Wizard

USER EXPERIENCE RESEARCH REPORT

Created by Macy Adams
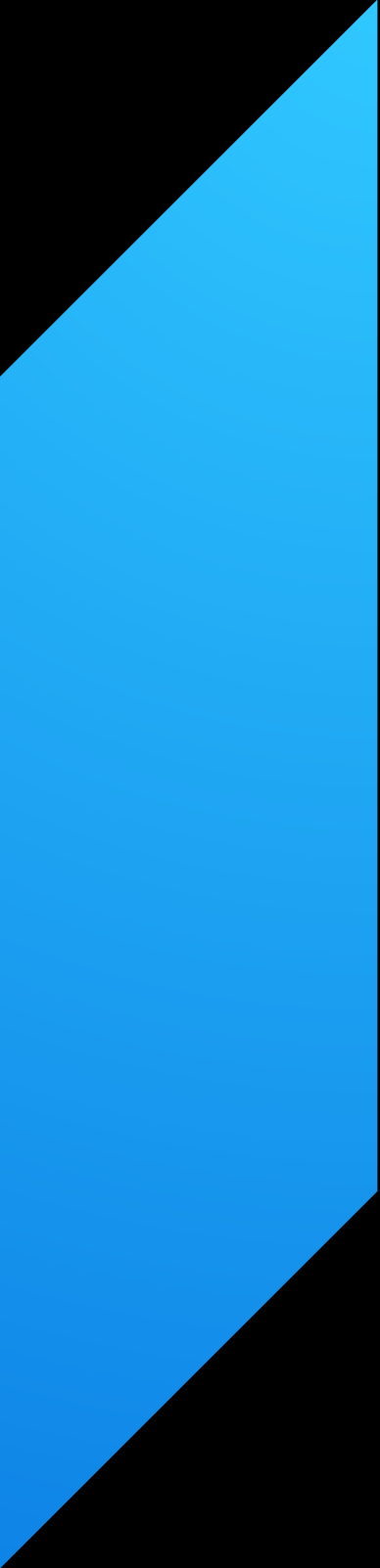
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PRODUCT OVERVIEW
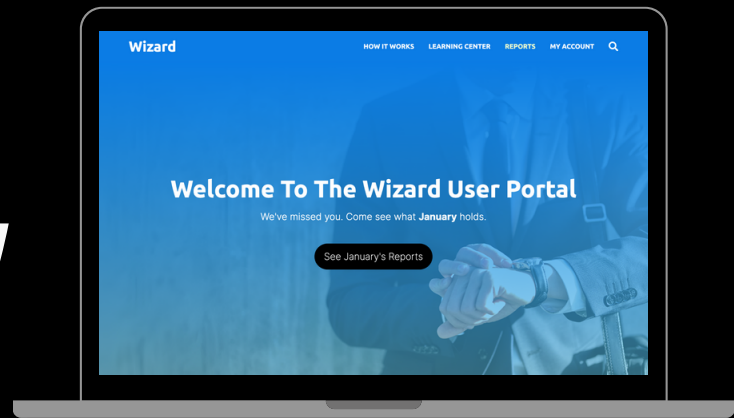
Wizard

HOW IT WORKS   LEARNING CENTER   REPORTS   MY ACCOUNT   🔍

Welcome To The Wizard User Portal

We've missed you. Come see what **January** holds.

See January's Reports

What Is Wizard?

Wizard is a subscription-based service that provides actionable ways for users to start building and optimizing their retirement savings. This service upskills and empowers them with allocations to better monitor and understand their accounts. As a child product of Carnivore Trading, a subscription service focused on short-term investing, Wizard also complements their existing service to give users a holistic view of the entire financial world.

Research Goals

To advocate for the full range of people interested in Wizard, we conducted tests for both user groups, totaling eight participants. In test group one, we recruited four existing members of Carnivore products. In test group two, we targeted individuals in their mid-20s, which is our intended audience. Through this study, we aimed to gauge their experience with a pre-test survey, task completion and feedback, system usability scores, and post-test surveys to determine if our application satisfied user goals. As our research goal, we aimed to either validate or reconsider the following assumptions/hypotheses:

Goals + Hypothesis

01 Users will be able to accurately assess what they would receive as a member, find this of value, and have a clear path to obtain the product (group 1, group 2).

02 Users of the platform will leave the report section with an actionable way to enhance their financial health.

03 Users will be able to use the learning center to increase their knowledge on concepts relevant to financial well-being.
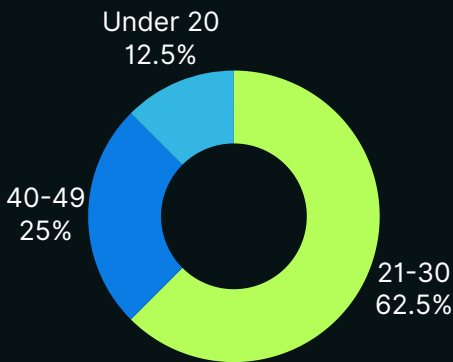
GET TO KNOW OUR TESTERS.

Group 1 - Existing Carnivores

Group 2 - 20-29 year old professionals

Participant Fit: Each of the two group of four participants fell respectively into relevant persona qualification (including age, prior experience, etc.)
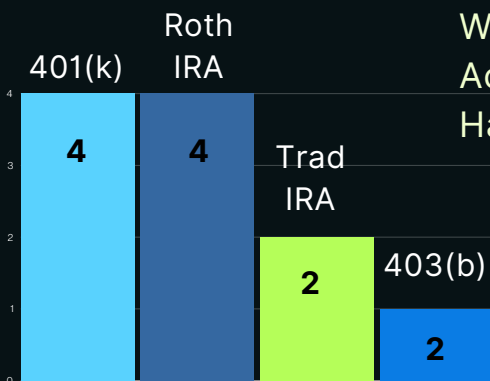
What Age They Started Planning

Under 20
12.5%

40-49
25%

21-30
62.5%

What Retirement Accounts They Have

401(k)
4

Roth IRA
4

Trad IRA
2

403(b)
2

4.4/5

Average Desire to Increase Retirement Knowledge

3/5

Average Confidence in Retirement Knowledge

50%

Have Used Self Run Services Like Robinhood

TESTING RESULTS
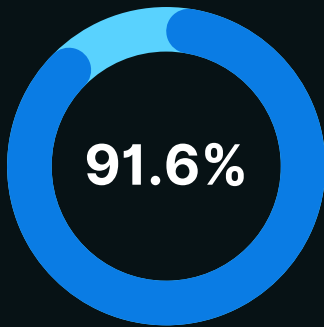
91.6%

Overall System Usability Score (SUS)

88.75% Group 1

94.38% Group 2

With a national average of 68 on the system usability scale, Wizard performed above the average. We looked at the differences between our two user groups for additional clarity. Here, existing Carnivores (group 1) felt the platform was more usable.

01

Value Assessment

Task	Time (Secs)
Find Wizard monthly cost	14.375
Download Introductory Guide	31.5
Subscription product	123.75

02

Ease of Learning

Task	Time (Secs)
Find "rollover" definition	9.625
Find Where Education Is Hosted	11.125

03

Report Quality

Task	Time (Secs)
Ask Question to Wizard	14.625
Find Stocks	16.875
Find IRA contribution limits	28.75
Find out top market sectors	20.5
Changes to 401k Allocation?	39.875

Time on Task Reflection:

Users were largely able to navigate the product and commented on this ease often during tests. The task that took the longest was to "sign up". All others took under a minute with the lowest average as finding the rollover definition. These tasks were designed to test specific areas of our three goals.

**Task descriptions were simplified for quick viewing

"LOOKS VERY CLEAN AND PROFESSIONAL".

- Participant #4

RESULTS + ACTION STEPS

MAJOR ISSUES

1) Seven users had issues with the checkout flow and found the current process clunky and unintuitive.

2) Upon account creation you are taken into your account settings page. Without a direct pop-up five of eight users took additional time to notice it in Top Nav.

3) Four users didn't feel compelled in the hero to click a purchase CTA, would have preferred more details, context, and a "so what" first.

SOLUTIONS

Solution: Customize the current module for account creation, or find a similar integration for WordPress.

Solution: After account creation, direct user to a landing page that helps them on board and directs them to their reports portal

Solution: Make video more obvious, repurpose the hero CTA button to take them to features and then offer them OR add a second button and keep the original CTA.

Minor Issue "Quick Fixes"

More Button Consistency

Shorter Rows

Add Sign-up to Top Nav
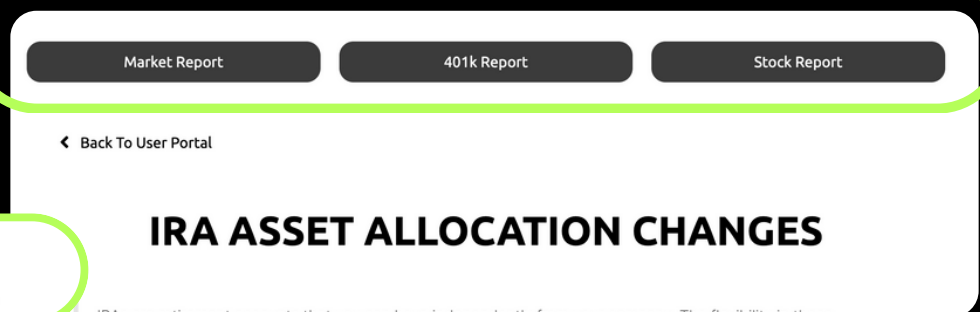
Increase text size

Change "we" to Wizard

Change pop-ups to hover

Ready, Set, Go!

Tester #1 liked the report style, but needed more guidance. Our mid-test development resulted in an **11.41% decrease** in report-related task time.

Market Report   401k Report   Stock Report

‹ Back To User Portal

IRA ASSET ALLOCATION CHANGES

IRAs are retirement accounts that you can have independently from your company. The flexibility in these

‹ Back To User Portal

IRA ASSET ALLOCATION CHANGES

Appendix Content

🔗 [Google Drive Folder](#)

Part 1) Plan Assets

- User Research Plan

Part 2) Testing Assets

- Google Form Layouts

Part 3) Testing Results

- Google Form Results

- Testing Results

- Test Subject Information