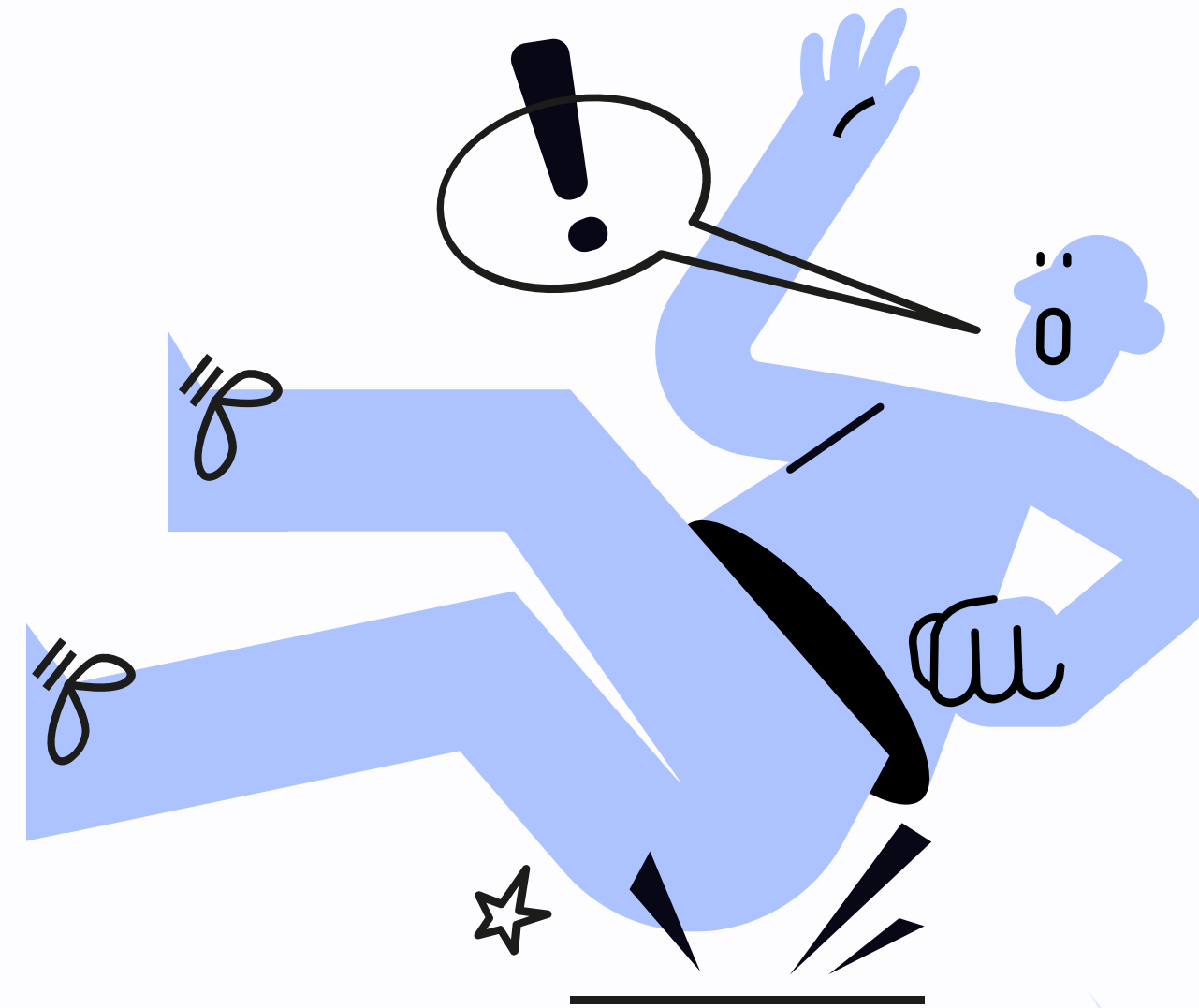


Financial empowerment for young adults💰

Team26 Xinyi Jiang, Srinija Kambhampati, Jiayuan Qiu

This is Jessie, a 19 year old student



“

I have **anxiety** about it. In my head, it's like if I fall sick, if there's chronic illness, do I have means to survive.

“

Having a savings plan gives me security, but I **still feel stressed** about my financial future.

“

I **feel guilty** if I spend on something that gets wasted; it stays with me for a few days.

“

Growing older, **more responsibility, more wants, more needs**; you start viewing finances a bit differently.

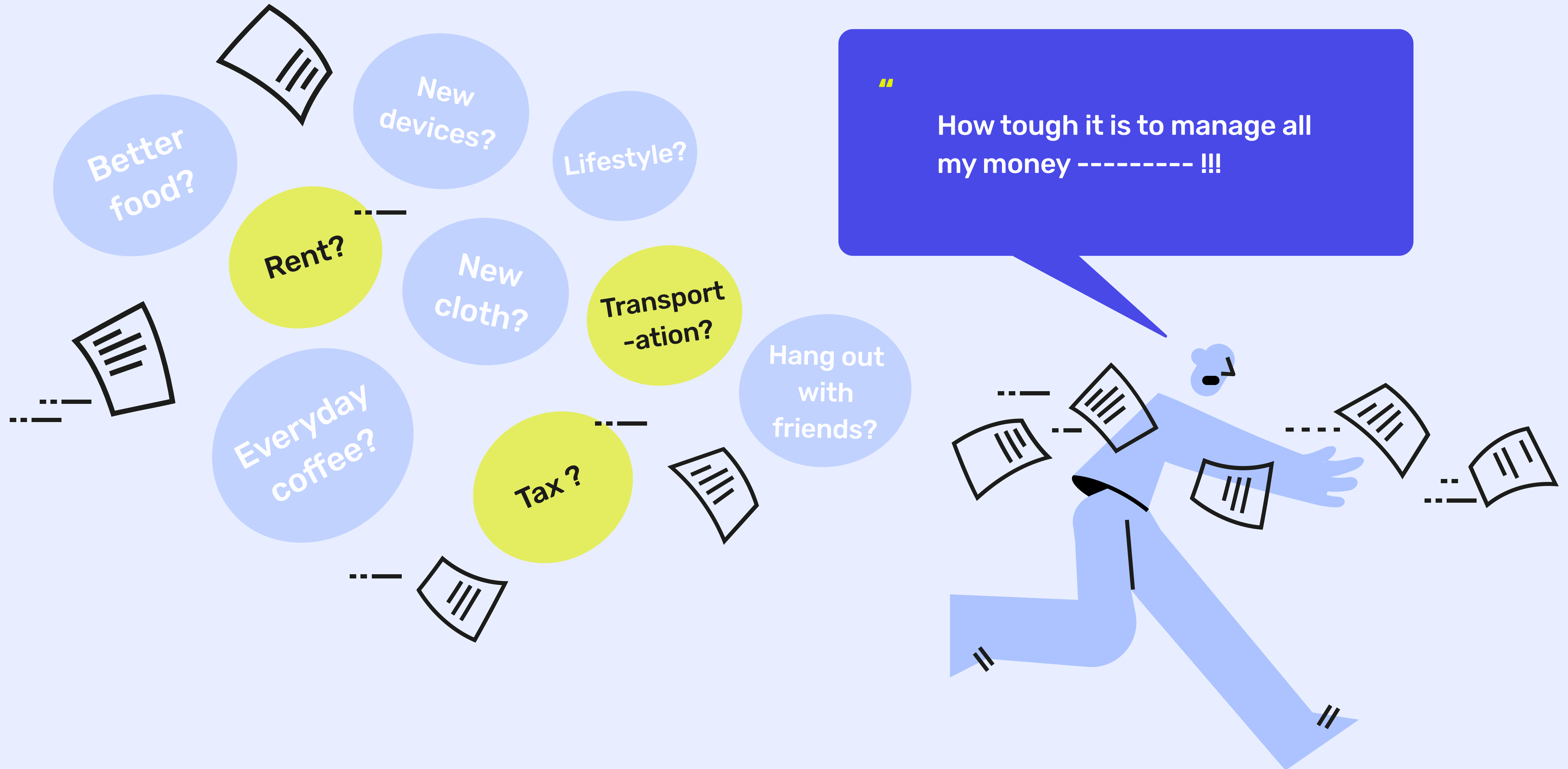
“

I see the videos on how to manage money, but I **find it overwhelming**; my income just isn't enough.

“

I **hate uncertainty with money**. When it gets tricky, you always want to have a quick fix and never feel out of control.

And when it came to living by herself for the first time..



Key Findings



We Conducted:

3 Expert Interviews

25 User Interviews

Desk research

Ethnographic Research (Peers and Observation)

1.

Financial Understanding:

Many respondents express confusion over financial tools and the complexities involved in managing their finances effectively.

2.

Family Influence and Values:

Several respondents noted that their parents either educated them minimally about finances or influenced their spending through strict rules.

3.

External Influences:

Several respondents mention that their spending habits are influenced by external factors such as technology and social media, trigger impulsive buying decisions.

4.

Emotional and Psychological:

Some respondents feel pressured to spend to maintain a certain lifestyle or to satisfy social expectations.

Key Insights

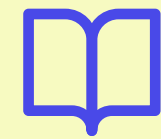
“

Through the research, we can see everyone has different approach towards money management, but there's still something remain the same.



Emphasis on conscious saving

There is a need to save for the future, even among those who may not worry much about their financial situation.



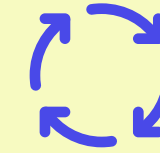
Reflective Learning

Individuals often monitor their spending behaviours and adjust accordingly based on past experiences.



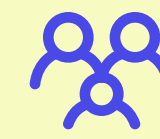
Moving countries

The impact of transitioning to a more expensive environment has led to a more careful approach to financial management.



Internal Mechanisms

Individuals develop internal mechanisms for decision-making that often blend intuition with rationality.



Parental Influence

Some individuals experience freedom in spending without parental limitations, while others may feel restricted by their parents' values.



Why does it matter ?

1.

Young adults are more vulnerable to stress, poor decision-making, and silent financial struggles that can escalate over time.

2.

Financial education provides security, resilience, and helps build confidence required navigate life with integrity.

“

How might we create a system that helps young adults aged 18–21 understand and manage their finances through simplified, real-life learning?

Ideation:

- actors
- 1. Parents - Student
- 2. Teachers - Student
- 3. Educational Institutions
- ↳ extended to Society.
- Toolkit
- Guided learning mechanisms.
- Trigger: to engage the audience.

Strategy:

Instant self reflection: Telling the users where they are on the journey.

Highlight strengths and weaknesses and point out where they could improve the learning journey

Personalised Insights

Cyclical learning.

Gradually building financial confidence

Engage → Trust → Retention.

1

2

3

Ideas:

WEBSITE - Fundamental Financial Knowledge

- Main Feature: Tool Kit.
- Other Feature: Games

Website has low, the whole thing needs to be subscribed.

Using ambiguity as tools

- Set open end questions for user to think (arouse them thinking).

Mechanism (Emphasis)

- Gamification
- Content design
- Evaluation

Multi channels (Awareness/Arouse)

- Publicity (Poster/Booklet/...) Interest)
- Workshop
- Podcast.
- Products.

Brand design.

- Merchandise
- Subscription model
- Learning ecosystem
- Short introduction video.

User Group

Defining user group

creating a grand narrative.

Past + Present + Future Trends

Problem Finalise.

Start ideation

Teachers

Student Union

Parents

18-21

Formative stage transition stage.

Gap between School, college and society.

Financial well-being.

Turn passive financial data into active, GUIDED LEARNING.

Process

Ideation - Mind Mapping, Persona Building + Empathy Mapping, Learning from Brands (The School of Life, Blackbullion, etc)

Synthesis - Personas, User Journey Map, Stakeholder Mapping, Theory of Change, Business Model Canvas

Prototype - Low and High fidelity Wireframes

Feedback / Iterate - User testing workshop

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Real-life finance

Engagement

Interaction

Self-discovery

Mintful

Mint + Mindful

— Your Everyday Money Companion —

Value proposition



Our service aims to empower **young adults aged 18–21**, especially undergraduate students **navigating early financial independence**, to understand and manage their money through bite-sized, interactive lessons grounded in real-life scenarios like rent, part-time income, and daily spending.

By replacing rigid, textbook-style education with real-time, intuitive, emotionally aware approaches, we **make financial literacy easy to practice**.



Habit-forming



Real-life lessons



Personally meaningful

Playful, Nano-Learning Design

Short, interactive, engaging lessons and mini-tutorials supported low-pressure, consistent learning

1

Integrating Learning and Reflection

Reflection tools such as quizzes enable users to link money with personal experiences and identity, designed to merge play with purpose.

2

3

Storytelling Through Scenarios and Characters

Lessons framed through relatable scenarios helped users project themselves into new contexts.

4

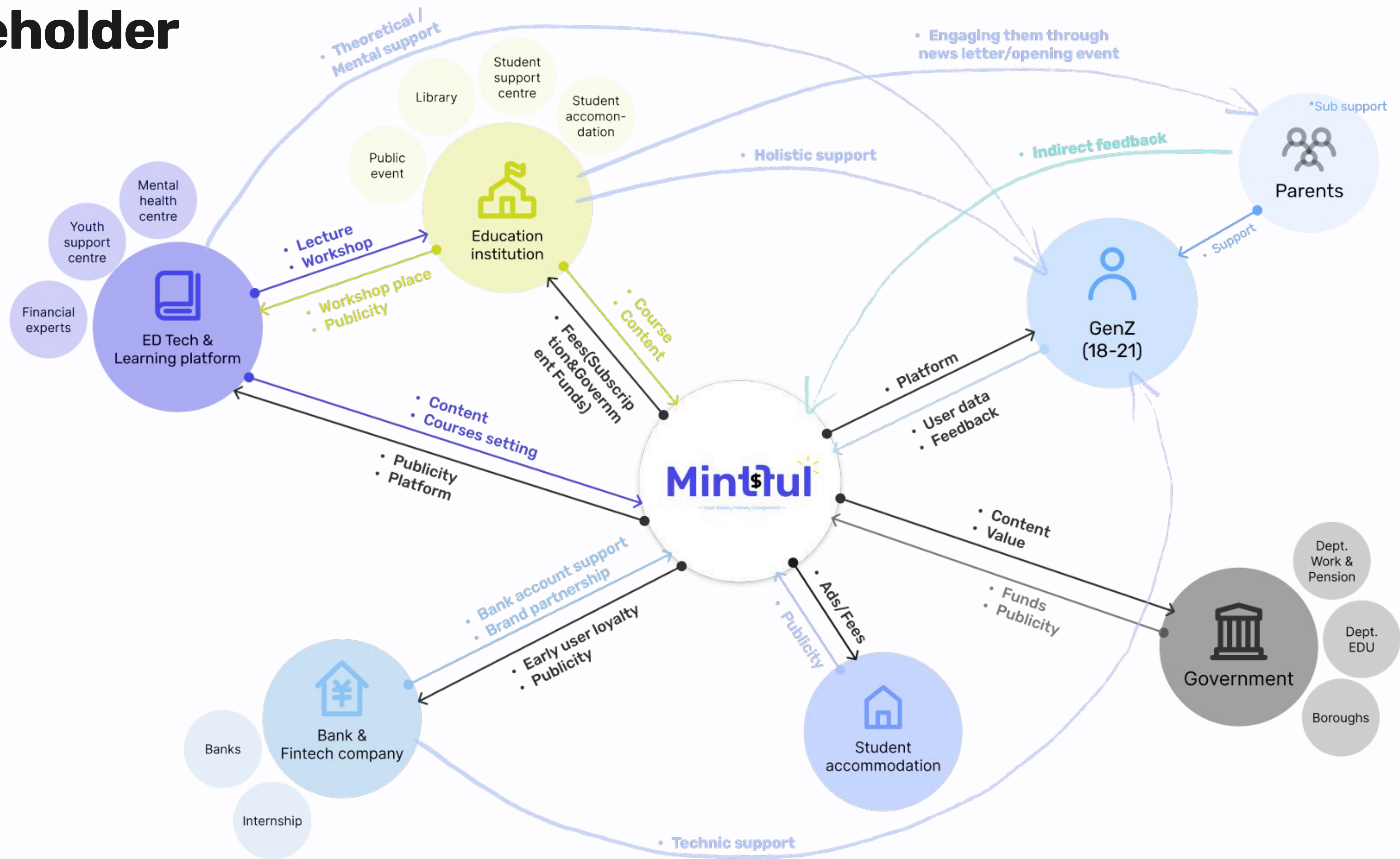
Real-life Framing of Financial Concepts

Explores emotional tensions such as peer pressure, independence, and identity.

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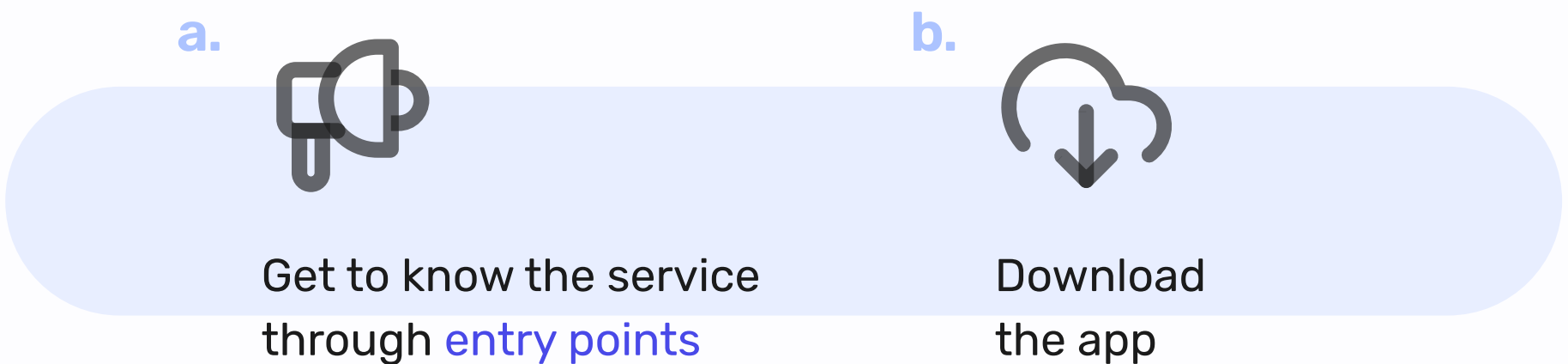
Design Approach & Strategy

Stakeholder map

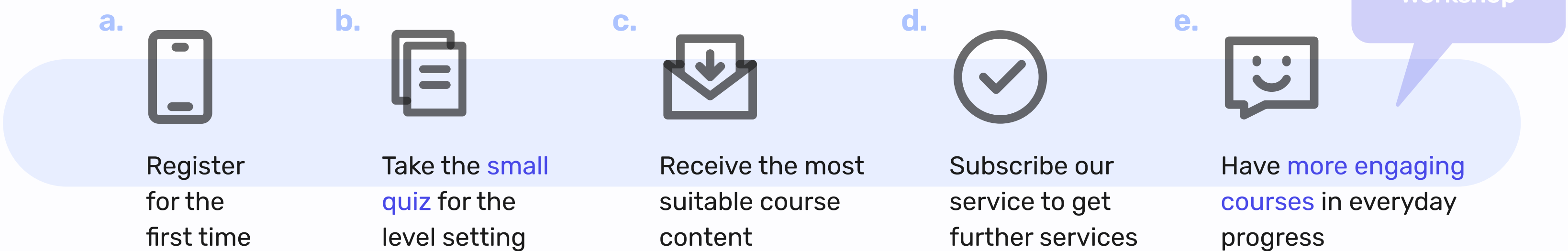


User journey

#1 Awareness stage

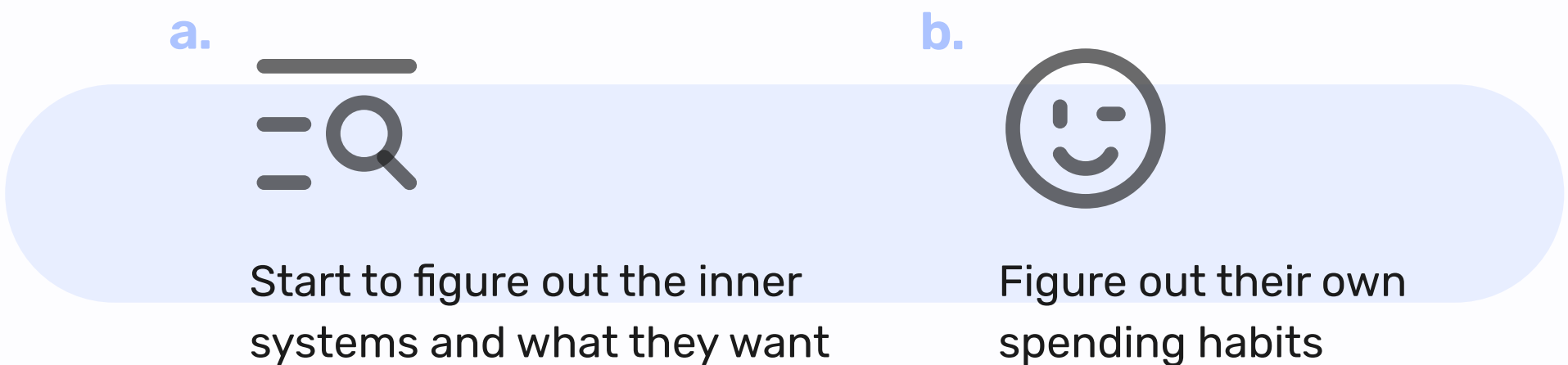


#2 Learning & Engagement stage



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#3 Reflection stage



Mainly divided into 3 stages, explain clearly how our service start and how our value is conveyed to the users.

#1 Awareness stage



Main entry point



University Events

Partner with colleges to offer workshops or pop-up booths during orientation or student fairs.



Student Housing

Place flyers, posters, or digital kiosks in common areas or lounges.



Online Learning Platforms

Promote your service as an app or interactive web tool on platforms popular among young adults for education or personal development.



Student Support Centres

Partner with campus mental health or counselling centres, highlighting the emotional side of money management and offering your tools as support.



Parents & Guardians (Newsletters)

Engage parents during university visits or through parent newsletters, encouraging them to introduce your service as a useful resource.

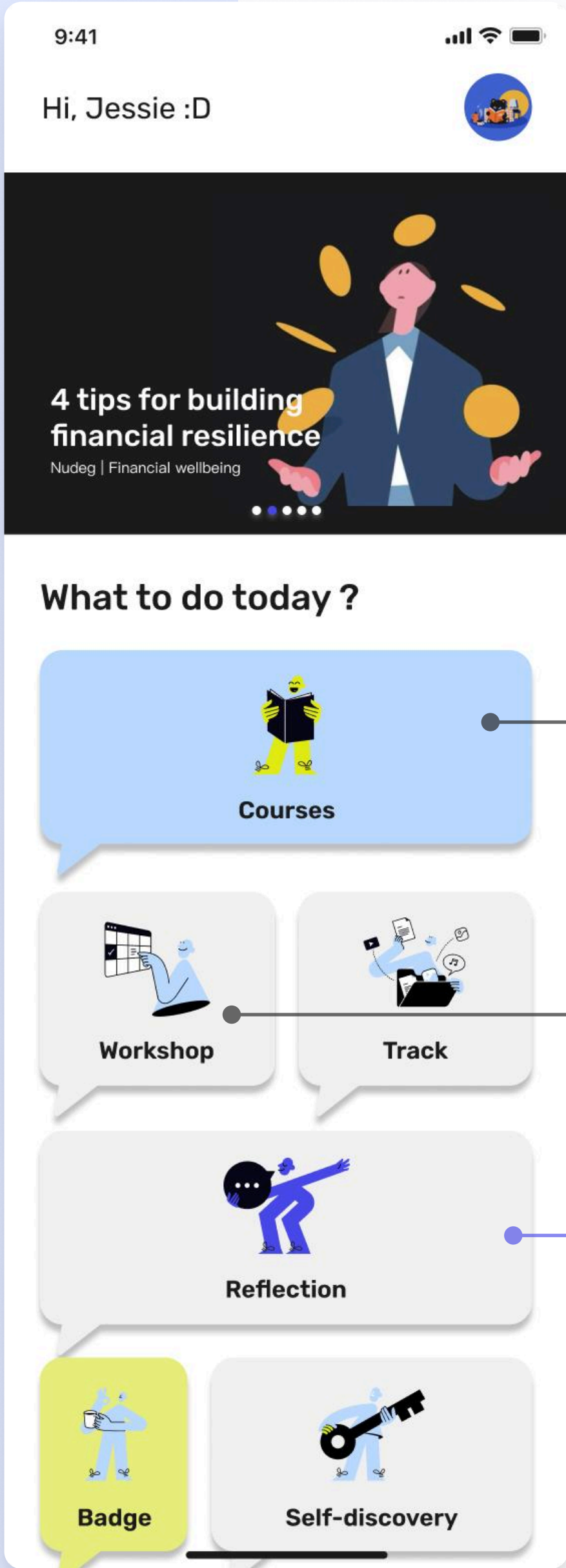


(The poster, scan the code to see our **expert** 🧑)

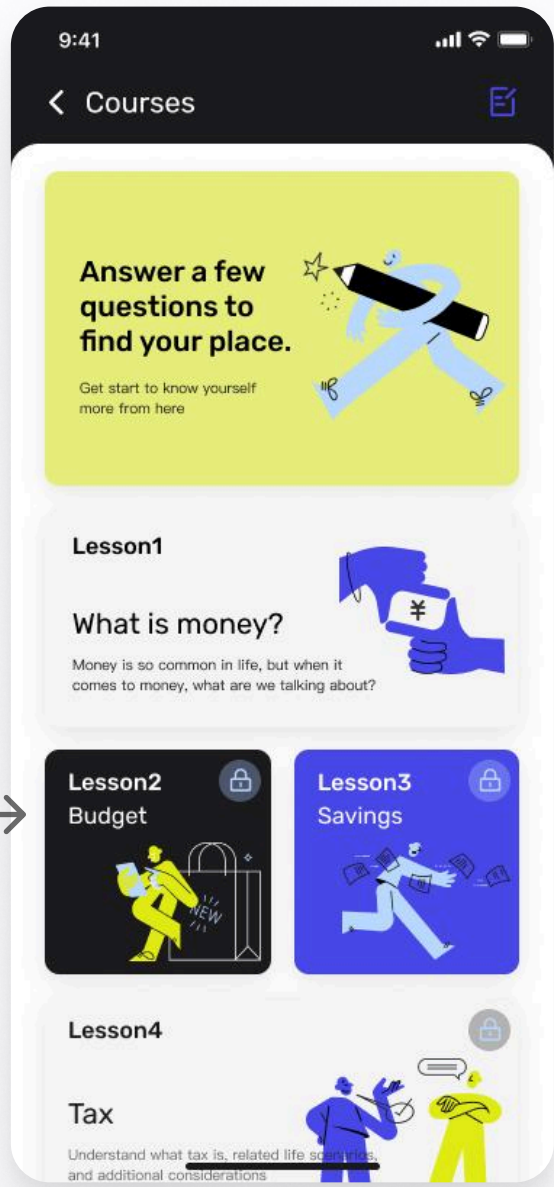
#2 Learning & Engagement stage



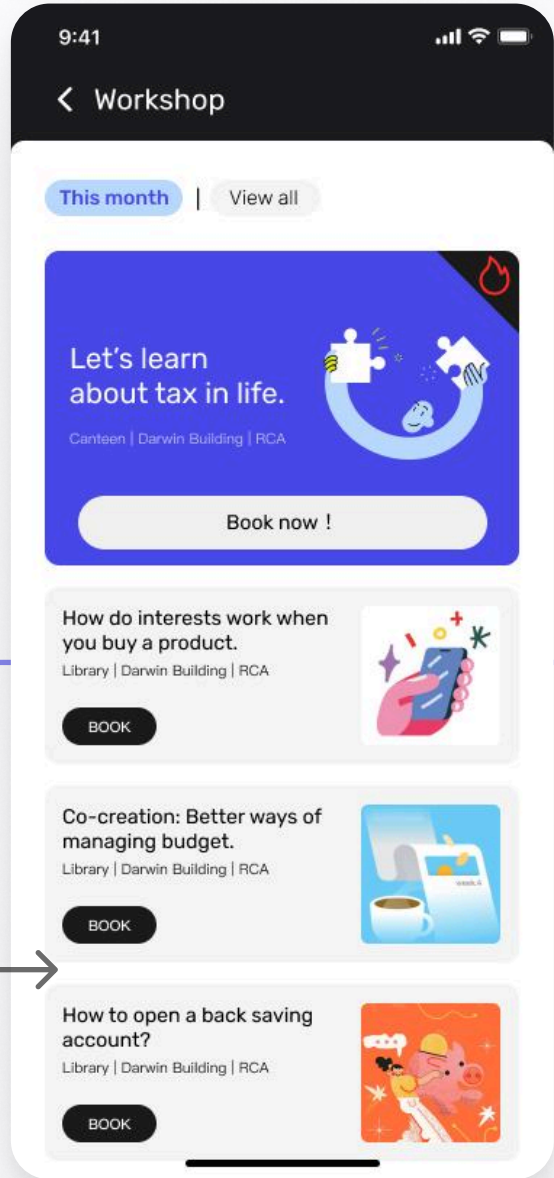
Mintful



a. **Courses**
Structured modules designed to build financial understanding across different levels.



b. **Workshop**
Curated sessions that simplify complex finance topics like behavioural finance into relevant, real-world insights and discussions.

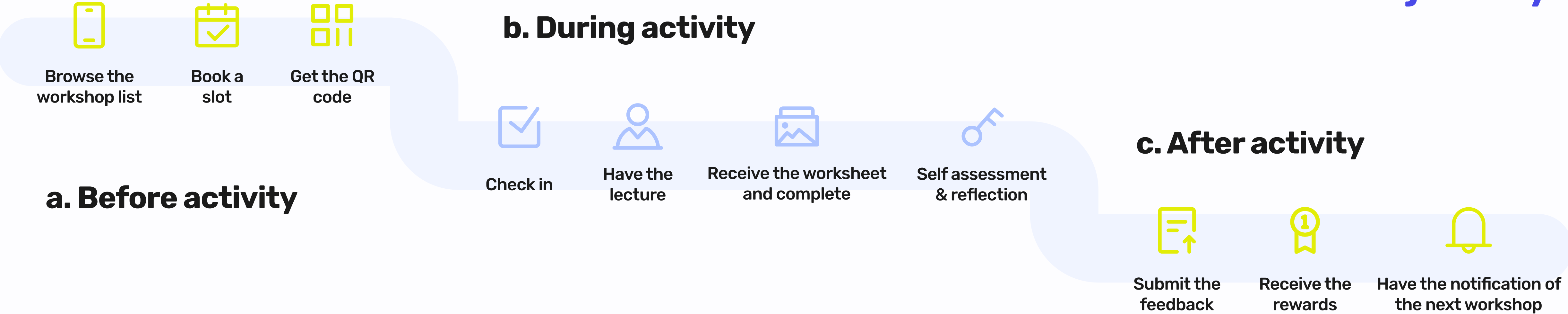


c. **Reflection**
Guided prompts that help users explore their financial habits, values, and decisions through personal insight and daily context.



#2 Learning & Engagement stage

User journey



//

Toolkit design

Haircut

£40/month

D

Vehicle gas fee

£220/month

T

Snack

£80/month

F

Eat out (5 times)

£120/month

F

Drinks

£50/month

F

New Airpods

£200

E

Fresh fruit (twice a week)

£50/month

F

Essential Meat

£200/month

F

Netflix subscribe

£17/month

E

Draw my spending

1. Introduce yourself

Name: _____

Gender: _____

Age: _____

2. Daily routine

Morning		Price	Tax
Afternoon			
Evening			

3. Self reflection

Q1: How much tax do you pay in your day?

Q2: Does it surprise you?

Q3: Any unexpected findings?

Draw my spending

1. Introduce yourself

Name: _____

Gender: _____

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Q1: How much tax do you pay in your day?

Q2: Does it surprise you?

Q3: Any unexpected findings?

Tax category sheet

Category	Tax Rate	Examples
Daily goods	20%	Drinks Clothes
Electrical devices	20%	Apple products
Vegetables	0%	Potatoes Tomatoes
Council tax	£125/month	/
National insurance	2%	Salary
Income tax	20% (March 2025)	Salary
Transport	0%	TfL

Role card

Jhon

Age: 21
Gender: Male
Nationality: British

Income:

• Income: £3500/month
• Income tax: £490.5
• National Insurance: £197

Description:

• He is the part-time shop assistant works in Fry Mart.
• He is a college student but does not get enough financial support from his parents.

What you need to do?

• Try plan his budget based on his monthly income.
• Calculate how much tax he paid overall the month.
• Put in his 2 food card, 1 bill card and 1 transport card.

Role card

Jessie

Age: 20
Gender: Female
Nationality: British

Income:

• Income: £3500/month
• Income tax: £490.5
• National Insurance: £197

Description:

• She is the full-time accountant working in H&M.
• She needs to pay for council tax, NI, income tax.

What you need to do?

• Try plan her lifestyle based on her monthly income.
• Calculate how much tax she paid overall the month.
• Put in her 2 food card, 1 bill card and 1 transport card.

Jhon

Income: £3500/month
Income tax: £490.5
National Insurance: £197

Total:

Remain:

Tax:

Jessie

Income: £3500/month
Income tax: £490.5
National Insurance: £197

Total:

Remain:

Tax:

Self-reflection

User's testing workshop

Findings:

Most users are surprised of food tax and 0% tax items.

Using two different characters - student and young professional- brings them quick and clear comparison between different income at the particular stage.

Small cards with real life situation help them with understanding the financial situation quicker.

Data:

100% of the user are willing to come back to workshop.

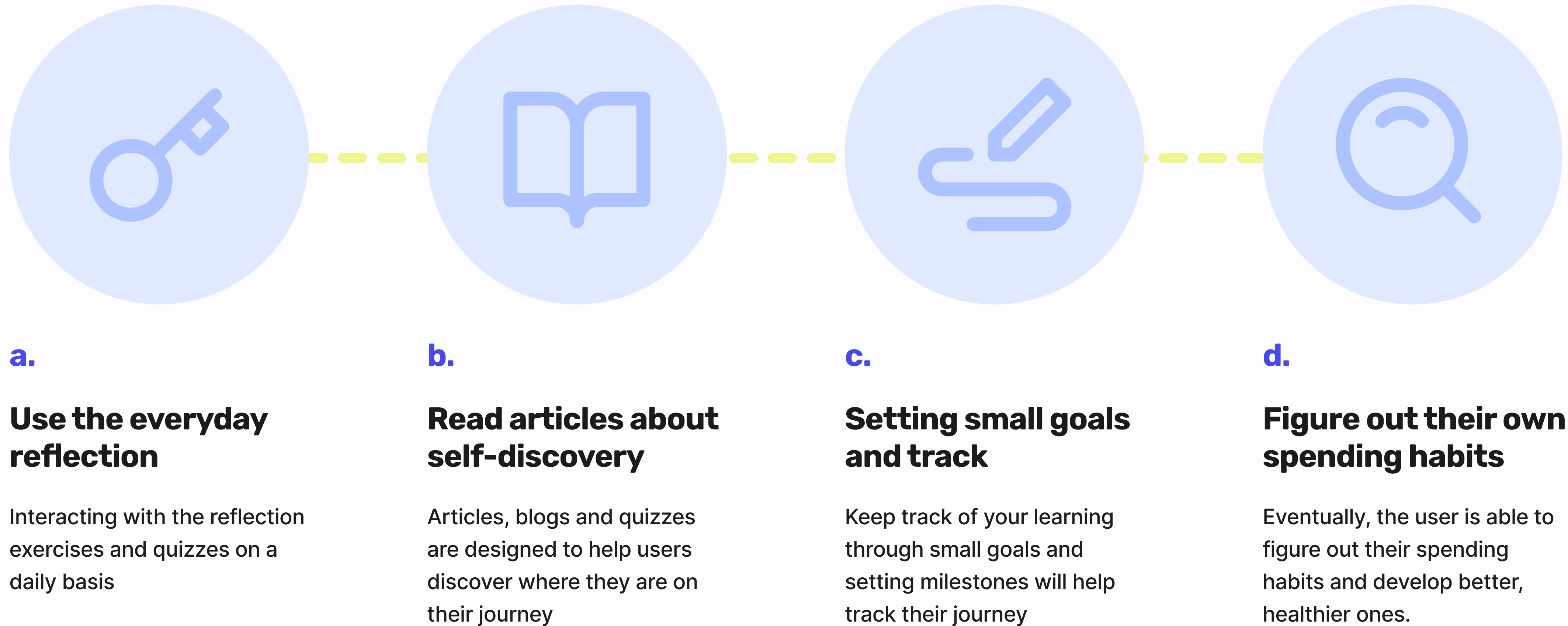
75% of the user are not aware there is tax free item.

62.5% of the user feel empathy in character imitation stage.

“

We've conducted 2 workshop and tested our prototype after ideation stage. The feedback and insights were useful for improvement.

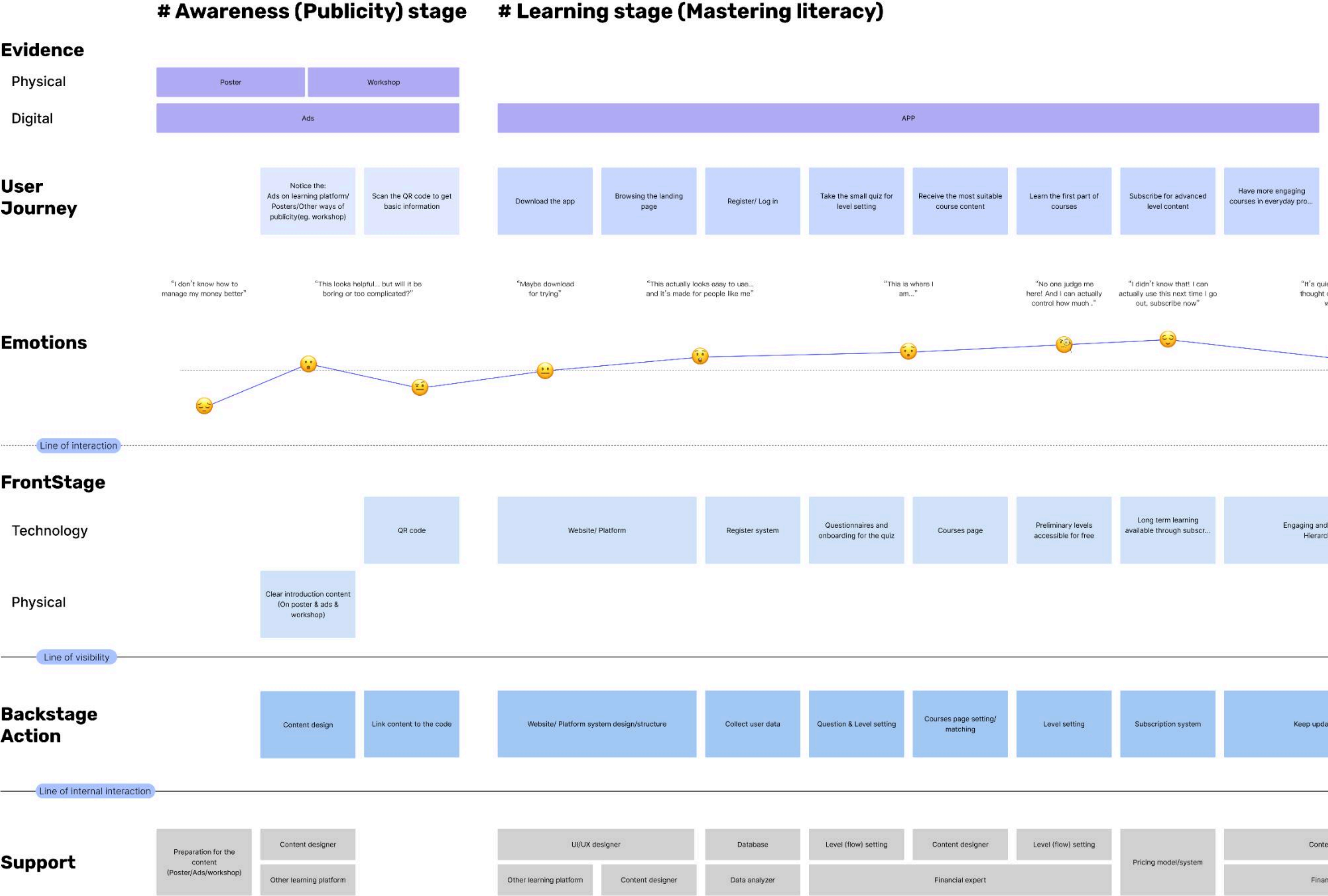
#3 Reflection stage



Service blueprint



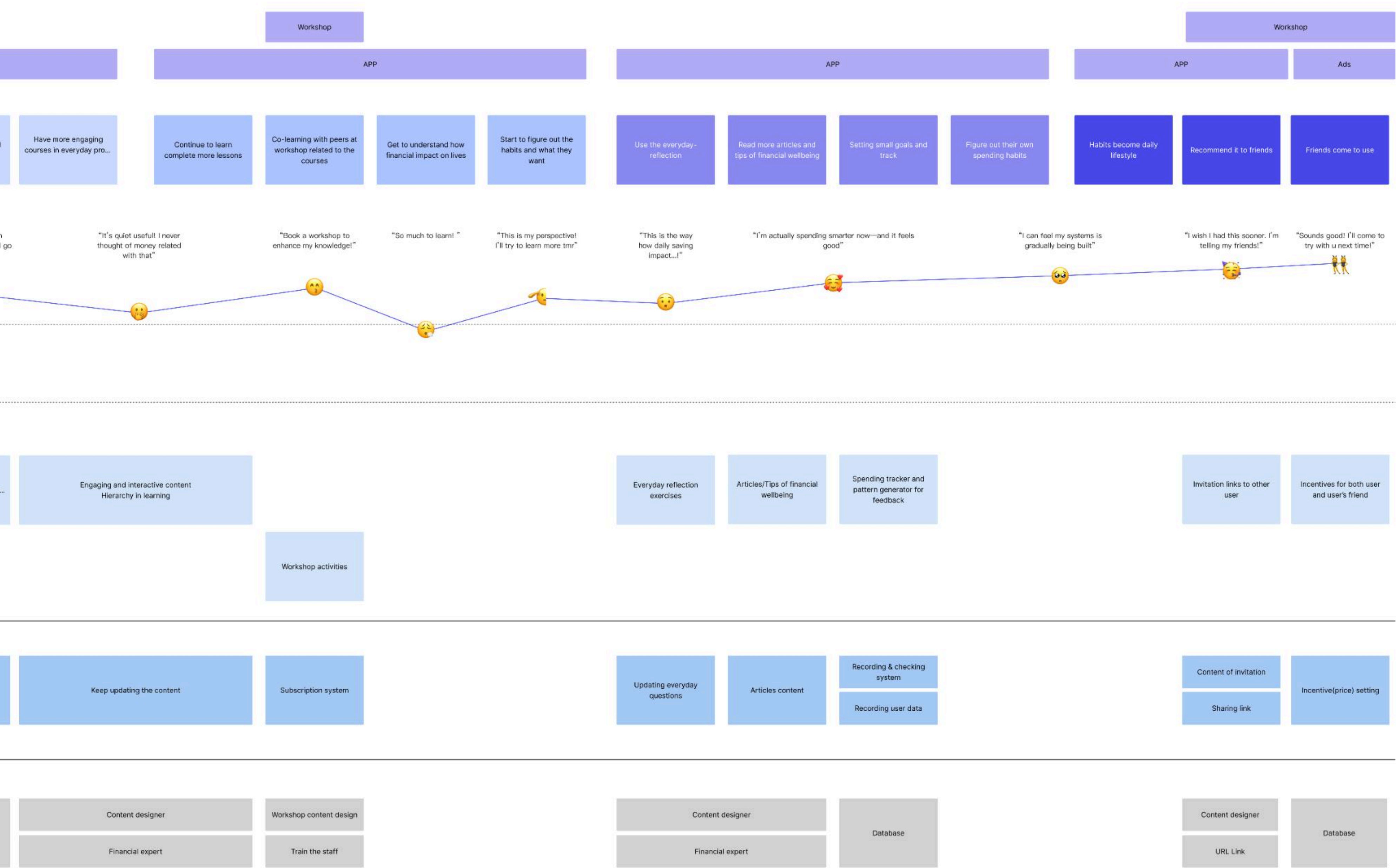
We made the service blueprint to make the whole service clear and visible.



Engagement stage

Reflection stage

Social impact stage



- # Designed for young adults' unique financial challenges at specific life-stage.
- # Interactive and practical approach that go beyond budgeting to build confidence, independence, and real behavior change.

S

O

- # Rising youth interest in financial literacy and self-empowerment.
- # Partnerships with universities and youth groups broaden reach.
- # Growth potential in wellness, careers, and localized content.

- # Lack of incentives.
- # May needs creative engagement to retain users.
- # Has fewer formal credentials than traditional financial education providers.

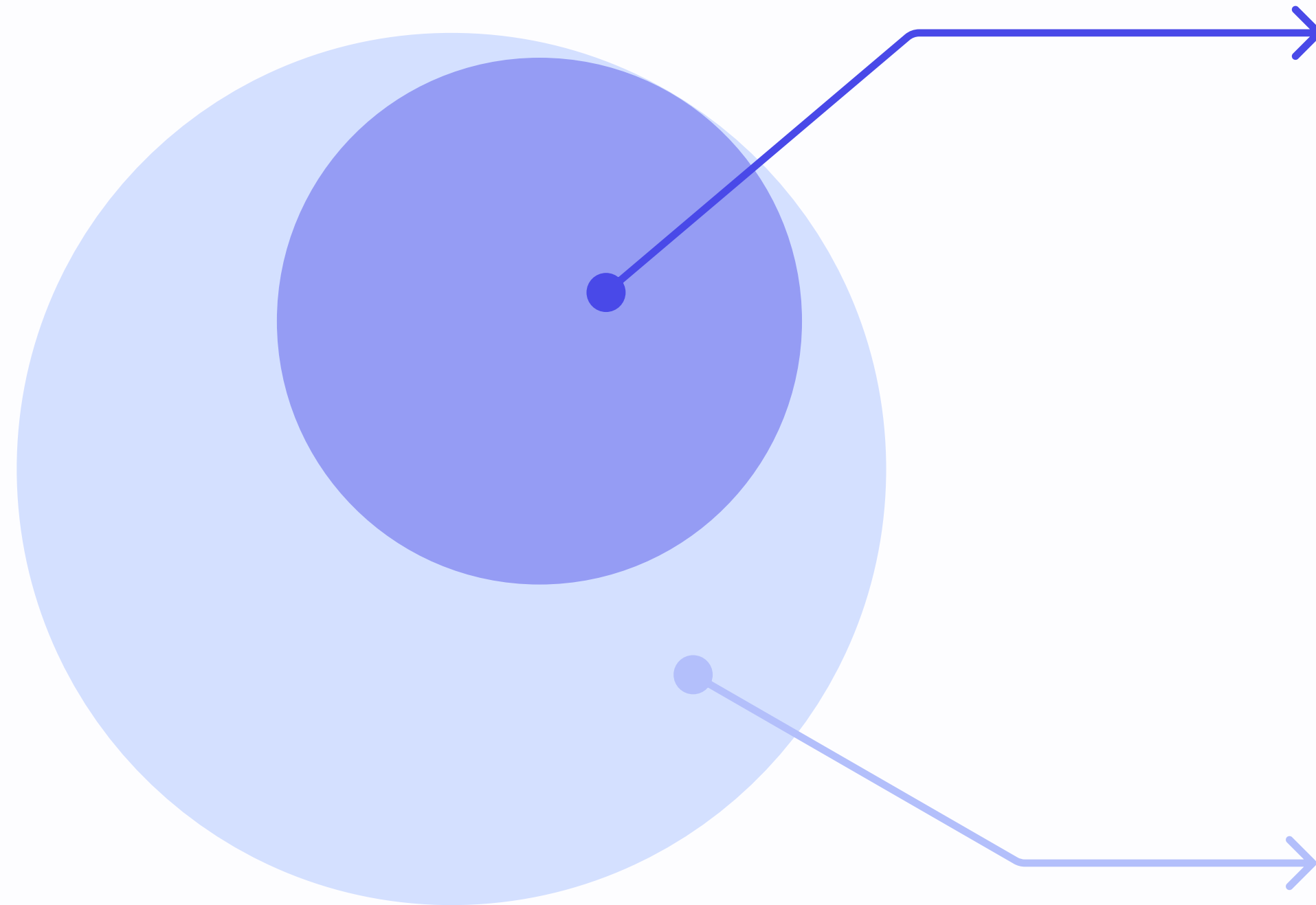
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T

- # Faces strong competition from established budgeting apps and financial education platforms.
- # Fast-changing tech and rules.
- # Shifting user focus during economic stress.

Future scope and implications

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Individual Level

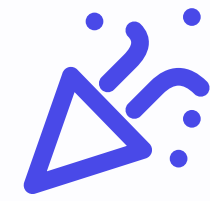
- Empowers young adults with practical financial literacy that connects emotionally and contextually to their lives.
- Enhances mental well-being by reducing money-related stress and promoting financial self-awareness.
- Enables long-term positive financial behaviours, leading to greater independence and resilience.



Societal Level

- Supports the development of a financially informed generation, reducing cycles of debt and financial uncertainty/instability.
- Promotes financial inclusion by making education accessible, relatable, and engaging for diverse youth populations.
- Encourages healthier social attitudes around money, reducing stigma linked to financial struggles.

Service design limitations



Sustained engagement in a domain that requires **intrinsic motivation**.



Financial literacy requires ongoing reflection, and often, unlearning of emotional or cultural habits around money. Thus, the challenge lies around **how we can design for depth of learning**, not just access.



The **rapid technological advancements** might create pressure to **shift focus away** from the core feature of driving financial transformation to adapting to the user's evolving needs.



How we address the problem

Multi-channel content delivery: written, conversational, and self-guided digital formats allow users to learn in formats they're most comfortable with.