DEFINE.
PROBLEM

We are living longer and saving less.
SUCCESS STATEMENT

13.70 will be successful if participants are informed as to why saving in your 20s is beneficial and are encouraged to make choice financial decision to begin their journey to financial accountability.
TARGET MARKET
College students about to graduate and enter the workforce.
PROJECT OBJECTIVES

Learn more about personal finance
Design small changes for a big impact
Encourage millennials to consider the benefits of saving and investing
SCHEDULE

Week 1-3: Conceptualize, identify, strategize

Week 4-6: Ideate, create, execute

Week 6-8: Compartmentalize, regroup, restructure

Week 8-10: Refine, retouch, present
BRAINSTORMING
How to start:
1. Why questions asked in past?
2. List 3 things you want to save or invest for:
   - Short term (0-6 months to obtain funds)
   - Long term (1-2 years)
   - Invest for 1 year
3. "You can save your total savings/household income.
   "Where you should?"
4. Identify your current net worth statement.

Key Vocabulary Words:
- Assets:
  - Home
  - Stocks
  - Bonds
  - Cash
- Liabilities:
  - Mortgage
  - Credit Card
  - Auto/Car
  - Student Loan
  - Other

Other:
- Diversification
- Risk
- Allocation
- Cash
- Invest
- Home
- Financial
- Stock Market
- Index Fund
- ETF
- Target Date Fund
- Dividend Rate
- Price to Earnings Ratio
- Stocks
- Active Manager
- Blue Chip
- Savings Accounts
- Bear vs. Bull
- Certificate of Deposit
- P/E Ratio
- Bonds
- Money Market
- Market Risk
- Beta
- Variance
- Standard Deviation
- Return
- Risk

Know your income & what you spend
- Monthly Income
- Monthly Expenses
- Finding the amount to save & invest

Best investment: when you need the money
- 10 years or less: you may choose to be more aggressive. Invest
- Short term = 5 years or less: avoid risky

A frequent mistake: people putting money into a bank for a long time. In modern times, pay a low amount on
SKETCHES
MOODBOARDS

A compilation of various images, colors, and type to frame the conceptualization surrounding 13.70.
RESEARCH QUESTIONS

Do you save?

Do you think Gen Y’ers save enough? Too much? Too little?

If too little, what do you believe the greatest barrier to entry keeping someone from saving adequately?

On a scale of 1-10 how important is saving to you personally?

Do you have a savings account separate from your checking or day to day spending accounts?

On a scale of 1-10, how would you rate your knowledge on saving, investing, compounded interest, RothIRA vs. traditional 401K?

Where would you say most of your disposable income goes to every month?

Is $5.48 daily a lot or a little amount to you?

Pocket change? Do you have it? What do you normally do with it?

Do you believe saving, investing education should be an educational component within academia? Or do you view saving and investing as a lifestyle...either you have it or you don’t?

3 knee jerk reaction words that come to mind when thinking about saving and investing?

Is this something to even care about? Does this even matter?
36 participants
34 Miami Students, 2 other; all seniors

Key survey takeaways:

72% of students had little to no knowledge of personal finance.

92% of students felt it was important to very important to practice good saving habits.

75% of choice spending went to food, clothing and alcohol.
THREE PROTOTYPES

- Personal finance app
- Personal finance “chapters”
- Personal finance kits
Concepts needed a more playful vibe. Consider playing cards?

Even to simplify more.

Use a stacking metaphor.
21 students were given the kit to interact with, provide insight and feedback on.

Credit card stickers were given to participants for personal use.
DESIGN REVISION FEEDBACK

Breaking down $1.5 million dollars to burrito bowls and dollar pitchers.

Numbers were effective, but tangibles had a greater impact.

“You made me stop and think.”

Stacking metaphor

Credit card sticker
DESIGN REVISIONS

Personal finance kits
Thursday, April 17th, 2015

Critic: Laurie Haycock Makela, AIGA medalist

Heistand Hall, Miami University
SUBMIT.
a defined retirement contribution plan where an employee can make contributions from his or her paycheck either before or after-tax. Earnings accrue on a tax-deferred basis.
Small, choice purchases quickly add up. Place these stickers on your credit card to remind you to think before you spend and strive to save $13.70 a day.
REFLECT.
There is a need and a market.

Potential for partnership or sponsorship?

Elevate Network.
Best to start with a defined problem.

Be narrow; think impact rather than scale.

People surprise you with what they like and what they don’t.

Listen. It never goes out of style.

Investing is a journey; treat it as such; not an overnight sensation.