

USER JOURNEY

Eloise Kim, 36



A newly single parent with three young children, who is juggling several financial responsibilities (401k, IRA, 529 plans, day-to-day spending for kids).

She's worked with a financial planner in the past, but as the sole contributor to her financial stability, near-term concerns and future security are top-of-mind.

GOALS

Beyond paying the bills and saving for colleges, Eloise's top priority is creating a steady, stable supplemental income to live a good life once her children are grown.

FINANCES

salary: \$90k
savings / portfolio: \$200k

SCENARIO

Eloise previously shared family financial commitments with her husband, but times change, and now her responsibility as sole earner has changed her outlook. What she lacks in first-hand financial knowledge she makes up for in tenacious research on personal finance-- anything from daily budgeting to long-term investment strategy. Logical in nature, she refrains from impulse purchases that are "wants" rather than "needs," and is okay taking a long-term view of her financial future, so that she can put more energy into meeting her children's near-term needs.

Recently Eloise saw an ad that described a type of investment with a low price tag and known future value. Seems like there's no downside -- haha, she humored darkly, other than maybe not living long enough to enjoy it. Buy now for the promise of a payday down the road?

She clicks on the ad and begins reading...

BEFORE APP

AFTER APP

STAGES

Discovery

Compare

Consider

Sign Up / First App Engagement

Adopt

Retain

Doing	After her kids go to bed, she sits down at her PC and clicks the SH ad she found searching for	Reaching out to friends & family on what they do / if heard of SH Googles SH, reads articles Compares simplicity of SH product offering to complexities of annuities	Reading FAQs on SH; searching for the "gotchas" Reading testimonials on SH & reviews online Chat client to company Animation on marketing site that shows steps for purchase (hand holding); types of videos (bulk, single purchase, set up plan, etc.)?	Signs up at SH Onboarding Calculators / Tools - Where she should be focusing first (portfolio holistic, addressing pain point of allocation) [branch]	Receives reminder email after a week, and logs on to Second Half Sets up plan - Include alerts "remind each month" via push / email / text (user chooses) --> micro and macro; pay this per month and then get this macro when plan is completed	Check in when she receives notification alerts on plan - reminders to purchase
Thinking	Provider logos on marketing site, seems legit and feels comforted What are my friends doing? What are others doing? Do I trust this?	There has to be an easier way to sift through this information "Why does this have to be so complex?"	If it's all self service what happens when something goes wrong? What could go wrong? SH is a relatively young company -- Do payouts (disbursements) actually happen? Can I name beneficiaries? What happens if SH goes under? How much of take home pay would I want to set aside for this?	I think this was a good choice, and there's nothing else like it out there What's holding me back from making a purchase? I want to talk to people I trust before purchasing... Are there other apps like this, should I shop around?	I sure hope this works This plan makes sense, I'm glad the tool / calculator helped me figure this out With one income, I'm not in a position to lose	I still wish I had a better sense on the optimal timing to purchase. Should I buy 12 at the beginning of the year and swallow the cost, or purchase one-by-one?
Feeling	Analytical Contemplative Anticipatory Curious	Data Inundated Non-committal Emotional Disorganized Conflicted about responsibilities as parent, eg. <i>Is this selfish?</i>	Cautious/Apprehensive Thoughtful Methodical Focused Determined	Cautious / Apprehensive Informed Excited	Wise Forward Thinking Cautiously optimistic Positive	Pensive Committed Interested
Hearing / Seeing	Marketing language Keywords Animations Video Marketing site overall; Calculator Testimonials Provider logos	Repetitive language, terms, phrases Marketing speak vs. plain language Advice from friends & family: Take care of yourself first, then your kids	Cost vs. Risk analyses Comparisons to other similar/dissimilar investments or income-generating vehicles	Targeted ads from financial services industry now start appearing on her browsers Confirmation bias -- now seeing a lot of media on future, investment, annuities, beneficiaries	Regular alerts / reminders to purchase keeps her accountable and engaged, and positioned for success	Alerts / notification reminders keeps her engaged Progress toward plan completion reinforces
Pain	Competing resources to invest and no negative risk tolerance Fear of underperforming investment; fear of non liquid investment Limited free time to resource and investigate options	A lot of talk about death and retirement benefits is hard at my age to think about Are my current investments delivering? Can those monies be better used in other investment vehicles?	Can I afford this along with everything else I want to do? What should I even contribute from my take home pay? What am I giving up to do this? Stand to gain from going forward?	Monies are now non-liquid assets, available for use only at the purchased age/month No beneficiaries - single life product	Monies are now non-liquid assets, available for use only at the purchased age/month Contemplating far downstream 90+ bargains vs. likelihood of disbursement (receiving Future Funds)	Unsure on timing of purchases and what are benefits of bulk v. single
Touchpoints	SH marketing site Financial News sites / PR Articles on SH Friends & family	Financial news articles and reviews Friends & family Personal finance advice articles	Reviews, marketing site, FAQs Chat client w/SH	SH app - registration, onboarding, in-app tools & calculators Reaching out to trusted friends & family App store - Similar apps?	Dashboard Tools & Calculators --> create / save plan Create Plan flow Pricelist w/ "plan filtered view"	
Opportunities	Direct language that speaks to a user's primary pain Calculator on marketing page of showing positive impact to user Transparent cost to value Social media marketing	Positive reviews & articles (PR) Up-front tax benefits and low tax liability at payout; funding flexibility	Word-of-mouth (WoM) Marketing No frills promotion Chatbot / customer service experience (including FAQs)	Welcome email explains next steps, try to ease her decision making process Week out from account creation w/o activity or engagement, follow up email (1) "anything we can help you with?" --> one path to continue, one to get support	Tools --> Create / Save to Plans Pricelist w/ "plan filtered view" Reminder notifications following account creation w/o activity Opt-in alerts / notifications Plan UI	Push Notifications / Alerts Dashboard Plan progress / view of current holdings Pricelist / Buy flow Later: Gamification, social sharing(?), etc.