IPRO 359Research on Financial Web SitesDesigned for Teenagers

(Focus on the KidsInvest Web Site)

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Introduction Project Background

IIT UTEC (Usability Testingand Evaluation Center) conducted a research project to evaluate financial web sites designed for teenagers to make recommendations to improve the KidsInvest web site

Introduction Project Background

What is the KidsInvest web site?

•A web site of the Securities Department of the Illinois Secretary of State initiated to educate teenagers in the basics of financial issues

Introduction | Project Goals

 Discover insights that will help improve the KidsInvest web site

Research directives

- Types of financial content
- Appropriate level of content
- Type of visuals that are most appealing
- Type of navigation design that is most effective

Research Methodology

Establishing research criteria
 Content vs. Navigation

Defining the target population
 Students between 9-12th grade
 Students who have had part-time jobs
 Students who have access to the Internet

Research Methodology (continued)

Identifying, Selecting, and Analyzing web sites

15 good educational web sites for kids8 good financial web sites for teenagers2 best sites regarding interactive vs. informative

Research Methodology (continued)

Identifying, Selecting, and Analyzing web sites

 good educational web sites for kids
 good financial web sites for teenagers
 best sites regarding interactive vs. informative

Contacting participating schools

Women's Leadership Charter School The De LaSalle High School Computer Club Whitney-Young Magnet High School

Research Methodology (continued)

- Identifying, Selecting, and Analyzing web sites

 good educational web sites for kids
 good financial web sites for teenagers
 best sites regarding interactive vs. informative
- Contacting participating schools
 Women's Leadership Charter School
 The De LaSalle High School Computer Club
 Whitney-Young Magnet High School
- Preparing usability materials

Findings Phase 1. Analysis of 15 web sites for kids

•Emerging patterns of 15 websites:

- Web sites that are highly educational tended to be less interactive
- Web sites that are interactive integrated some entertainment aspect to its content delivery
- Interactive web sites tended to have an organized step-by-step content and a better navigation structure

Findings Phase 2. Elimination of web sites

• We eliminated web sites for 2 reasons:

- Outside the target population
- Technical restriction in the high school environment
- (e.g.flash, speed of internet connection etc)

Findings Phase 2. Analysis of 8 selected web sites

• Based on the criterion of the targeted user group (high school students)

- Young investors network
- Stock Quest
- Lava Mind
- Think Quest
- There is something about money
- Kid Stock
- Money Cents
- TeenAnalyst.com

Findings Phase 2. Analysis of 8 selected web sites (cont.)

•Main patterns of 8 selected web sites

- Stock information is a main subject
- Contents include information not only for teenagers but also for educators, such as teachers and parents
- Interactivity includes a virtual experience, such as building a portfolio and buying and selling stocks
- Connection with a real context, such as a class room

Best of the best

- Focused on both content and navigation
- Selected one informative web site
- Selected one interactive web site

YoungInvestor.com

Highly interactive

Content

- Clear division between entertaining and informative
- Easy and simple games

Navigation

- Well-defined content structure
- Graphic style can attract kids interest
- Clear navigation structure



Yourmoney.cba.ca

Highly educational

Content

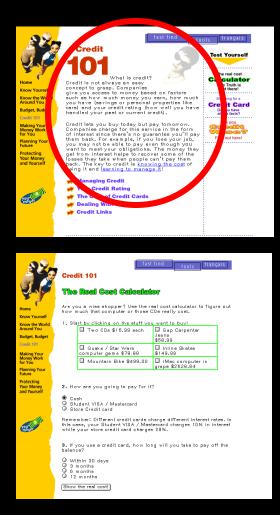
- Rich information about financial issues with simple, plain language
- Practical information related to daily financial activities

Navigation

- Step-by-step content and navigation structure
- Effectively integrated content structure
- Subtle graphics

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there's something about money	fast find tools Money. We're all got it. Most of us want more. Before you attempt to handle your own finances, consider what's important to you. Have you Set Your Soals? Do you know what drives your decisions? Take a POP Quiz to test your money smarts or use the Personal Profiler to see if you're got what it takes to be a good money maneger! It's not. Have soon mer 's just soorwing about maney!	Test Yourself Now thyself: Begin with a Profiler
Parent Stuff	 Know Yourself Know the World Around You 	Setting your
Teacher Tools	💏 Budget, Budget	hat matters to you?
About the Your	📌 Credit 101	1 II us what you
Network	Making Your Money Work for You	THINK
YourMoney	对 Planning Your Future	
Network Resource Guide	Protecting your Money and Yourself	SIGN UP for a seminar
	Parent Successful Tools for Lott the Your M	oney Network



Conclusions

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Next Steps

Next Steps

Next Steps