RETIREMENT INVESTING AND UX
How a three-pronged approach can improve the learning process for new investors

PROBLEM

Retirement investing is a necessity for millions of Americans. But learning about investing is difficult, time-intensive, and boring. How can a UX approach improve the learning process for new investors?

APPROACH

User Research
Understanding the learning process for new investors.

Content Strategy
Mapping investor learning goals to appropriate content.

Interaction Design
Creating a smooth learning journey for new investors.

SOLUTION

Learnsworth.com
A website that helps you learn the things you don’t want to learn, retirement investing included.

Based in research.
Creating and testing content through research. Discovering and eliminating user pain points. Using research to inform content strategy.

A content-first philosophy.
Making sure content works before everything else. Crafting compelling, relevant, and useful content. Addressing user learning goals with content.

Interaction design that facilitates learning.
Simplifying interactions to focus on content. Designing experiences for multiple channels. Developing intuitive user learning flows.