a personalized homepage. Featuring a dashboard with options like "Courses," "Games," and more. The user then clicks on a specific course.

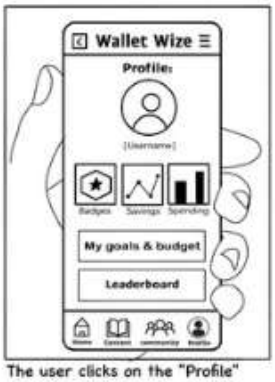
After the user clicks on the course, they are brought to a page where they can begin the quiz.



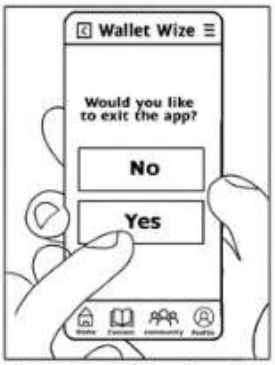
Upon completing the course, the user clicks the personalized "Content" page located in the footer navigation, where they select the "Debt Management" button.



The Debt Management Category appears with videos, courses, and quizzes.



The user clicks on the "Profile" button in the footer navigation to explore features such as goal personalization and leaderboards.



The user successfully sets up their accounts, explores the features of the app, and closes the app.

Sprint Process

Next, each group member created a six-step **user flow** illustrating how a user might navigate through our app from start to finish. These flows mapped out key actions, such as onboarding and selecting content

We then used a **Straw Poll Vote** to identify our preferred flows. Each person placed one dot on their favorite complete flow and another on their favorite individual step from any of the flows. Once again, the Decider used the Supervote method to cast the final decision, selecting both a user journey and a specific feature or action to prioritize in the next phase.

To prepare for prototyping, we expanded the selected six-step flow into an eight-frame **storyboard**. This storyboard outlined how the user would interact with each screen of the app in sequence, providing a visual and textual narrative of the experience. Each frame represented a key step in the user journey.

By the end of Phase 2, we had moved from a broad set of ideas to a single, cohesive user journey ready to be brought to life.

Sprint Process

Phase 3: Prototype + Refine

Meeting dates: June 17, 2025; June 18, 2025; and June 21, 2025.
Meeting times: All meetings at 6:30 PM EST.
Meeting duration: Between one and two hours.

During this phase, our team identified the key elements required to develop an effective prototype. Our goal was to create a realistic, testable version of the chosen solution(s) and collect meaningful feedback from real users during the next stage, the testing phase.

First, we reviewed the storyboards from earlier steps and thoroughly discussed icons, pages, and features. This process helped align everyone as we progressed to create wireframes, mockups, and high-fidelity prototypes.

Second, we spent some time selecting the most appropriate prototyping tools. We all shared our previous experiences with various design programs, discussed the advantages and disadvantages of each, and most importantly, their potential use in this project. Eventually, we chose “Canva” for creating wireframes and “Figma” for high-fidelity prototypes

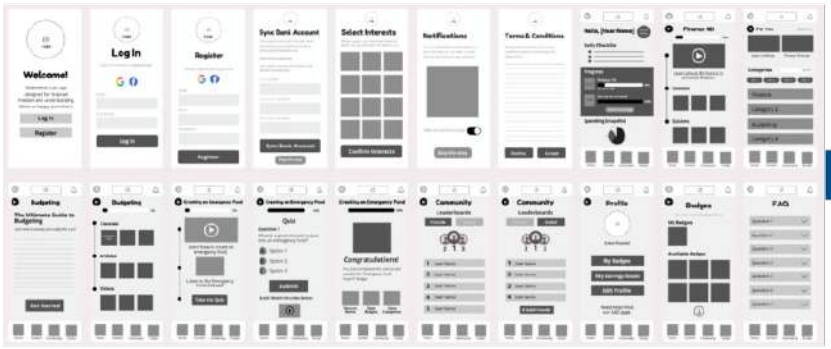
To streamline the design process, we introduced task division by assigning roles that align with each person's specific skills. This approach was adopted to help everyone capitalize on their strengths within the project. We followed Google Ventures’ methodology, which identifies five key roles for this step: Makers, Stickers, Writers, Asset Collectors, and Interviewers.

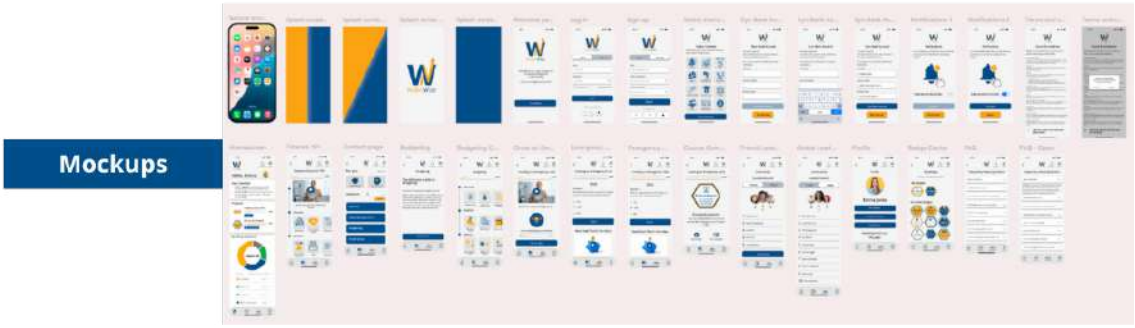
Sprint Process

Next, we created **low-fidelity wireframes** using Canva, outlining the app's overall structure and navigation. At this stage, colors and fine details were not important; the focus was on capturing the basic concept of the app.

Later, using these wireframes as a guide, we built a **high-fidelity prototype** in Figma, with detailed mockups that featured typography, colors, iconography, and content for each section within the app's layout. These mockups were turned into an interactive prototype by connecting all the screens with smooth page transitions. These effects provided a realistic experience as users navigate through the prototype.

Finally, during this phase, the team conducted a **trial run** to verify that all elements of the prototype were well-designed. For this step, we acted as app users to identify mistakes before conducting actual user testing.





Sprint Process

Phase 4: Test + Collect

Meeting dates: June 24, 2025; June 25, 2025; and June 26, 2025.
Meeting times: 5:30 PM EST, 6:30 PM EST, 6:30 PM EST.
Meeting duration: Between one hour and two hours.

In this phase, our team tested the prototype with potential Gen Z users, marking a significant milestone for our digital product. The objectives during this stage were:

- Conduct user testing effectively and without bias
- Validate whether our app solved the problem outlined at the beginning of the sprint
- Gather qualitative and quantitative data about our prototype and identify potential improvements

User Testing Schedule		
Meet at 6:30		
Time	**User**	**Facilitator**
6:45-6:55pm	User 1	Bella
7:00-7:10pm	User 2	Kelly
7:15-7:25pm	User 3	Christian
7:30-7:40pm	User 4	Emily
7:45-7:50pm	User 5	Mauricio

Before testing the users, we divided this step into three sub-sections: pre-testing, testing, and data analysis. Our initial meeting involved thoroughly reviewing and defining the questions and tasks in each section.

Pre-Testing

First, in the pre-testing phase, we discussed user recruitment aimed at mimicking potential app users. Specifically, we sought users in the Gen Z age range who demonstrated the key financial skills and knowledge outlined in our preliminary research phase. We aimed to recruit five users, as previous research suggests this number will yield sufficient feedback within the time limit of a design sprint.

We also discussed at length which main tasks we wanted users to test in the prototype. On one hand, we aimed to select app-specific tasks that are unique to WalletWize. On the other hand, choosing unfamiliar tasks that users may encounter for the first time could set those users up for failure. Ultimately, we selected four key app tasks that should encompass the primary usage of the app.

Once those tasks were identified, we wrote a detailed script to guide us through the user's interview. This included a thorough introduction, establishing ground rules and testing objectives, and reassuring the users about the session's privacy.

Another important topic we spent some time contemplating and discussing is what we are trying to measure. How will we capture user feedback such as facial expressions, voice tone, immediate feedback throughout the task, and overall subjective task score? We also defined some key performance indicators (KPI), such as the time taken to complete the task and the percentage of task failures. We considered that any data analysis leading to important app modifications relies on proper planning of those objective measures.

Sprint Process

Testing

We conducted five interviews within a one-and-a-half-hour time frame via ZOOM software. The schedule was well organized, and no significant delays were observed. Each team member interviewed one user they were not familiar with before the session. Only the interviewer was visible and heard by the testee, while the other four team members were muted and off-screen.

The non-interviewers paid careful attention to the testee while capturing, measuring, and assessing any feedback both subjectively and objectively. KPIs were carefully documented in a pre-defined Excel sheet, and all subjective feedback was documented in real-time in “Miro” software.

Post-Testing

Once the five interviews were finished, we immediately proceeded to the data collection phase, which included:

1) A Google survey - sent to users’ emails and completed after testing the app. It included a usability scale for different app features and the overall experience.
2) Users' subjective feedback and comments were all collected by team members and organized on a Miro board. They were color-coded to distinguish positive, neutral, and negative feedback.
3) Key performance indicators – filled in a dedicated Excel spreadsheet.

Overall, the testing phase was well planned and achieved our predefined goals. This allowed us a thorough data analysis and enabled us to make essential app enhancements and modifications.

Sprint Process

Phase 5: Reflect + Report

Meeting dates: June 10, 2025.
Meeting times: 6:30 PM - 7:15 PM EST.
Meeting duration: 45 minutes.

To wrap up our Design Sprint, our team entered the final phase: Reflect + Report. In this stage, we took time to step back, evaluate the overall Sprint experience, and document our process and outcomes.

We began by briefly meeting as a group to divide responsibilities for compiling the final deliverables. This included creating a comprehensive Design Sprint report, summarizing each phase of the process, as well as outlining the steps we took to transform an initial idea into a functional prototype for WalletWize.

Each team member also developed an individual case study. These personal reflections allowed us to articulate what we learned during the Sprint, examine how we collaborated as a team, and evaluate how our skills evolved throughout the project.

The Reflect + Report phase ensured that the value of our Sprint didn't end with prototyping. By capturing our process and documenting our learnings, we created a compiled document to showcase our work for our portfolios.

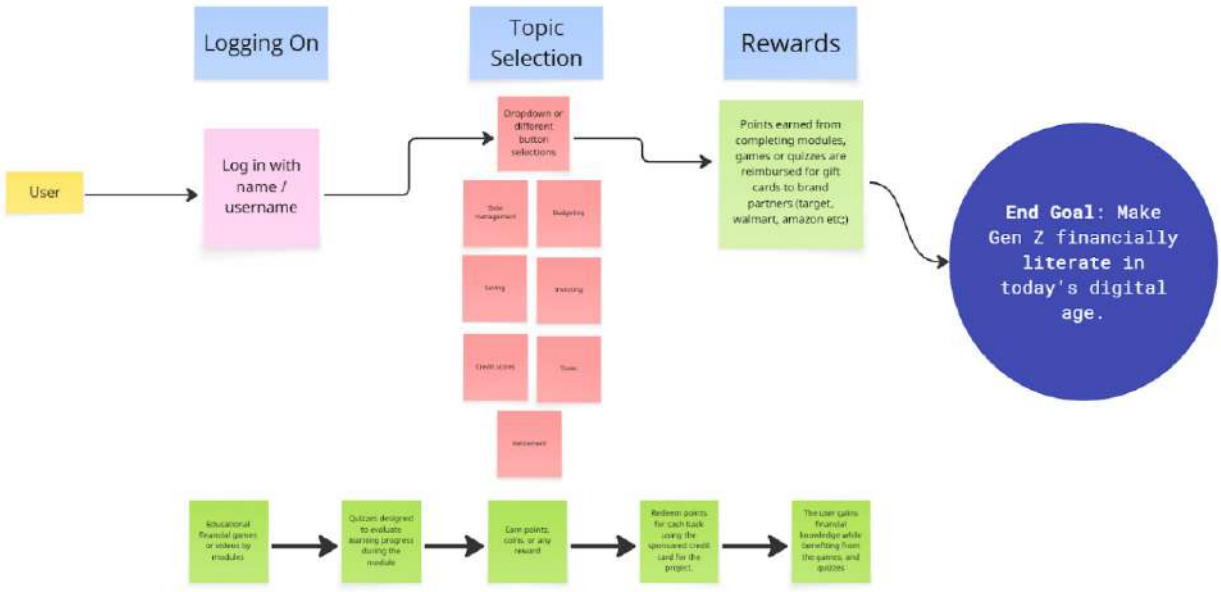
Sprint Deliverables

Phase 1: Understand + Define

Map

As part of the early stages of our Design Sprint, our team created a user map to visualize how a typical user might navigate through the WalletWize app. This exercise helped us align on the core structure of the user experience and identify the most critical touchpoints in the journey.

The map began with the user on the left, representing a Gen Z individual seeking to improve their financial literacy. In the center, we outlined a sequence of actions the user might take, such as logging into the app, selecting from a variety of financial education topics, completing interactive lessons, and exploring a rewards system designed to encourage consistent engagement



Sprint Deliverables

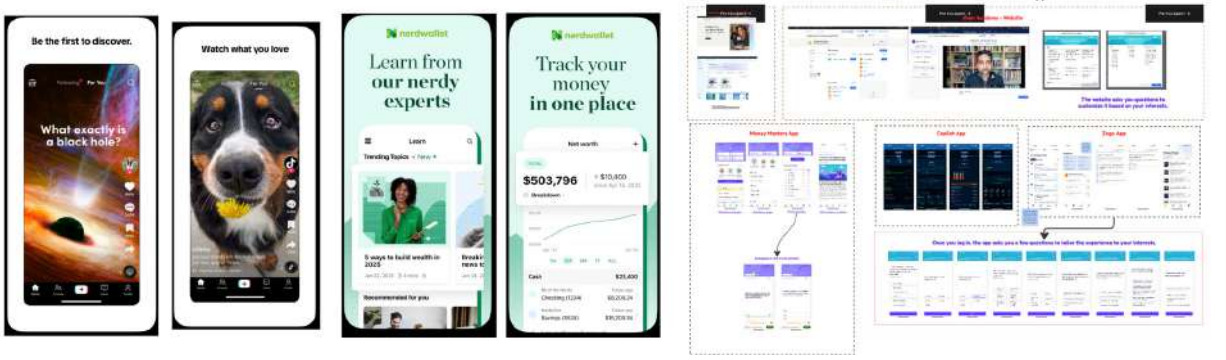
Lightning Demos

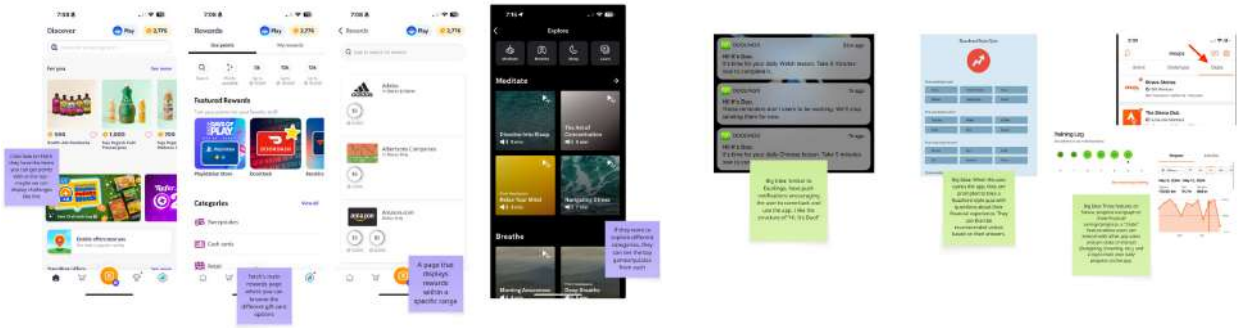
To spark inspiration for our app's features and functionality, our team conducted Lightning Demos, a research activity aimed at identifying effective features from existing digital products.

Each team member explored a range of apps, including personal finance platforms and apps commonly used by Gen Z audiences. Our goal was to examine how other tools engage users and present information in intuitive, visually appealing ways. We specifically looked for design elements and features that felt familiar to Gen Z users and could be seamlessly adapted to fit the educational goals of WalletWize.

We documented our findings with annotated screenshots, adding notes to explain how each feature might translate into our own app. These ideas ranged from gamification elements and clean dashboard layouts to interactive tutorials and swipe-based navigation, all with the user experience in mind.

After researching independently using the "together alone" approach, we regrouped on Zoom to share insights and discuss what we found. We then voted on the most promising ideas, which helped us prioritize which features to explore further in later phases of the Design Sprint.





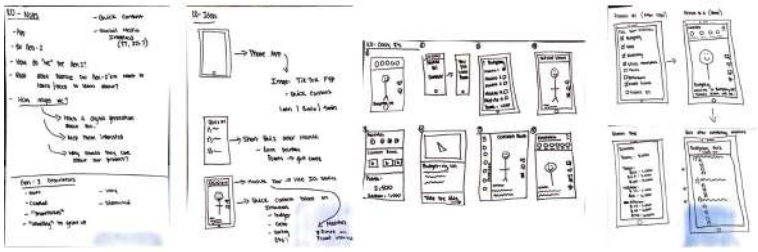
Sprint Deliverables

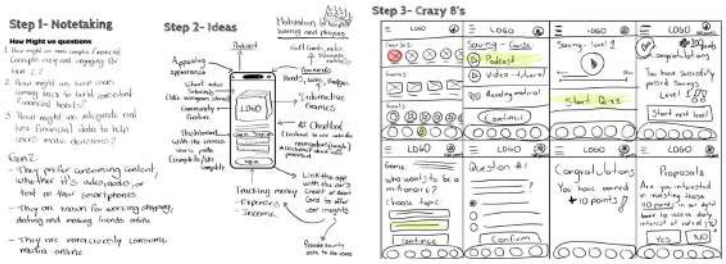
4-Step Sketch

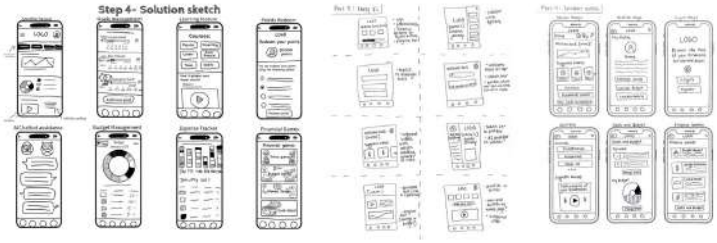
To transition from research to ideation, our team completed the 4-Step Sketch process, a structured activity designed to help generate thoughtful, visual solutions for our app. Each member worked independently through the four stages, following the "together alone" method to ensure that we each had the space to think creatively without group bias.

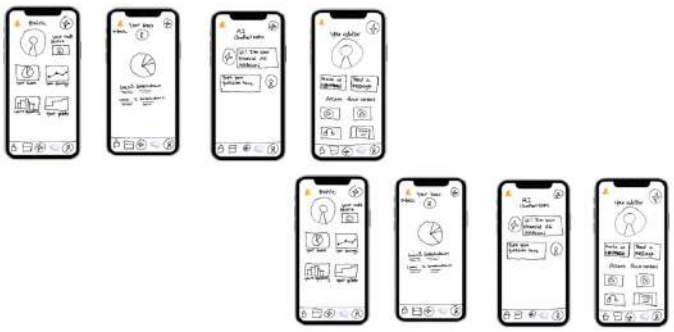
The four steps included:

- **Notes**: We began by reviewing everything we had gathered up to this point, including our long-term goals, user journey map, Lightning Demo insights, and key takeaways from earlier discussions.
- **Ideas**: Using our notes as a starting point, we then moved into rough idea generation. Here, we freely explored different ways users might interact with WalletWize. These were quick, low-pressure sketches focused more on capturing core concepts and layouts than on perfecting design details.
- **Crazy 8s**: This fast-paced exercise challenged each of us to take one promising idea and sketch eight different variations of it in just eight minutes.
- **Solution Sketches**: In the final step, we selected our strongest ideas and refined them into clear, detailed sketches. These solution sketches were more polished than the earlier steps.









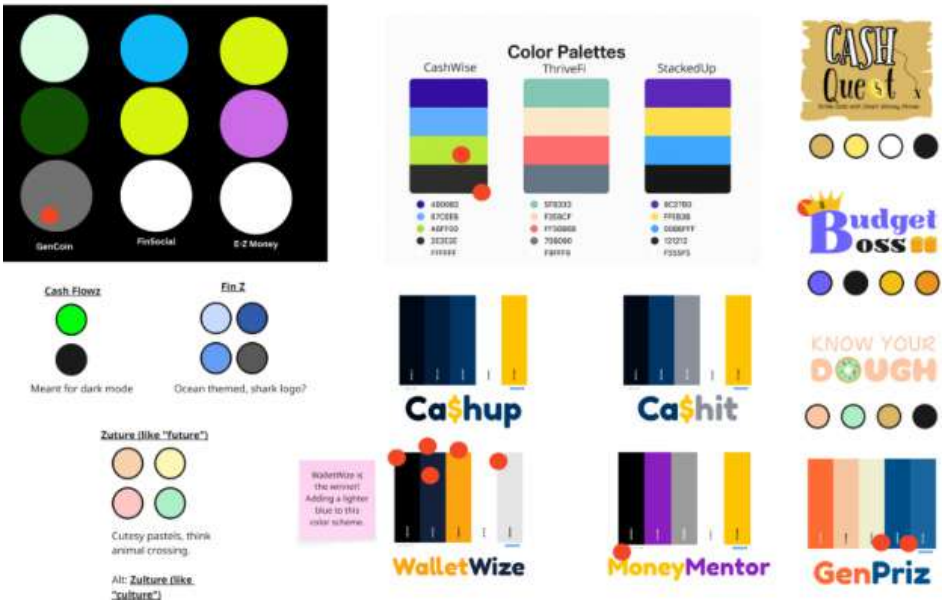
Sprint Deliverables

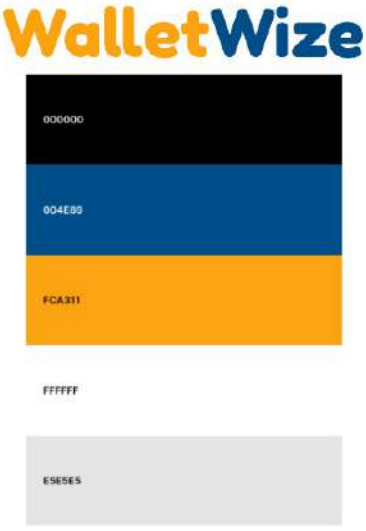
Phase 2: Decide + Storyboard

App Name + Color Scheme

Each team member contributed a few potential names and color schemes to our shared Miro board. Once all the options were presented, we conducted a dot voting exercise to narrow down our choices. Each group member received two dots to vote for the names they felt were the strongest. After a round of thoughtful discussion and voting, the name WalletWize was the clear favorite. We felt it struck the right balance between being catchy, modern, and aligned with the app's goal of promoting financial literacy.

We then turned our attention to the color palette. Multiple palettes were proposed, and after reviewing them together, we agreed to make a small but impactful adjustment. One of the original colors was swapped out for a royal blue, which offered a bold contrast to the app's main orange accent. The final color scheme reflects a sense of energy, clarity, and approachability. This step helped us define the app's visual identity.





Sprint Deliverables

Voting

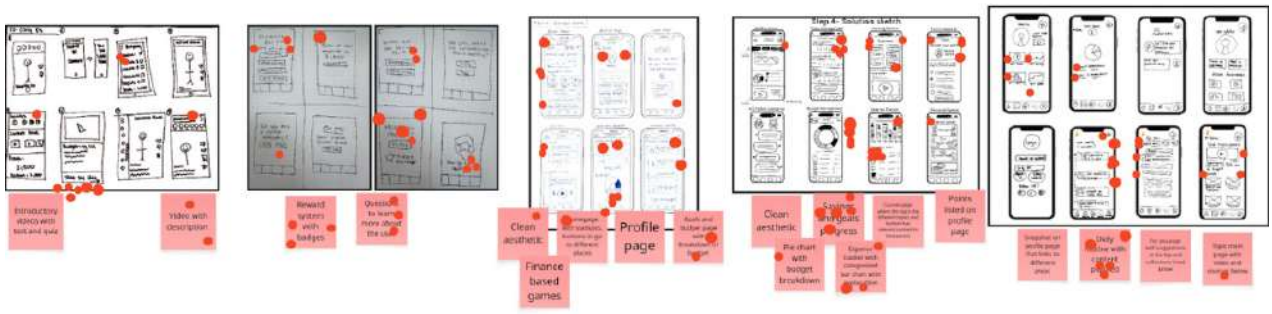
To evaluate our solution sketches and move forward with the most promising ideas, our team used a series of voting methods designed to encourage both individual input and group consensus.

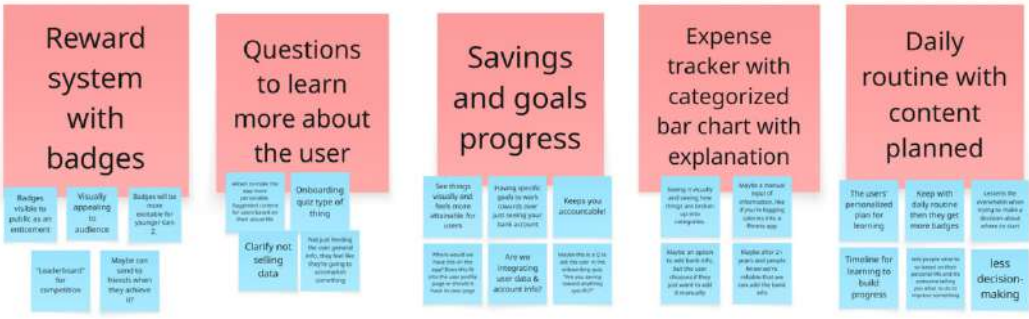
We began with **Heat Map Voting**, where each group member used red dots to mark the specific features or elements from the sketches they found most interesting or worth discussing. There was no limit to the number of dots we could place. This stage highlighted which features resonated most across the team.

Next, we conducted a **Straw Poll Vote**. After discussing the heat map results, each team member was given time to reflect and then cast one vote for their favorite overall concept. In addition to selecting their preferred sketch, each person wrote a short explanation of why they chose that particular idea.

Finally, we used the **Supervote**, where the Decider makes the final call. The Decider was given two special voting dots to select the concept or combination of features they believed the team should develop further.

This approach to decision-making helped our team balance creativity with structure, giving every group member a voice while keeping the project on track.

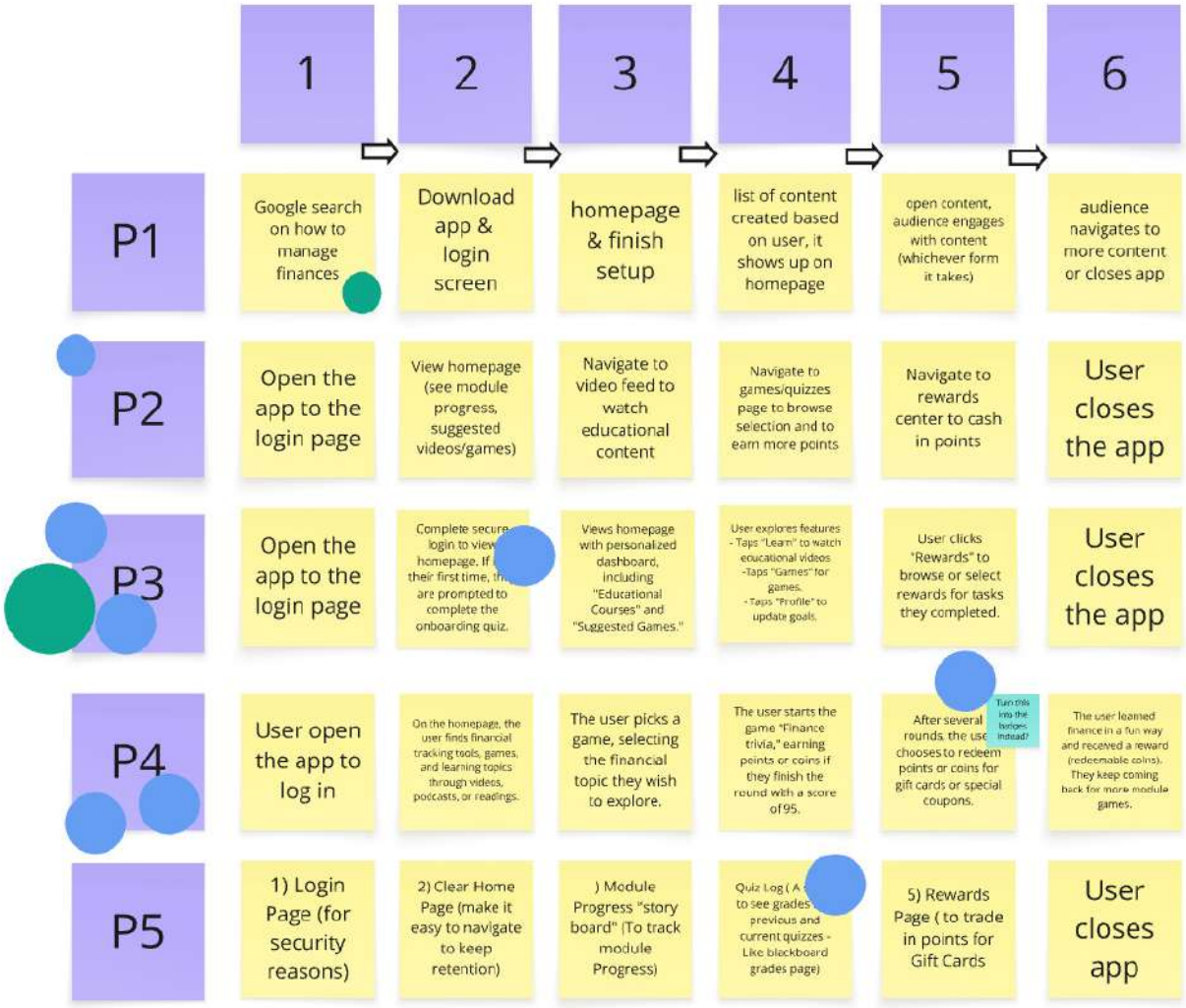




Sprint Deliverables

User Flows

Next, each group member created a six-step user flow illustrating how a user might navigate through our app from start to finish. These flows mapped out a basic journey, identifying key actions such as onboarding and selecting content.



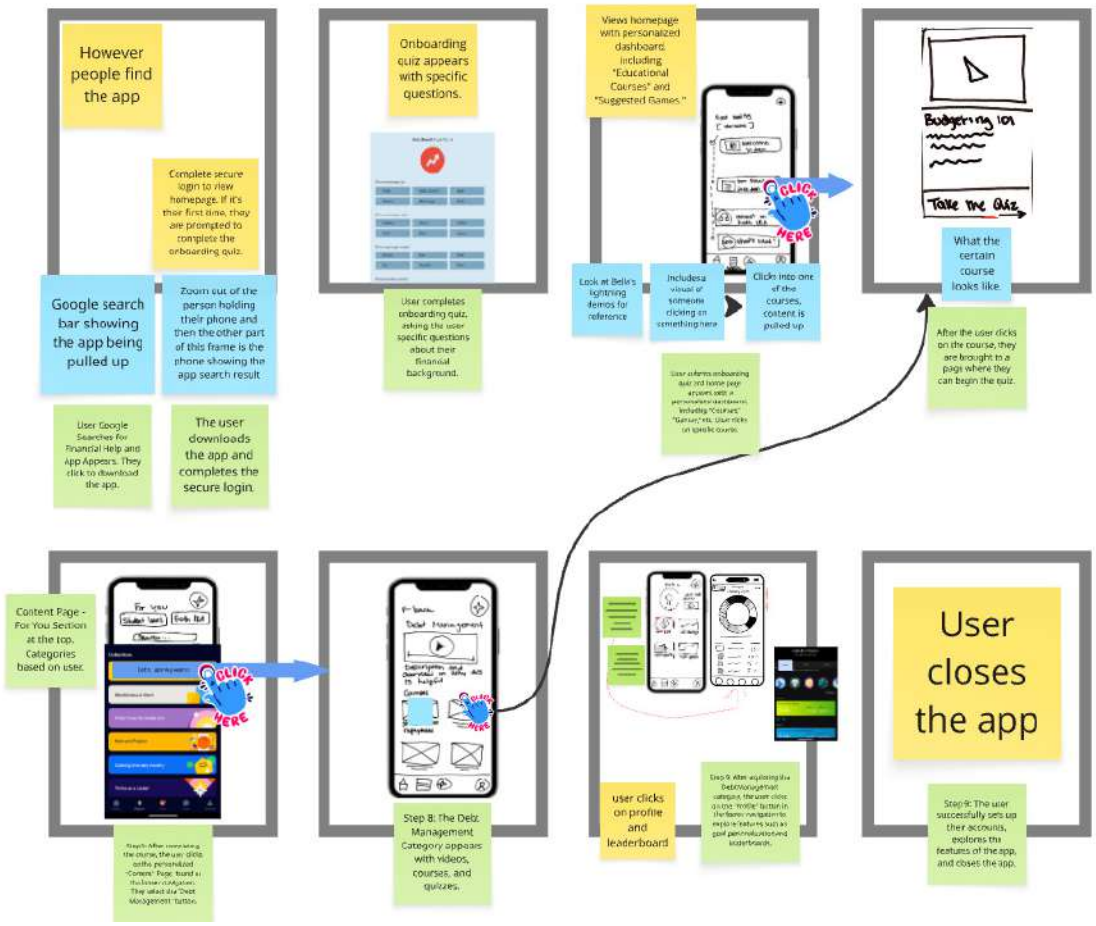
We then used a Straw Poll Vote to identify our preferred flows. Each person placed one dot on their favorite complete flow and another on their favorite individual step from any of the flows. Once again, the Decider used the Supervote method to cast the final decision, selecting both a user journey and a specific feature or action to prioritize in the next phase.

Sprint Deliverables

Storyboard

To prepare for prototyping, we expanded the selected six-step flow into an eight-frame storyboard. This storyboard outlined how the user would interact with each screen of the app in sequence, providing a visual and textual narrative of the experience. Each frame represented a key step in the user journey.

This structured plan not only aligned our vision as a team but also helped us define what we wanted to test in the prototype phase. By the end of Phase 2, we had moved from a broad set of ideas to a single, cohesive user journey ready to be brought to life.

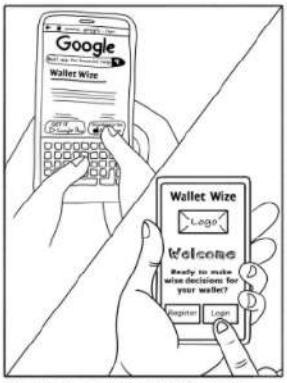


We included the first version of the storyboard to show the process of filling in gaps from earlier in the Sprint. Taking lightning demos and stitching them together, sticky notes and lines, the storyboard creates a birds-eye view of the prototype.

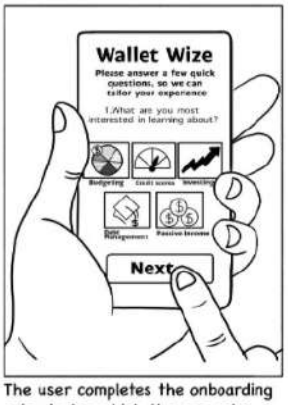
Sprint Deliverables

Storyboard

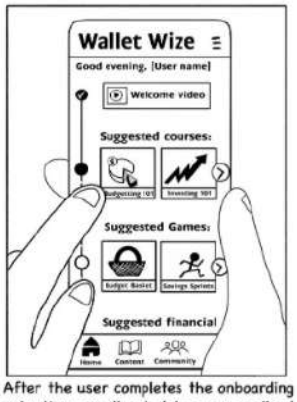
Below is the final version of the storyboard, pieces filled-in. Illustrated are the steps that the user takes based on the user flow, and the captions dictate what the user is doing.



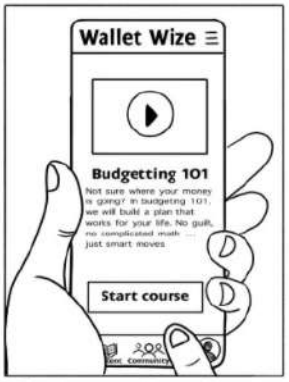
The user searches for financial assistance online, and an app appears. They proceed to download the app and log in.



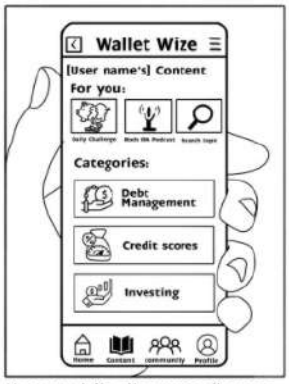
The user completes the onboarding quiz, during which the app asks specific questions about their financial background.



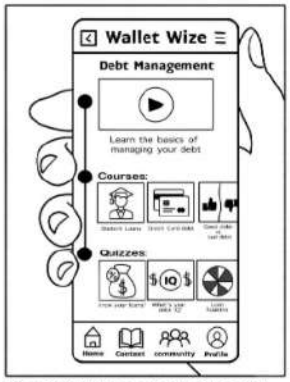
After the user completes the onboarding quiz, they are directed to a personalized homepage. Featuring a dashboard with options like "Courses," "Games," and more. The user then clicks on a specific course.



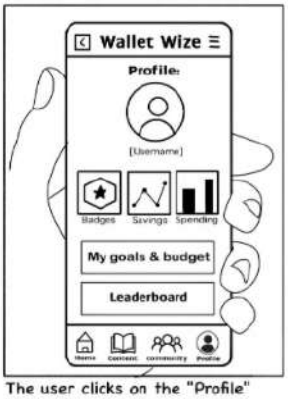
After the user clicks on the course, they are brought to a page where they can begin the quiz.



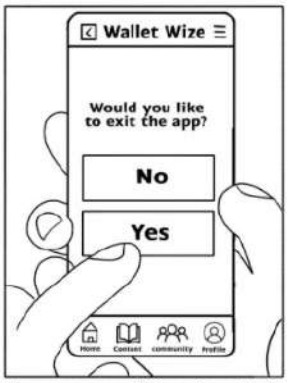
Upon completing the course, the user clicks the personalized "Content" page located in the footer navigation, where they select the "Debt Management" button.



The Debt Management Category appears with videos, courses, and quizzes.



The user clicks on the "Profile" button in the footer navigation to explore features such as goal personalization and leaderboards.



The user successfully sets up their accounts, explores the features of the app, and closes the app.

Sprint Deliverables

Phase 3: Prototype + Refine

During this phase, our team identified the key elements required to develop an effective prototype. Our goal was to create a realistic, testable version of the chosen solution(s) and collect meaningful feedback from real users during the next stage, the testing phase.

First, we reviewed the storyboards from earlier steps and thoroughly discussed icons, pages, and features. This process helped align everyone as we progressed to create wireframes, mockups, and high-fidelity prototypes.

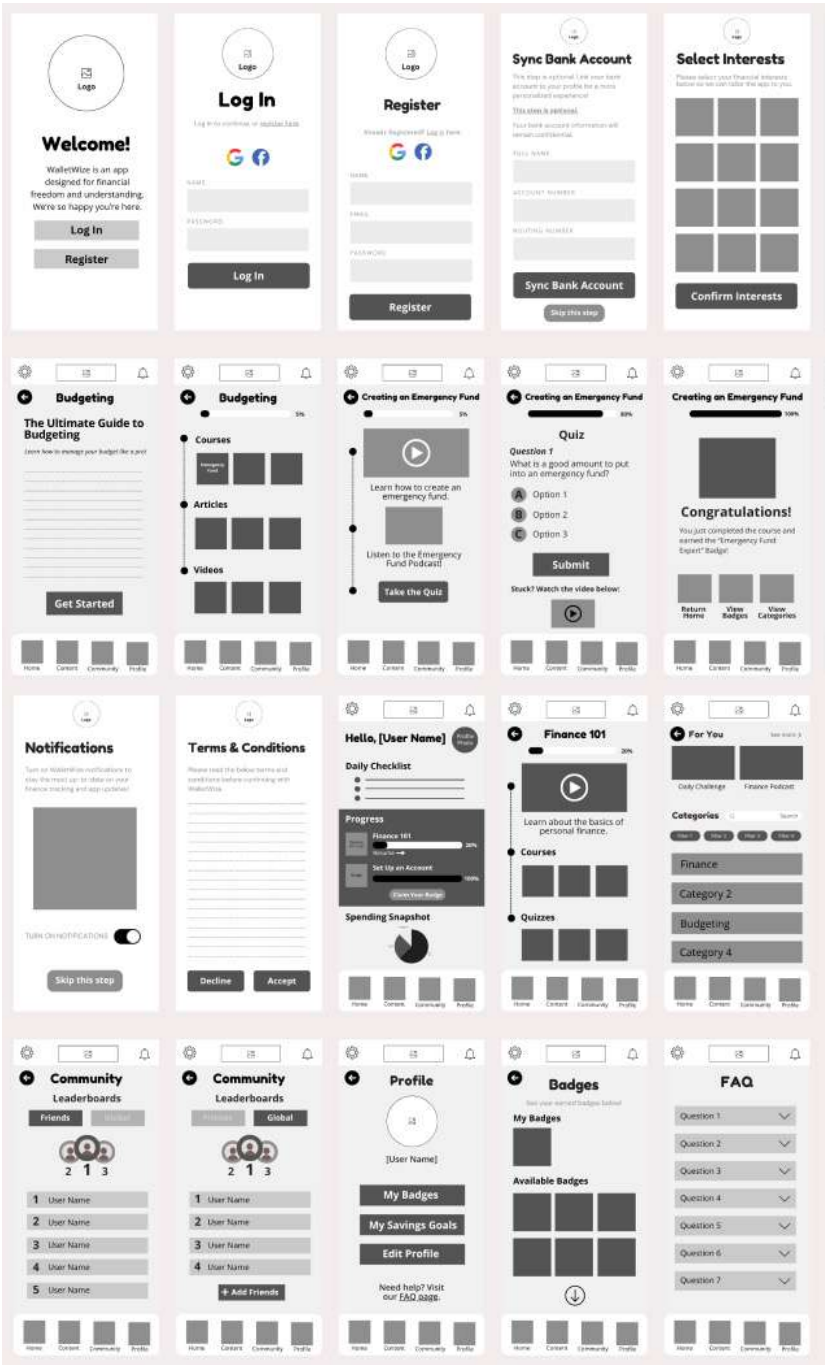
Second, we spent some time selecting the most appropriate prototyping tools. We all shared our previous experiences with various design programs, discussed the advantages and disadvantages of each, and most importantly, their potential use in this project. Eventually, we chose “Canva” for creating wireframes and “Figma” for high-fidelity prototypes.

Before starting the actual design process, we outlined the app's structure roughly, breaking down its features into a logical pattern. This step helped us create wireframes and prototypes more efficiently and also divide the workload.

Sprint Deliverables

Low-Fidelity Wireframes

We used low-fidelity wireframes to visually organize and plan the solution before moving on to detailed design or prototyping. These wireframes allowed our team to establish the layout, hierarchy, and flow, focusing on structure rather than colors, fonts, or detailed visuals. The most significant advantage was the flexibility to make changes quickly; we could easily modify existing flows or create new ones.

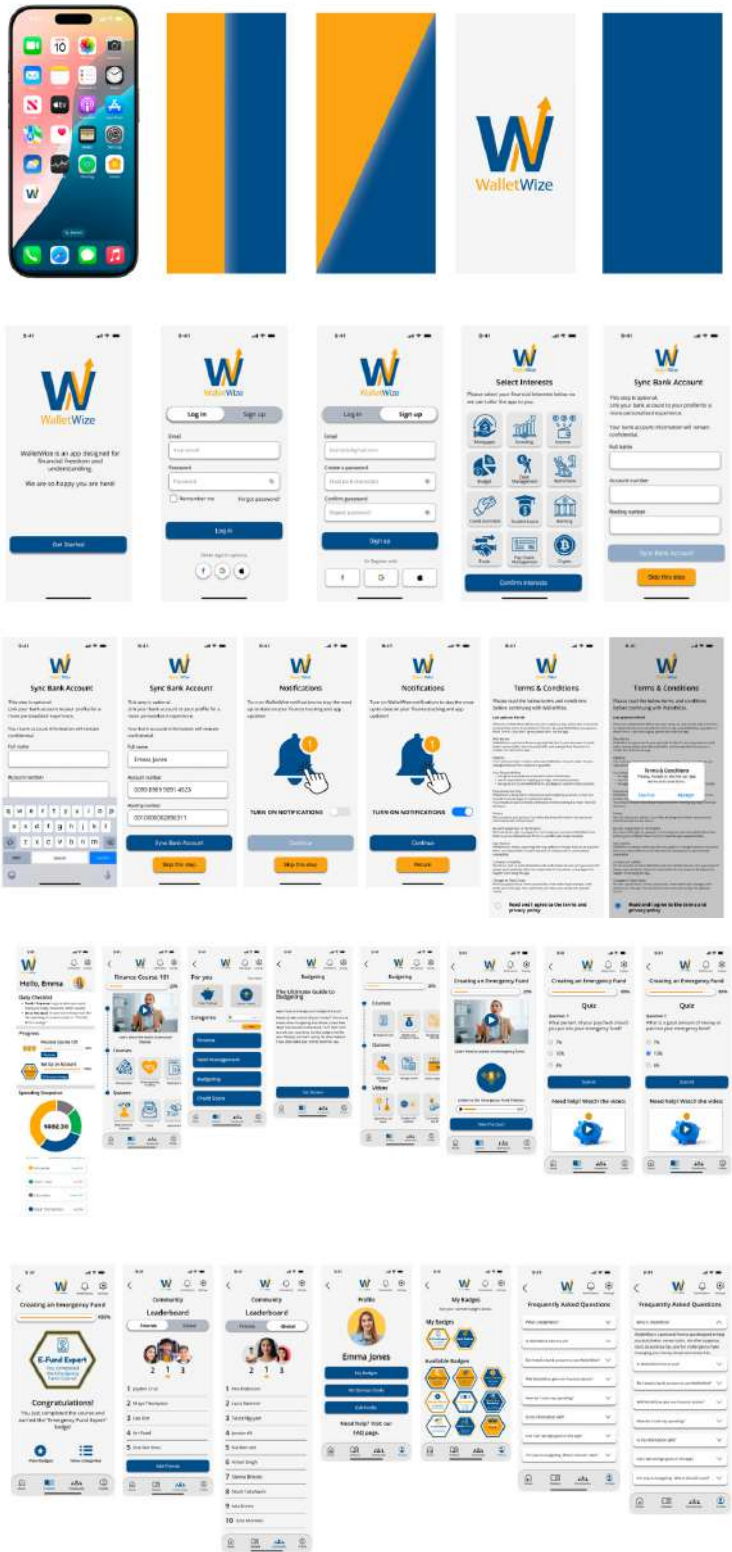


It's important to fully understand the previous steps—storyboarding, app breakdown, and task division—to ensure a smooth and effective design process. Once all the wireframes were complete, we moved them to Figma software to start designing our high-fidelity prototype.

Sprint Deliverables

Prototype Development

Later, using these wireframes as a guide, we built a high-fidelity prototype in Figma, with detailed mockups that featured typography, colors, iconography, and content for each section within the app's layout. These mockups were turned into an interactive prototype by connecting all the screens with smooth page transitions. These effects provided a realistic experience as users navigate through the prototype.



Sprint Deliverables

Interactive Prototype

Once our high-fidelity mockups were finished, all buttons, links, and navigation items were linked with interactive transitions between screens. This final interactive version allows us to create a fully navigable prototype for the next phase: testing and collection.

View the interactive prototype **here.**

Test Run

Finally, during this phase, the team conducted a trial to verify that all elements of the prototype were well-designed. For this important step, we acted as app users to identify mistakes before conducting actual user testing.

Sprint Deliverables

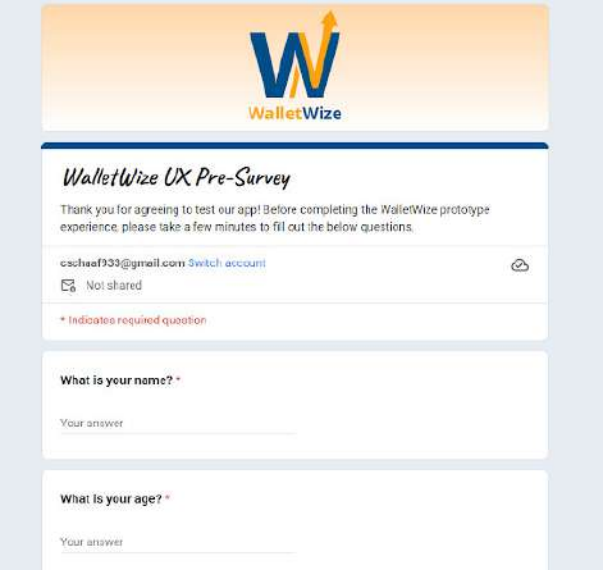
Phase 4: Test + Collect

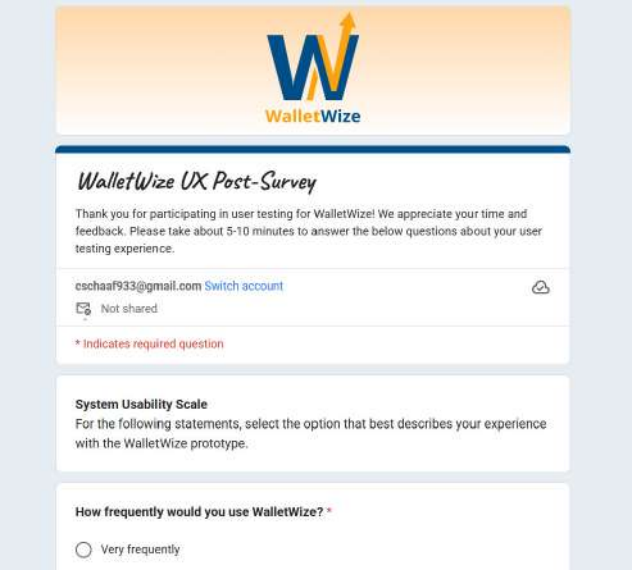
To better understand our users and gather meaningful feedback on the WalletWize prototype, our team designed both pre- and post-user testing surveys using Google Forms. These tools helped us collect valuable background information and evaluate the overall user experience both qualitatively and quantitatively. The pre-survey was shared with each participant prior to their scheduled test session.

We included questions such as:

- What is your name?
- What is your occupation?
- On a scale of 1 to 5, how financially literate would you consider yourself?
- What is the best email to reach you?

Following the user testing session, we distributed a post-survey to assess the user's overall experience with the prototype. This form included a mix of open-ended questions and usability scale questions, which helped us gauge how intuitive, engaging, and functional the app felt to each user. The questions focused on identifying areas that worked well and ones that needed improvement.





Sprint Deliverables

User Testing

During our testing session, each team member followed a script outlining all interactions with the user. This script included an introduction by the interviewer, the tasks for the user, and final questions to collect feedback from the user.

The final task prompts during our user testing were:

Task 1: As a new user for Walletwize, sign up for a new account.
Task 2: As a regular user, navigate through the content to the budgeting course until you finish the emergency fund quiz.
Task 3: As a regular user, please navigate to the FAQ page.
Task 4: As a regular user, where would you find your friend leaderboard?

During our user testing, we gathered user feedback on a Miro board as users navigated through our prototype, working to complete the assigned tasks. This feedback was organized into categories using sticky notes: red for negative feedback, green for positive feedback, gray for neutral feedback, black for not completing the task, and pink for additional comments..

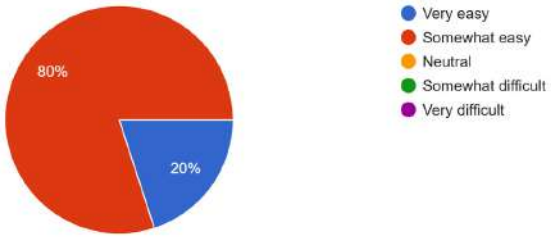
Sprint Deliverables

Data Analysis

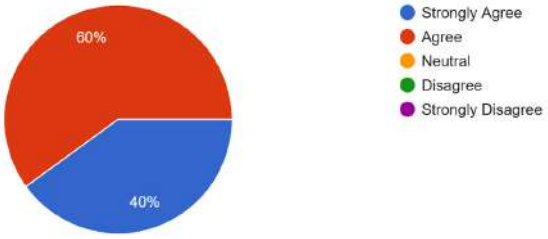
Here, we can visualize part of the results from our Google post survey. Showing excellent feedback gathered from our user testing.

How frequently would you use WalletWize?
5 responses

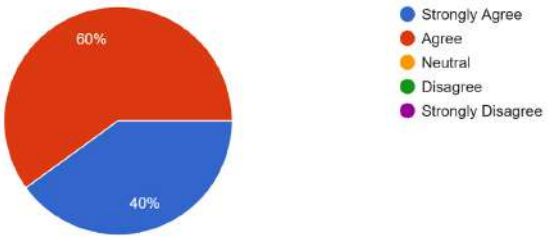
WalletWize's ease of use and navigation.
5 responses



It was easy to complete the user testing tasks.
5 responses



I felt confident navigating the app without assistance.
5 responses



Sprint Deliverables

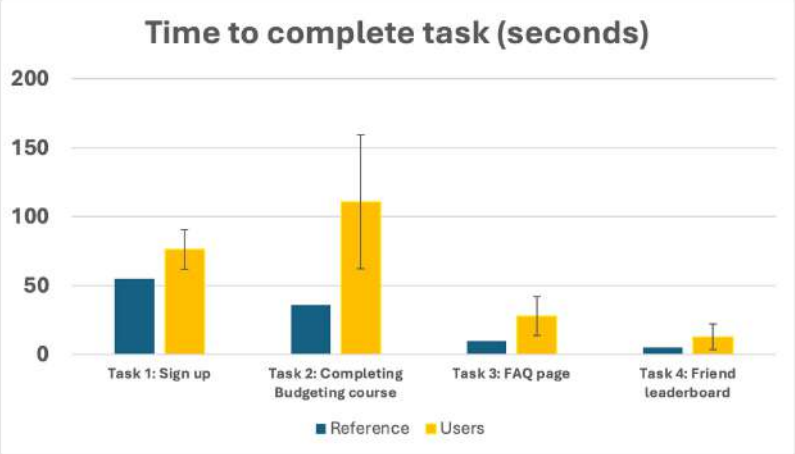
Data Analysis

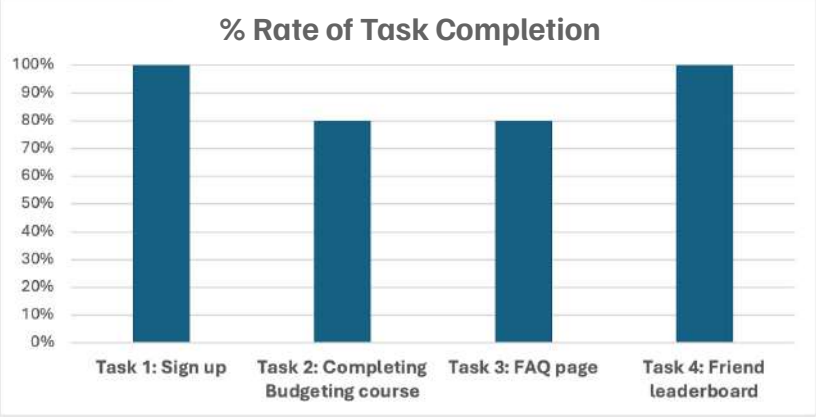
Once the five interviews were completed, we immediately proceeded to organize the collected data to identify patterns and common problems faced by users during testing. We identified several pain points where users experienced difficulties with our prototype:

- Users struggled with Task 2: Completing the Budgeting Course. They stated it wasn't clear where to find this course. Many clicked on the "Finance 101" course on the homepage rather than navigating to the "Content" tab in the footer.
- Four out of the five users were able to access the Friend/Global leaderboard without any issues.
- One user found the FAQ page right away. While others clicked through a few different screens before finding it. There was a suggestion to also put the FAQ on the homepage for easy access.

We analyzed objective quantitative data collected during user testing, which highlighted specific areas for improvement. Such as:

- We observe that tasks 2 and 3 had much longer durations compared to the reference, and modifying the prototype may be necessary to improve the user experience. Additionally, the standard deviation for task 2 was quite significant, which requires further investigation of that specific user path.
- Ideally, all users should complete the assigned tasks. But tasks 2 and 3 had lower-than-expected completion rates, indicating a significant change in the user path.





Insights & Learning

During our design sprint testing phase, we uncovered some valuable insights. This key data will guide us in refining our prototype.

The users gave positive feedback about the app. They were satisfied with their experience and found the app to be intuitive and educational. All users reported confidence in using the app without assistance.
The main strengths of the app were its overall design, including its color scheme, and its intuitive screen navigation. The post-test Google survey results show that all users found the app easy to use. Additionally, all users expressed the belief that Gen Z users would learn how to use the app quickly with no expected difficulties.

Further analysis of objective data collected through key performance indicators revealed some areas for improvement. We found that general and nonspecific tasks, such as signing up and managing friends in the app, were straightforward and seamless. We can assume that Gen Z users are familiar with those tasks from other popular apps.

However, when it comes to app-specific tasks, such as locating a specific financial course and accessing a question board page, the results were less encouraging. Here, we observed a suboptimal success rate, a significant time gap in task completion compared to references, and a large user standard deviation. These results highlight the need to revise the user flow for those tasks, add appropriate links on the main homepage, and modify navigation to target pages to improve the overall user experience.

Interestingly, we observed some variability in the test user sample, as task failure was not specific to individual users. Although the average app usability score was sufficient, simplifying app-specific user flows may be necessary due to the heterogeneity in Gen Z users' skills.

Lastly, the main question that arose during our preliminary research phase was whether Gen Z would use an app that aims to provide them with financial skills and knowledge. When specifically asked whether they would use this app in the future, all users declined to choose the "very frequently option" and committed to only occasional use. Taking into account some bias in user response, possibly aiming to please app developers, we found this data somewhat concerning. Perhaps there is a need to modify this app and add some more elements that appeal to Gen Z to increase its use post-launch.

Overall, the app received very high scores in most areas and was well received by the Gen Z user sample. These usability studies identified some key elements that need to be modified to ensure adequate user experience.

Recommendations

As we proceeded with our user testing, we had a few goals that we hoped to achieve before the test began. The goals we listed out were the following: to conduct our interviews with our test participants as unbiased as possible, validating if our app would be able answer the question we established at the beginning of our sprint, and be able to gather data (both quantitative and qualitative) to edit our app as needed through the users' point of view. Once the test began, we had four tasks for each of the participants to complete.

After each participant went through the entire test, we were able to walk away with data that gave us clear insights into what was working in our app and what were problem areas we would have to take back to the drawing board to reiterate.

During Task 1, our participants rarely had issues signing up for the app itself. Some of our participants, however, chose not to attach their bank information, which was previously discussed as a possibility when adding this feature to our app. Some users may not feel fully comfortable connecting their bank information to a new app until they are comfortable with the brand and the app itself.

Task 2, which was to complete the budgeting course and the emergency fund quiz at the end of the module, was one of the problem areas our participants struggled with. The participants expressed to us that it was hard to navigate to the correct quiz/module, and many clicked on our Finance 101 course directly through the homepage of our app rather than utilizing the content icon located at the footer of the app to find the budgeting course.

For Task 3, 4 out of 5 of the participants were able to find our friend leaderboard. Most of our participants were then able to navigate to the FAQ page with ease. There was a suggestion from a participant to move our FAQ page to the homepage of our app.

Overall, we received insightful and mostly positive feedback from our Participants. The most notable feedback was that they liked the design of the app, along with the color scheme, and the layout of the app makes sense. The areas of improvement proved to be organizing and making navigating to the modules and quizzes in a more intuitive design, and moving our FAQ to a more visible space in the app.

Impact + Benefits

The WalletWize app was brought to life through a collaborative, user-centered design sprint. During the sprint our team emphasized the importance that thoughtful iteration and feedback has on the sprint process. The process allowed us to move from conception to a working prototype in the matter of just a few weeks. We combined our individual ideas, brought on by the concept of working “together, alone”, and created a cohesive and engaging financial literacy app targeted at Gen Z.

By working through the sprint framework, we aligned ourselves to one shared vision and clear, actionable goals early on. We each contributed a unique perspective and skill set based on our backgrounds and careers; UX and market research, visual design, content writing, and prototyping. Throughout each phase of the process, we communicated and planned effectively to build an app that felt intuitive and useful.

By testing the app on five Gen Z users, we were able to validate that WalletWize’s core features such as as; account setup, the daily financial checklist, and the friend leaderboard were easy to find and use and enjoyable. Most of the users liked the welcoming interface, easy navigation, and appealing color palette. There were some struggles to find specific content like the emergency fund quiz, but the feedback gave us actionable insights to improve the WalletWize experience. The other suggestions to make in-progress courses more visible and to move the FAQ to the homepage would further enhance the app’s usability.

The sprint process also encouraged us to think past what can be done during the time allocated for the sprint. With more time and a dedicated team to the app’s development, WalletWize has the potential to evolve into a full-fledged tool that empowers young adults to better their understanding of financial literacy. Features like the interactive courses, real-time savings goal, and the gamified badge system provide motivation and structure to learn important money skills.

Most importantly, WalletWize demonstrates that an organized, user-centered approach can yield powerful results despite time restraints.

The app supports our key objectives:

- Simplify financial education with related, short-form content tailored to Gen Z.
- Encourage financial independence with tools to track spending and set savings goals.
- Encourage engagement with community and reward features to drive consistent use.

With further development and refinement, WalletWize has the potential to become a valuable, accessible resource for young people navigating their personal finances during the digital age.

Conclusion

The Design Sprint is an innovative process to ideate, prototype, and test products quickly and efficiently. This process offered our team a structured, fast-paced, and collaborative framework to turn an idea into a tangible product. Throughout the Sprint, we conducted research, sketched ideas, created mock-ups, tested our interactive prototype with Gen Z users, and reflected on our data, all important steps to bring WalletWize to life.

During this experience, we learned to embrace ambiguity, think creatively, and communicate effectively as a team. From sketching early concepts to facilitating user interviews, every step challenged us to listen, adapt, and support one another. We also gained hands-on experience in facilitation, user-centered design, and testing strategies that are directly applicable to future professional environments.

This process not only resulted in a working prototype; it also fostered strong collaboration, encouraged us to lean into our individual strengths, and taught us the value of clear structure and open communication.

Thank you to our dedicated team, our Sprint facilitators, and the users who participated in our testing sessions. Your insights, feedback, and support were essential to making this project a success.

Appendix A: HMW and Sprint Questions

HMW engage gen z best so they don't want to use a different app?

How might we make learning about money feel as addictive as social media?

How might we make complex financial concepts easy and engaging for Gen Z?

How might we keep users coming back to build consistent financial habits?

Can we make the app fun and intuitive enough that Gen Z users enjoy using it on their first try?

Can we deliver educational content in formats, like videos or quizzes, that match how Gen Z prefers to learn?

Can we encourage Gen Z to consistently use this app?

Can we guide users through their first financial task (budgeting, goal setting, etc.) within five minutes?

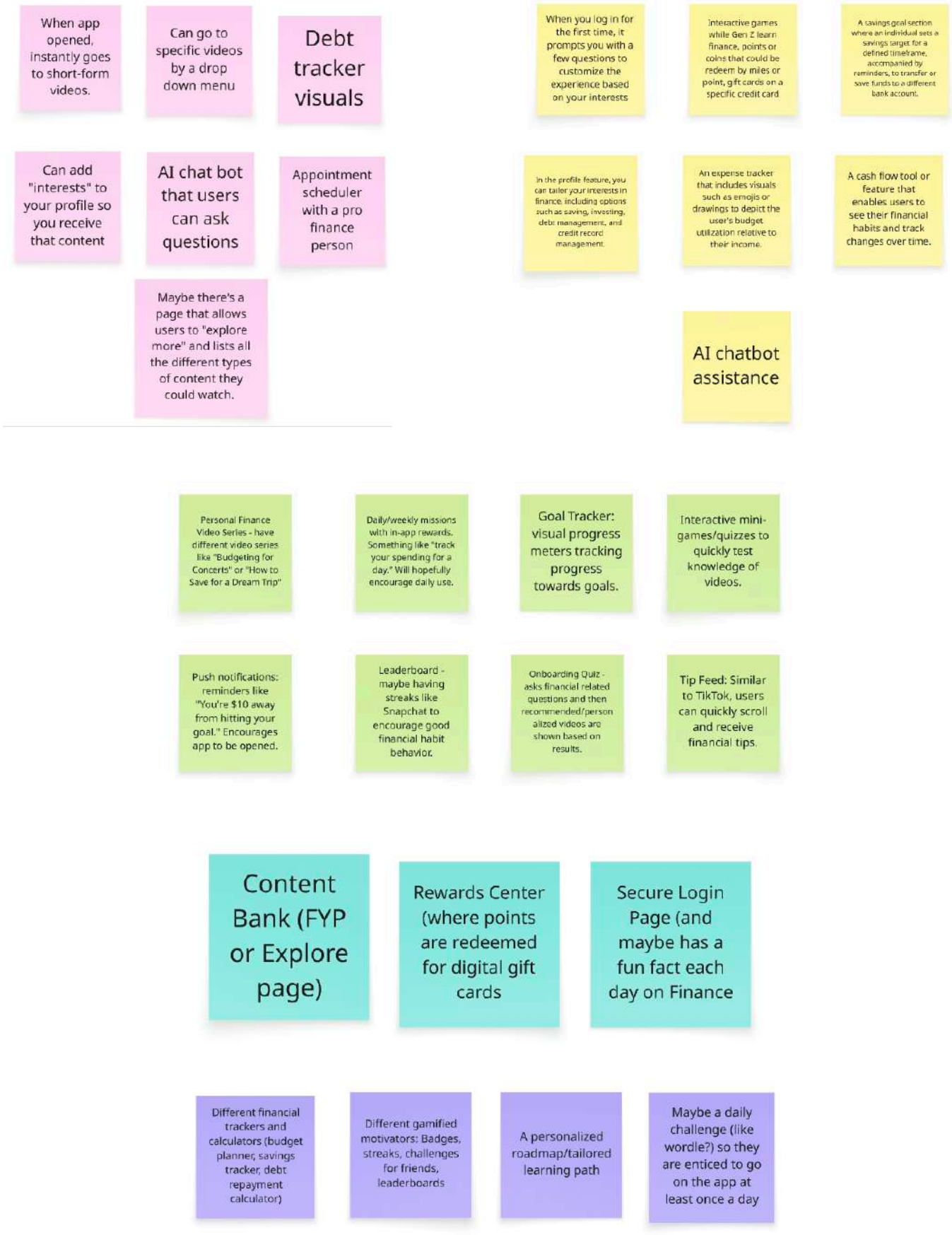
Appendix B: Long Term Goals

In two years, make the app a daily or weekly habit to build habit-forming experiences for Gen Z users. Measured by average user retention of 6+ months and average session time.

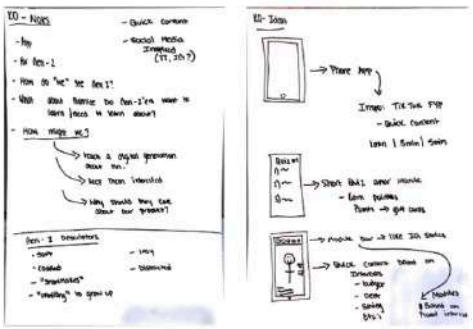
Within two years, aim to be among the leading apps for Gen Z to learn about and effectively manage their finances.

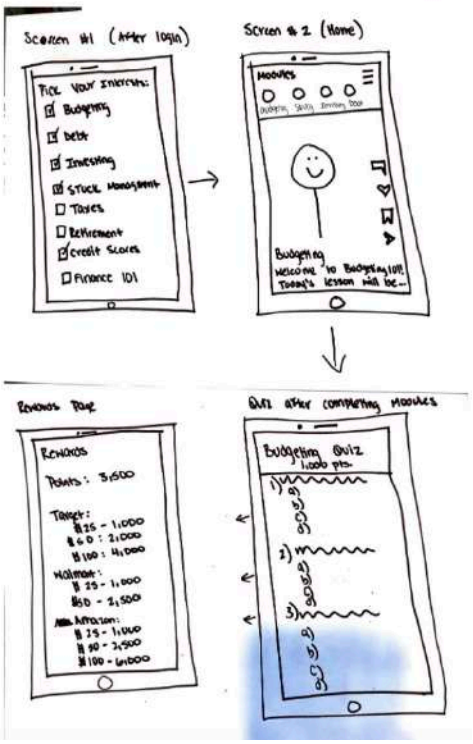
Within two years, establish a minimum of 50 partnerships with educational institutions or employers targeting Gen Z to include the app in their financial wellness programs.

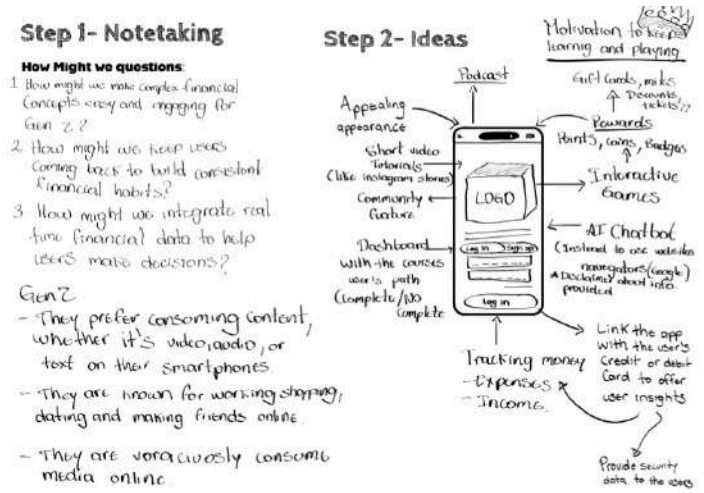
Appendix C: Feature Ideas

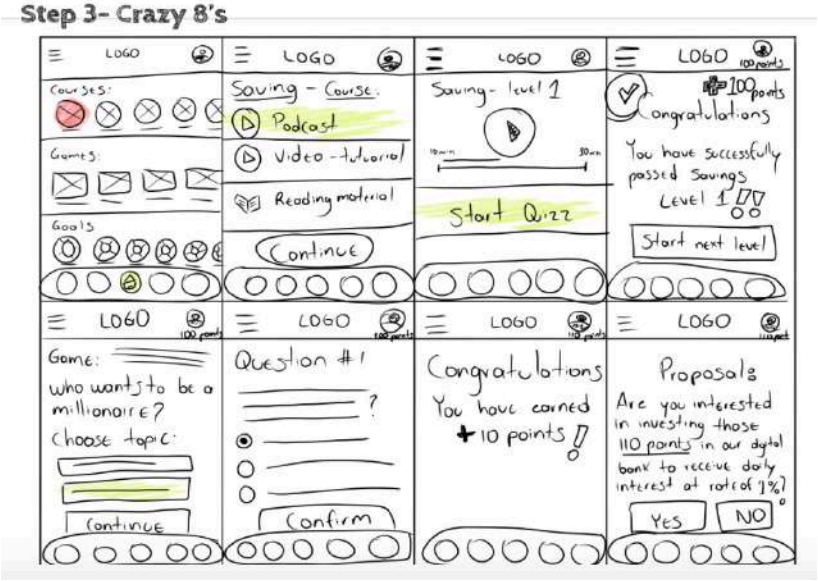


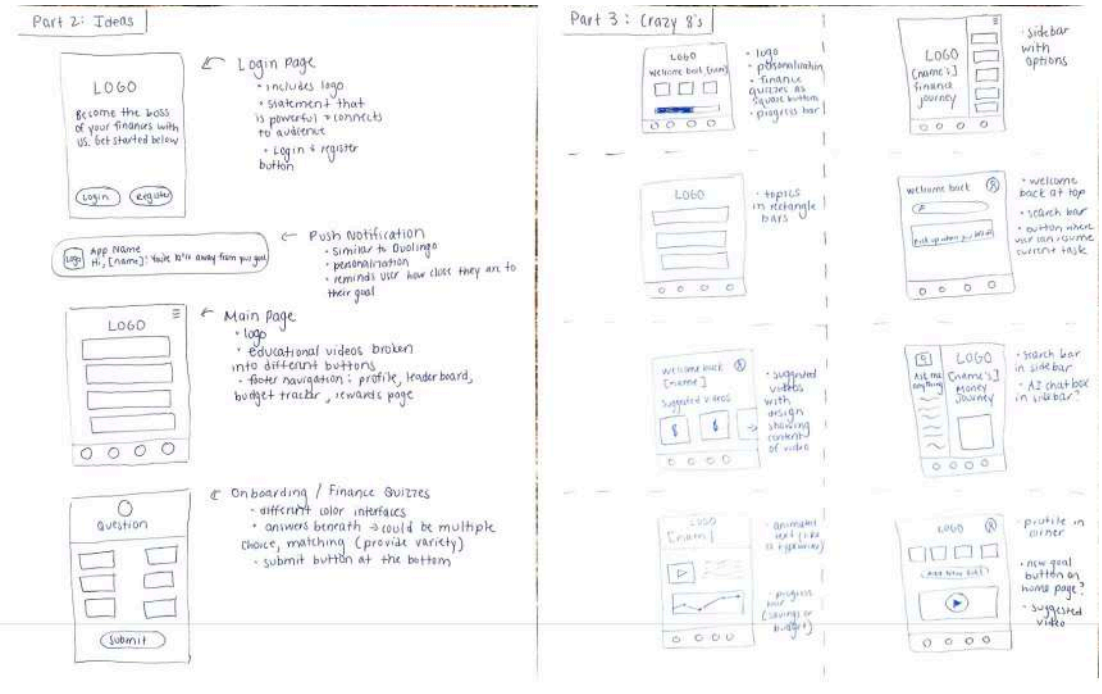
Appendix D: Solution Sketches











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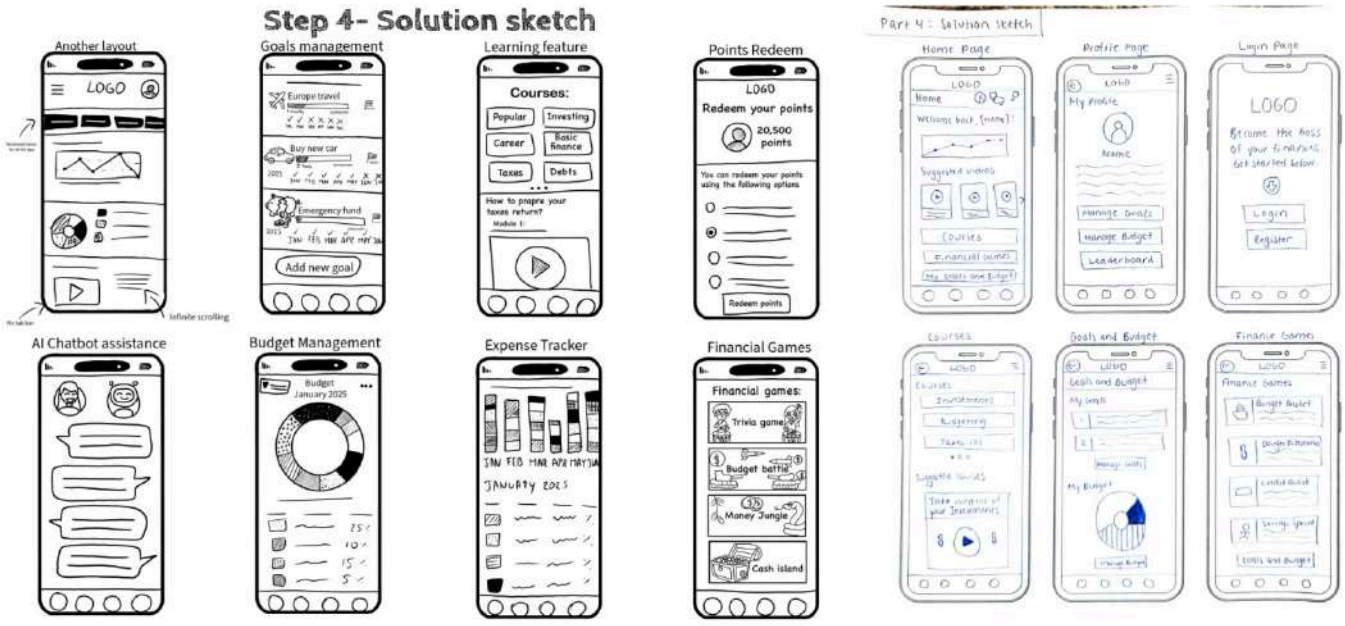
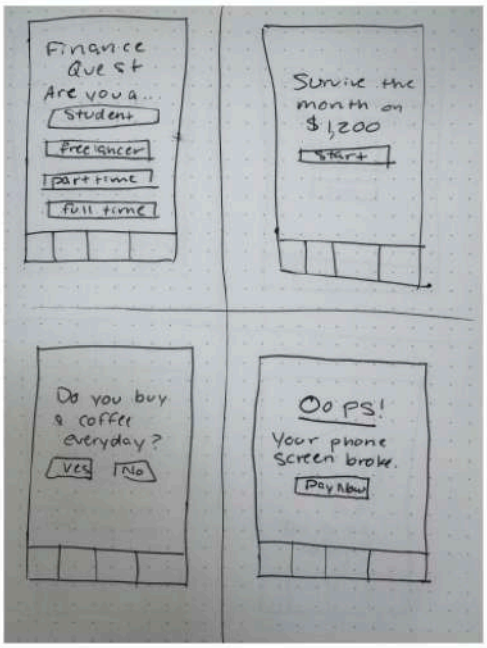
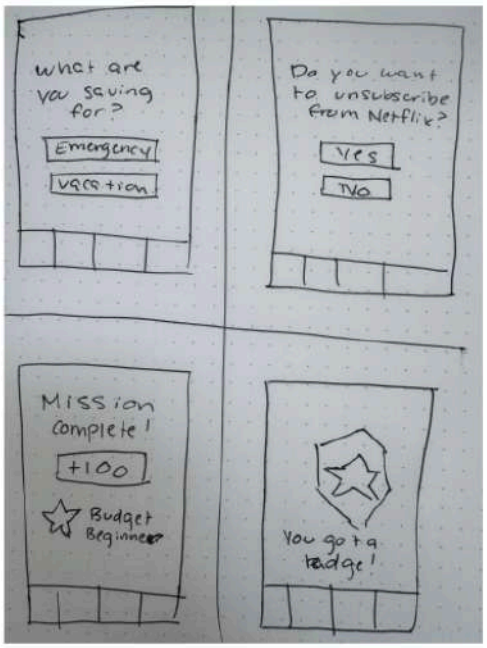
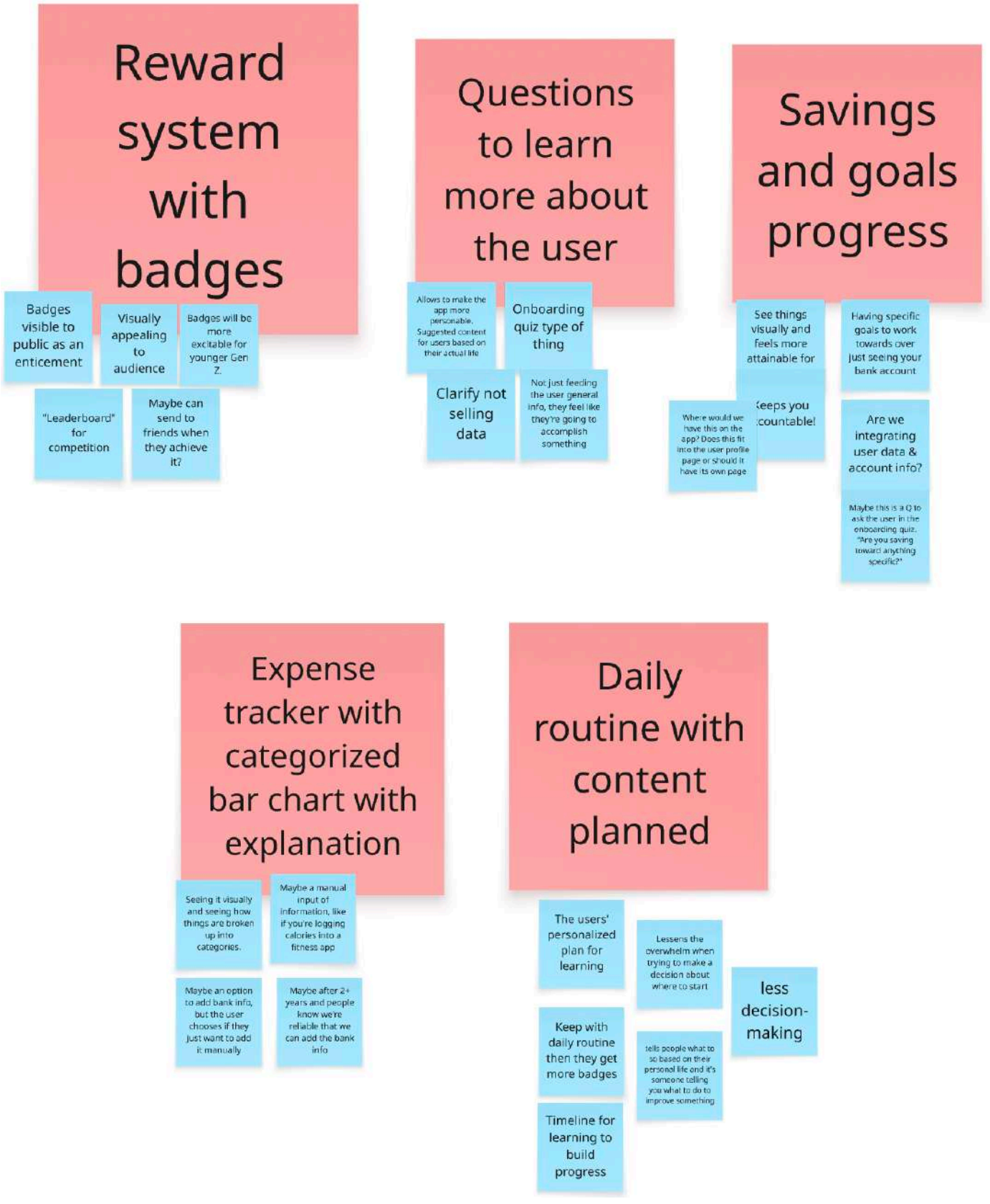






Appendix E: Heat Map Voting Features



July 2025

WalletWize

Design Sprint Report