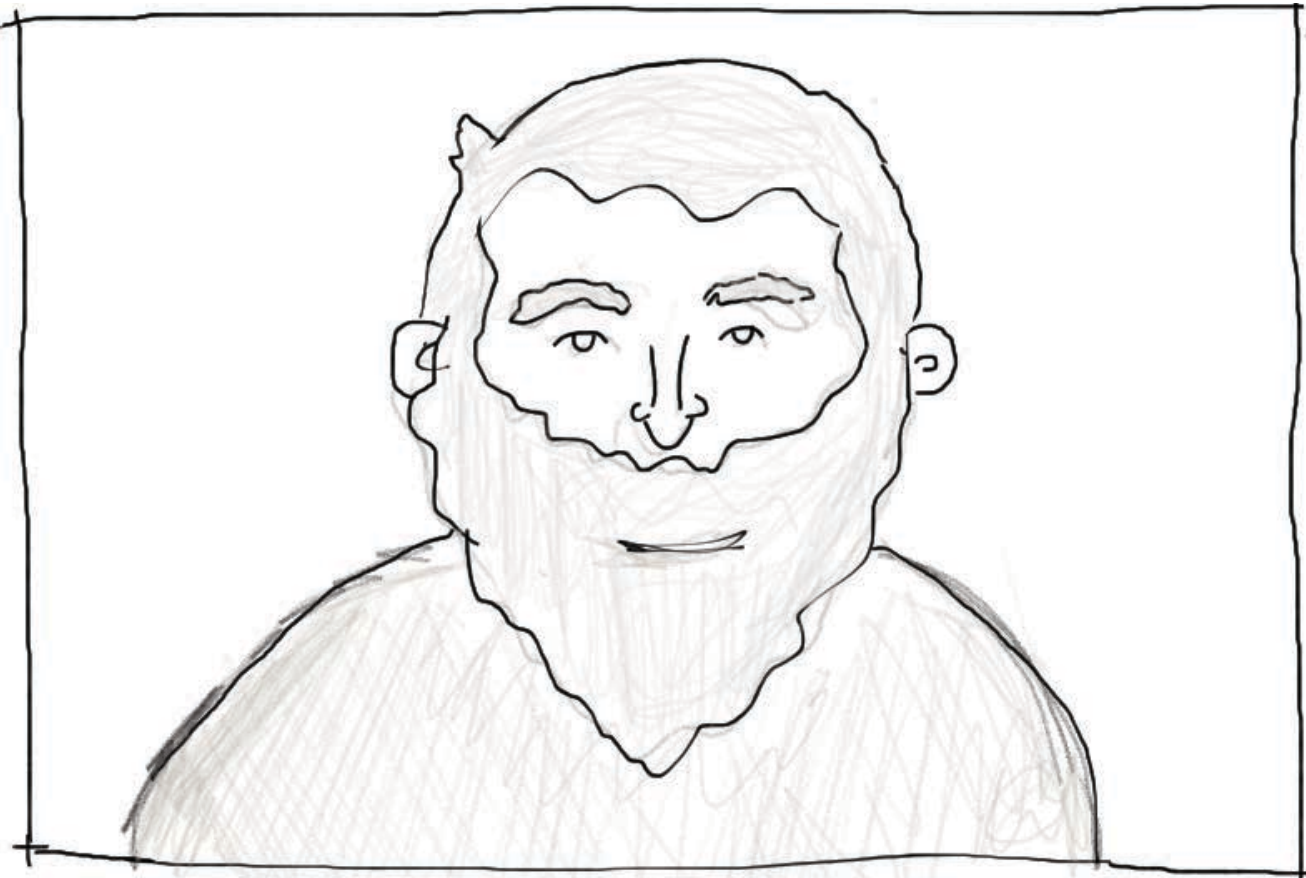


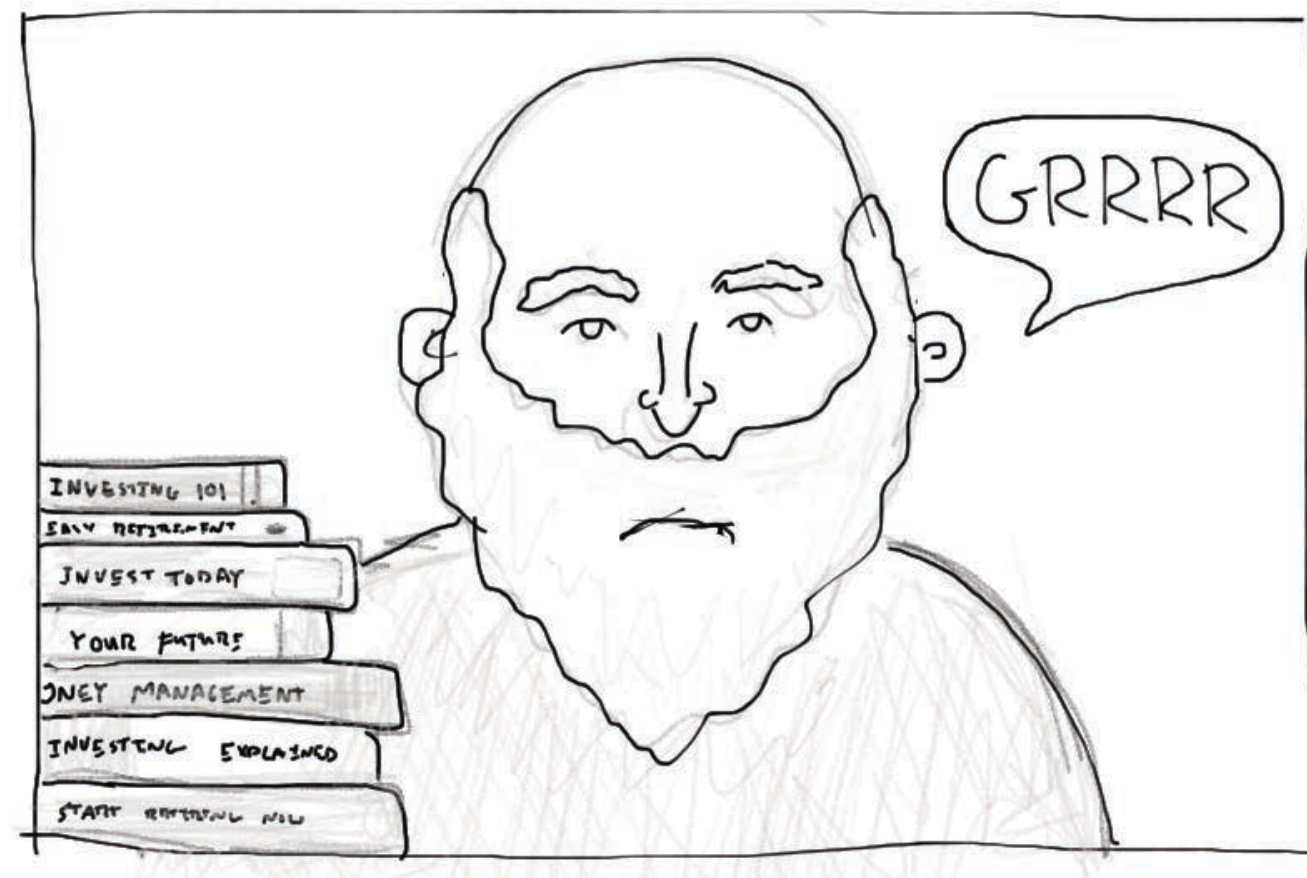
# RETIREMENT INVESTING AND UX

How a three-pronged approach can improve the learning process for new investors

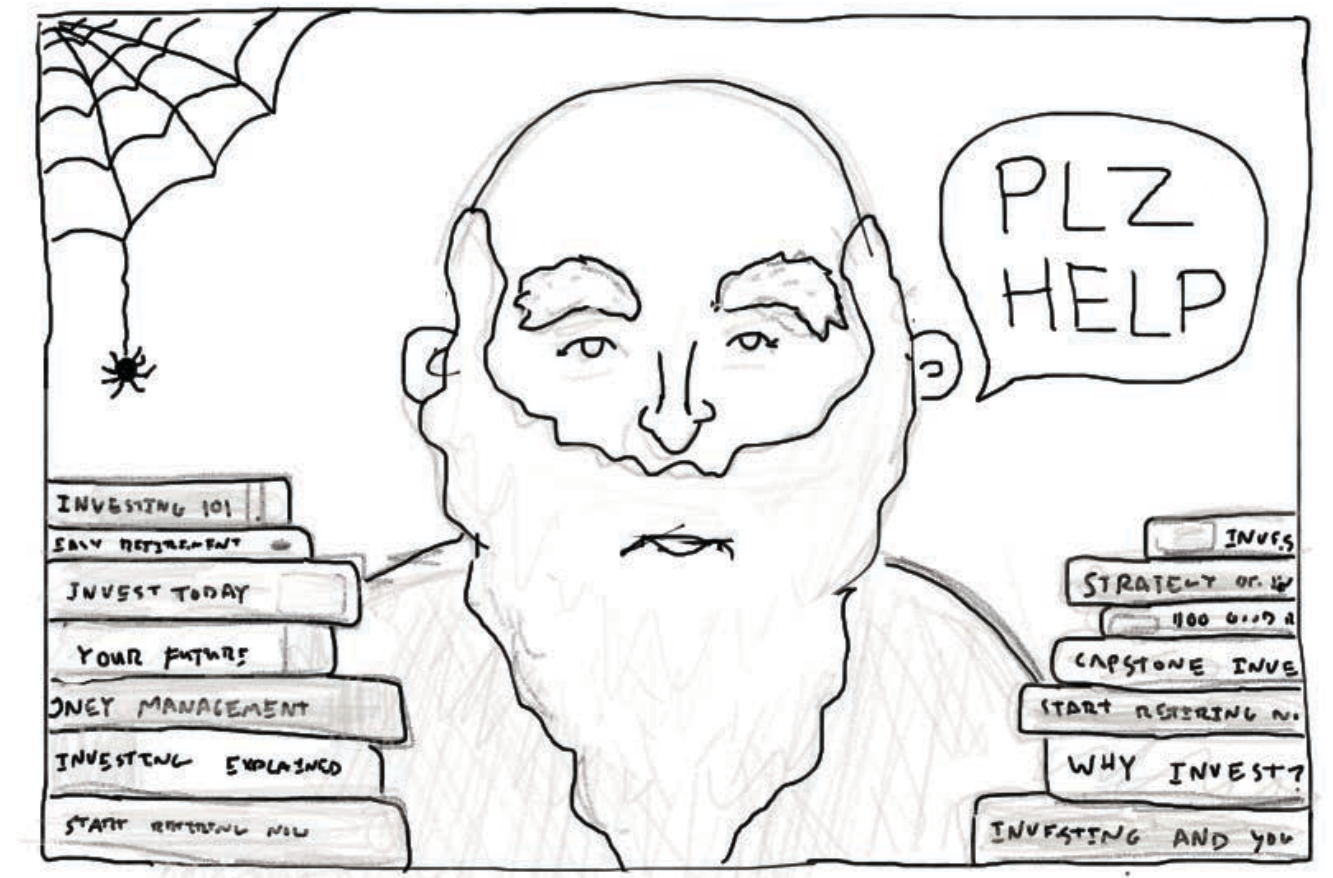
## PROBLEM



Retirement investing is a necessity for millions of Americans.



But learning about investing is difficult, time-intensive, and boring.



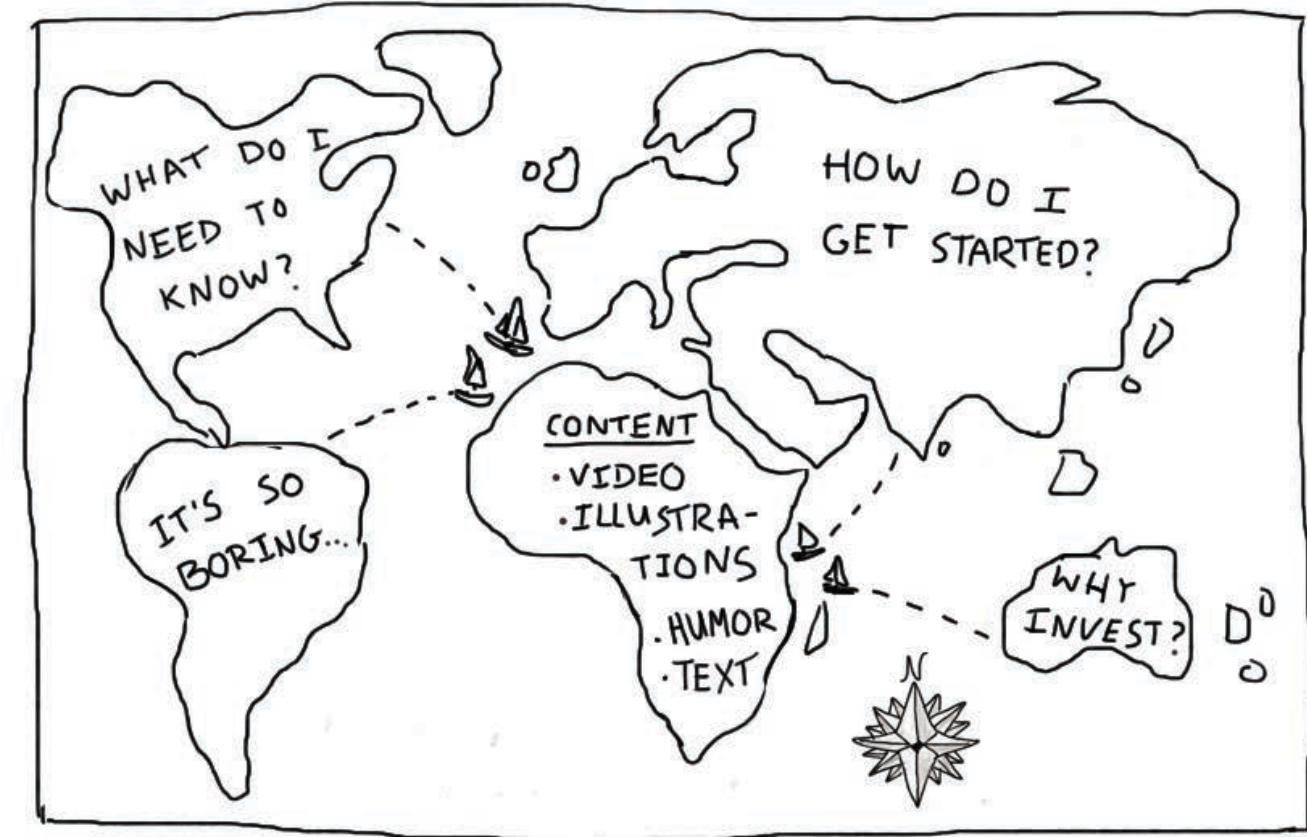
How can a UX approach improve the learning process for new investors?

## APPROACH



### User Research

Understanding the learning process for new investors.



### Content Strategy

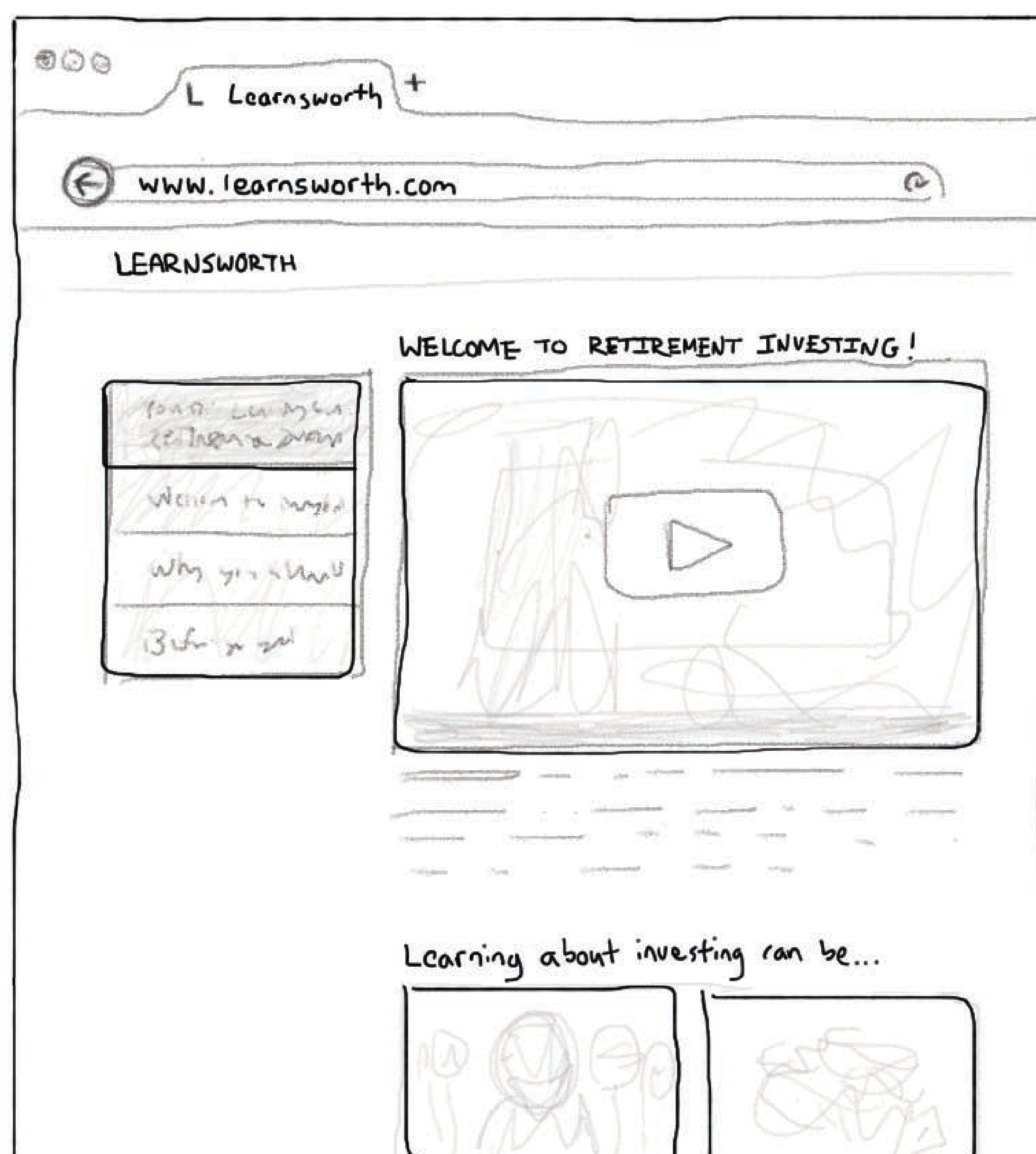
Mapping investor learning goals to appropriate content.



### 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.