



BACKGROUND

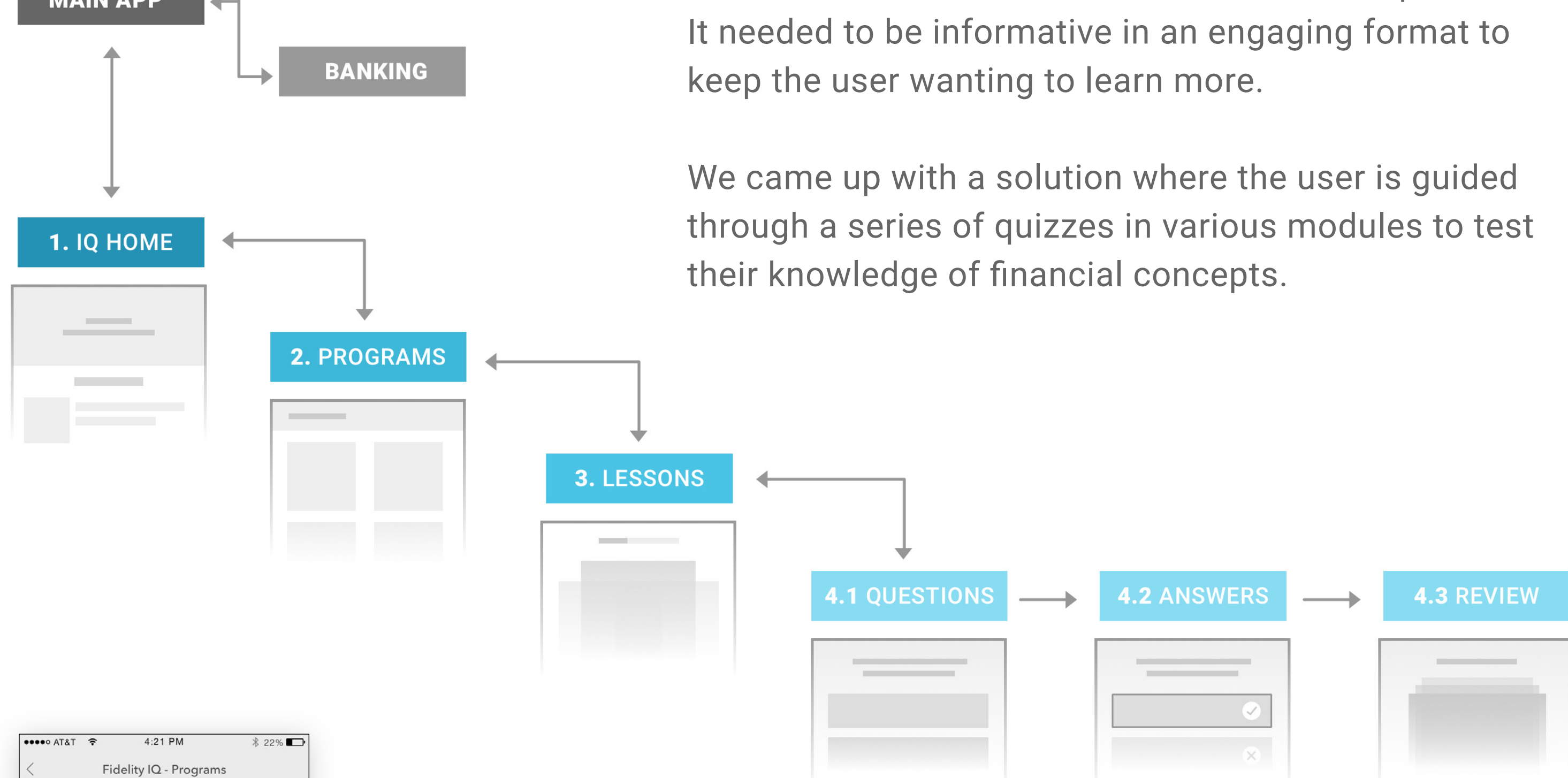
Fidelity Investments approached Intrepid with a concept to create a financial education center within their existing app called Fidelity iQ. The goal was to have a modular learning system with easily digestible content targeted towards millennials.

I was the designer on this project and oversaw it in its entirety from the design & discovery phase all the way through to user testing, prototyping, and final visual design.

IDEATION

Financial education was at the core of the experience. It needed to be informative in an engaging format to keep the user wanting to learn more.

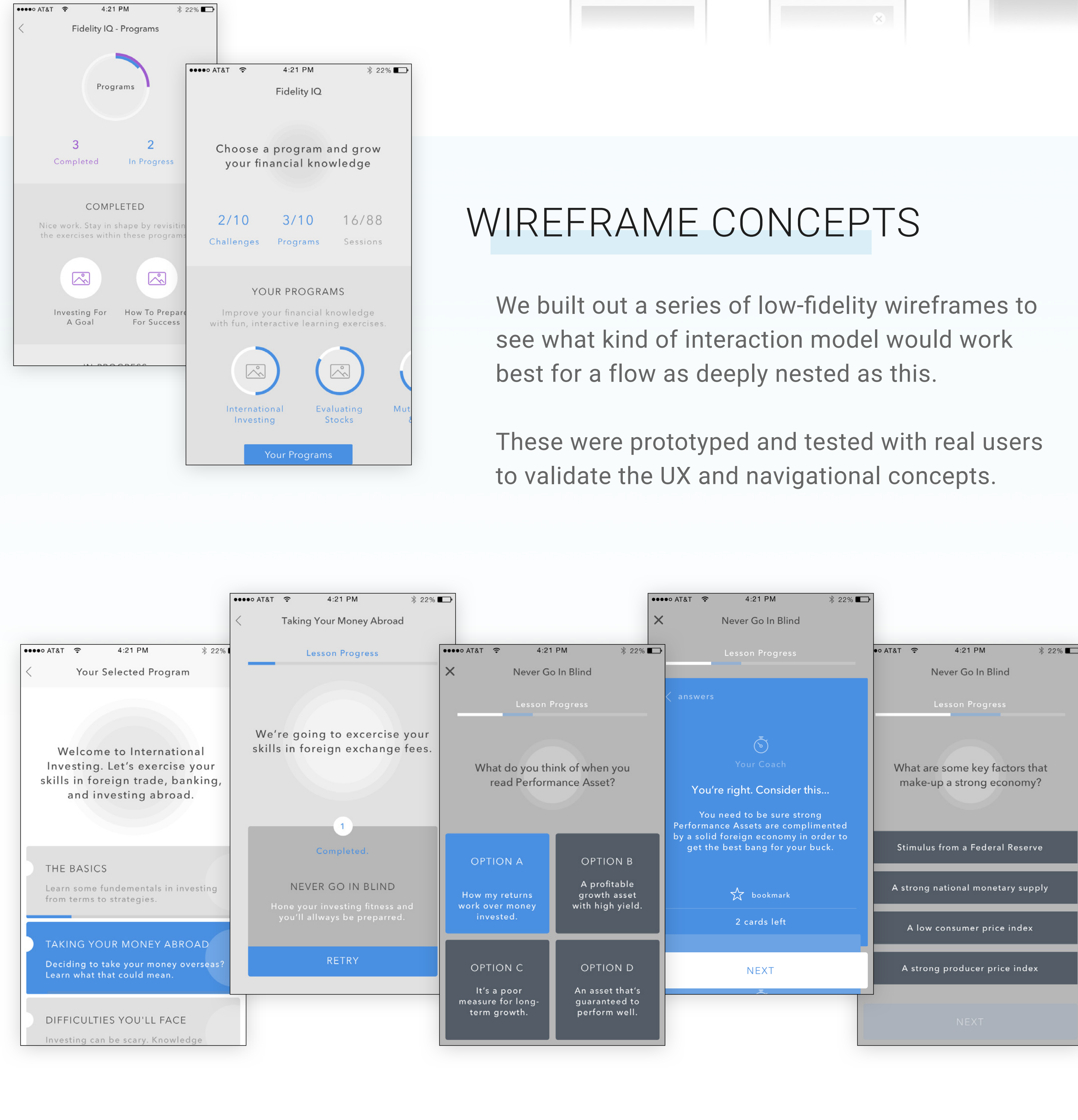
We came up with a solution where the user is guided through a series of quizzes in various modules to test their knowledge of financial concepts.



WIREFRAME CONCEPTS

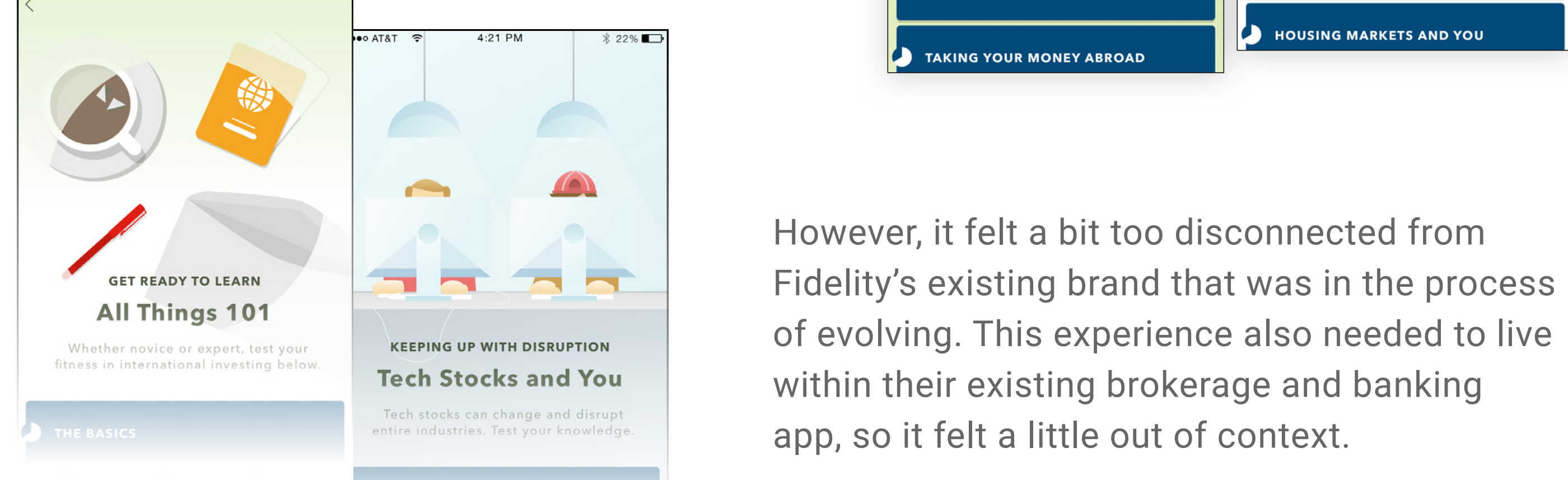
We built out a series of low-fidelity wireframes to see what kind of interaction model would work best for a flow as deeply nested as this.

These were prototyped and tested with real users to validate the UX and navigational concepts.



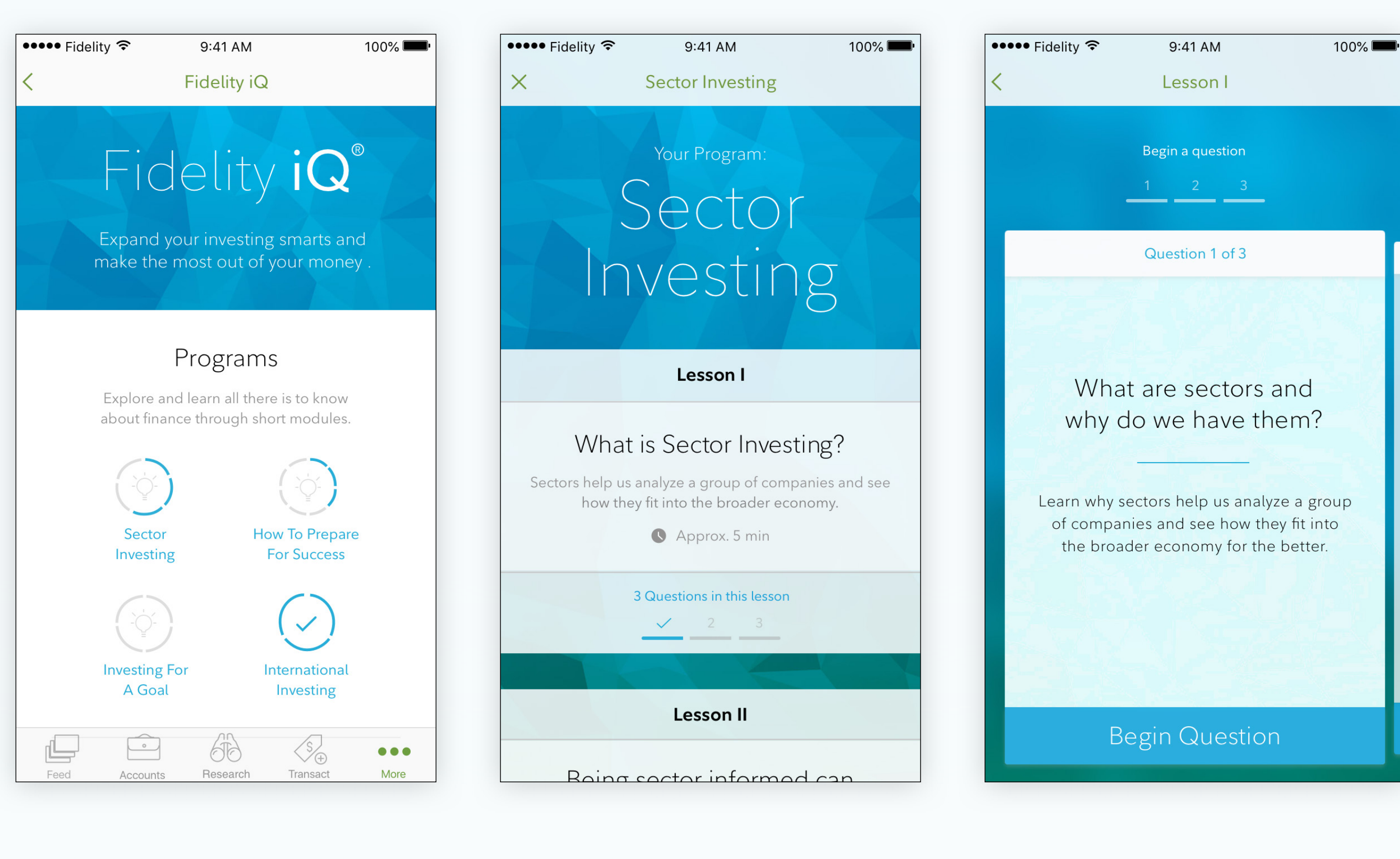
LOOK & FEEL EXPLORATION

We wanted each program to feel special, and were toying around with the idea of giving every single one a unique visual illustration. Light, airy, and relaxing was the theme.

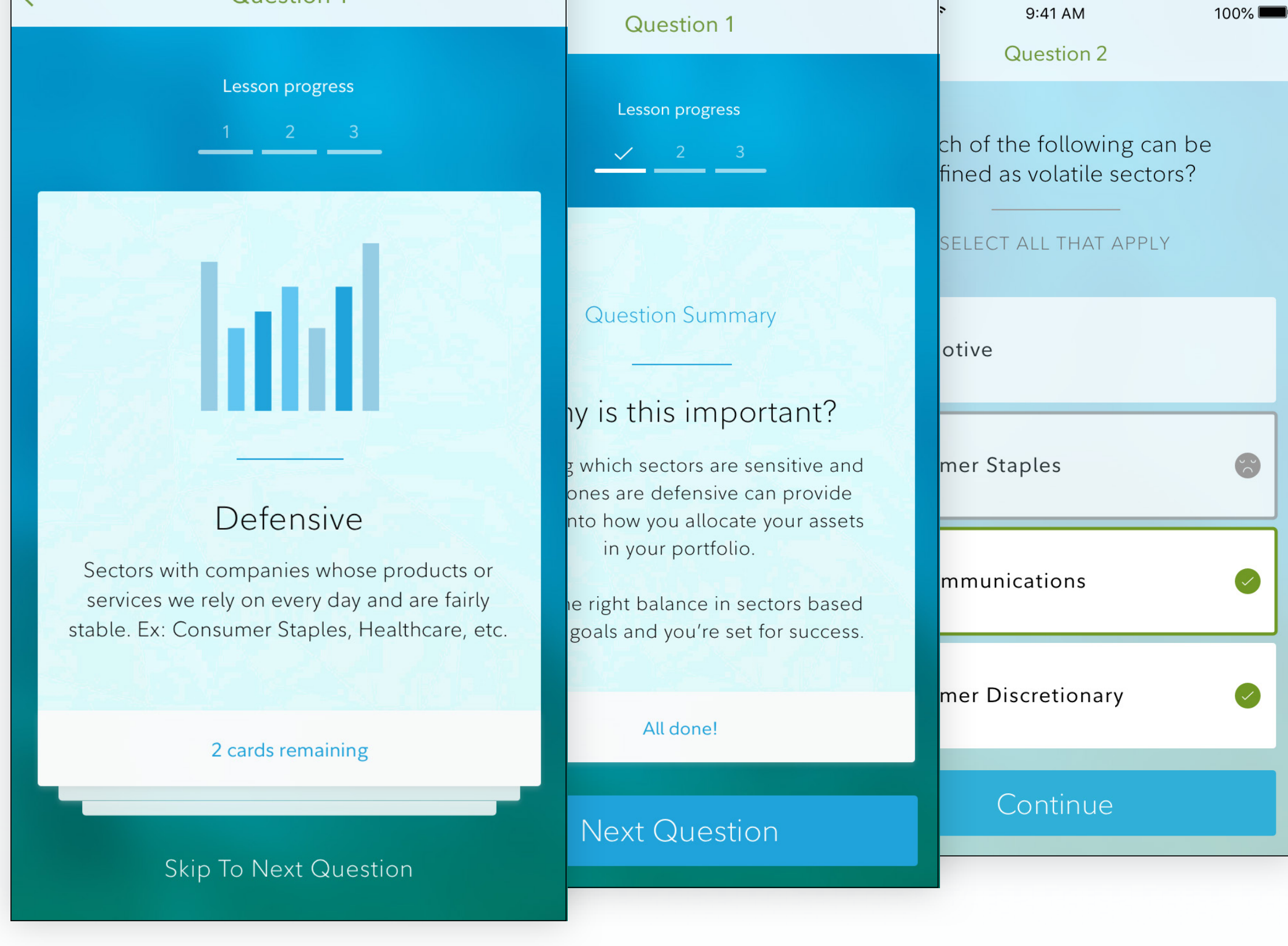


However, it felt a bit too disconnected from Fidelity's existing brand that was in the process of evolving. This experience also needed to live within their existing brokerage and banking app, so it felt a little out of context.

FINAL VISUAL DESIGNS

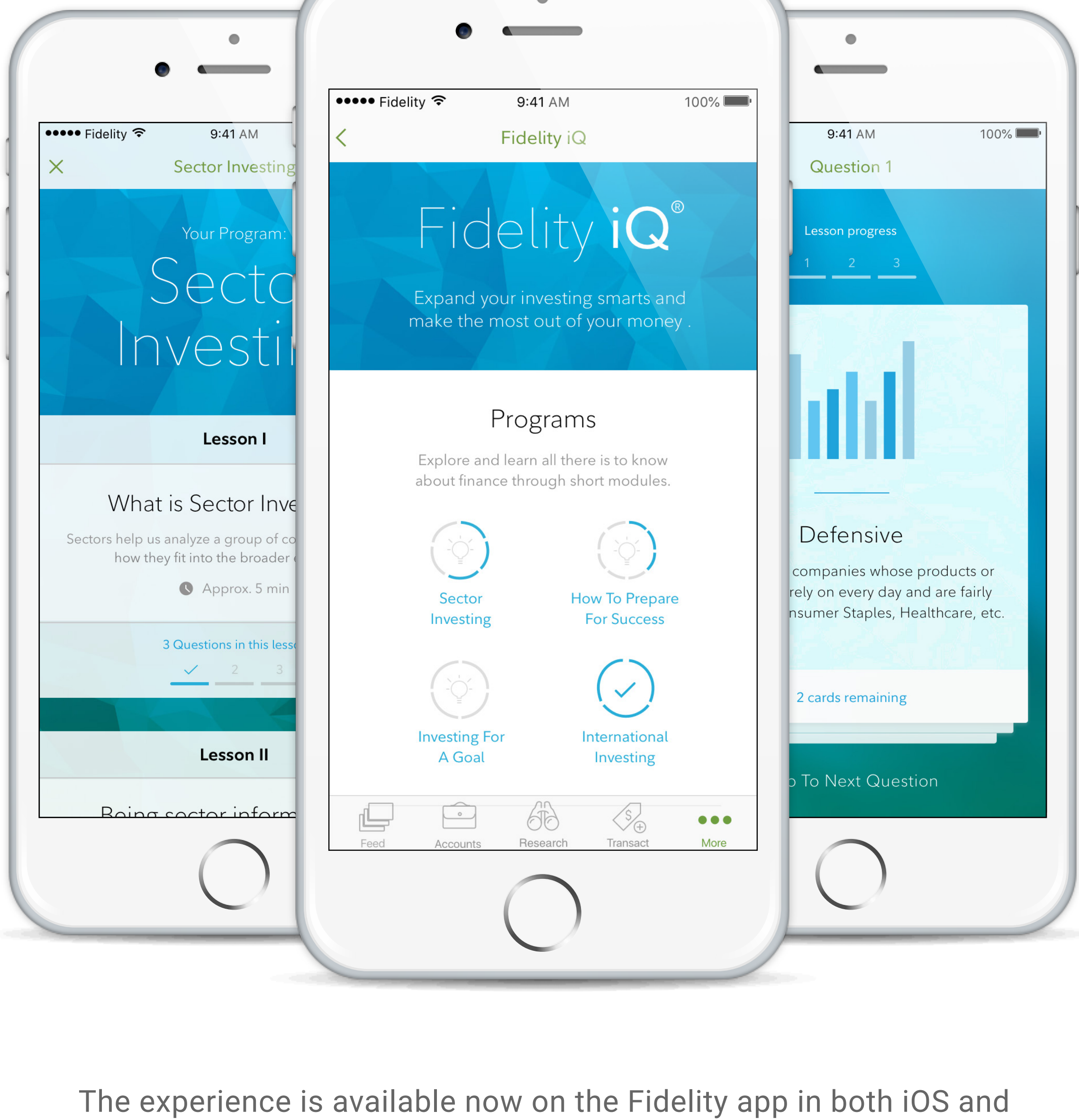


We re-worked the experience to use Fidelity's branding and added a modern vector pattern as a backdrop. I also heavily iterated on the circular progress display of how many lessons in a program the user had completed.



We included a swipable card interaction for the end-of-lesson summaries, which condensed key information into a quick, snackable format. All the lesson flows were tweaked for simplicity and ease-of-use.

AVAILABLE NOW



The experience is available now on the Fidelity app in both iOS and Android. After launching, Fidelity iQ was renamed to **Learning Center**, and it can be accessed from the "More" menu of the bottom tab bar.

THANKS FOR READING

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