Progressive onboarding that builds a custom persona for personalized content

Multilingual support to better serve underserved immigrant families
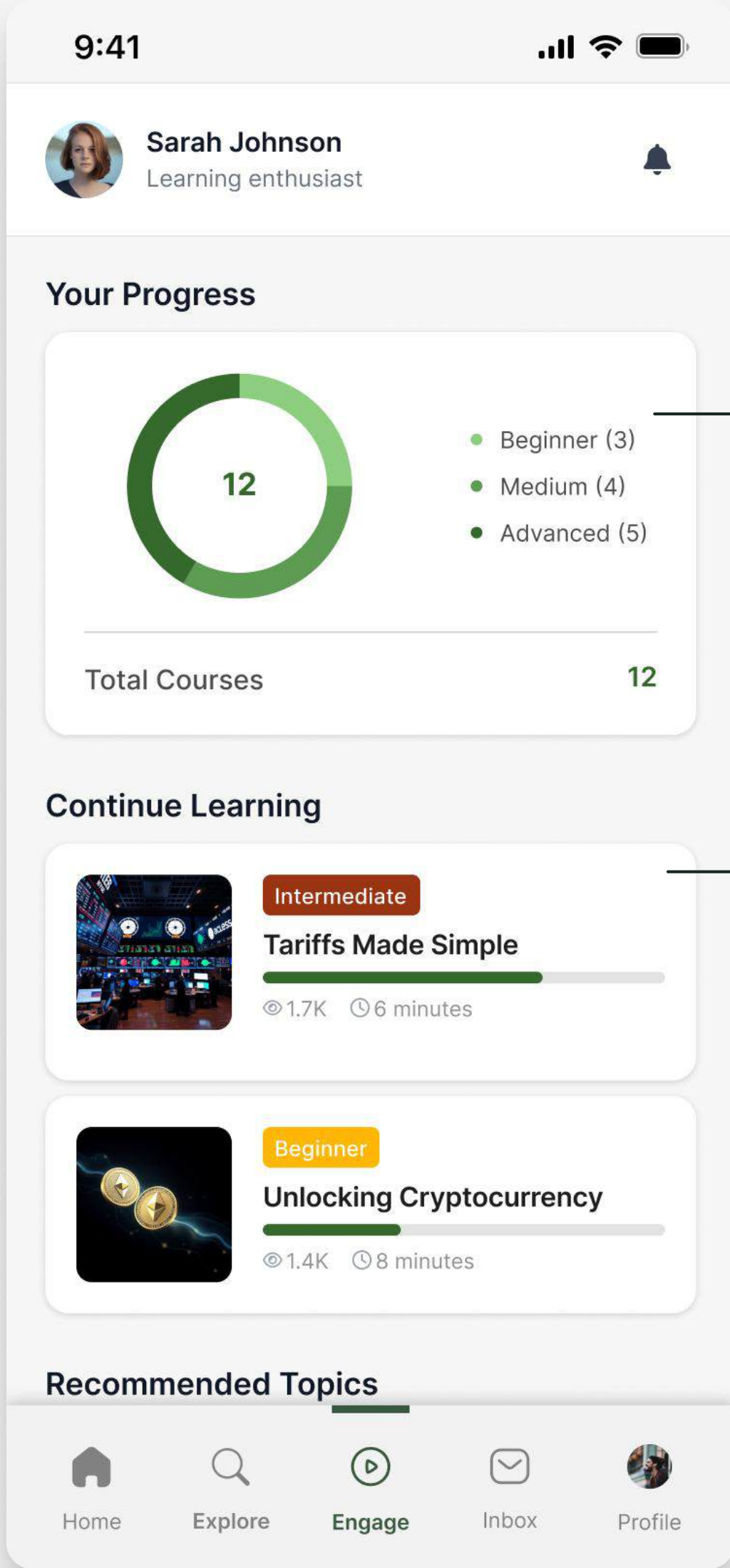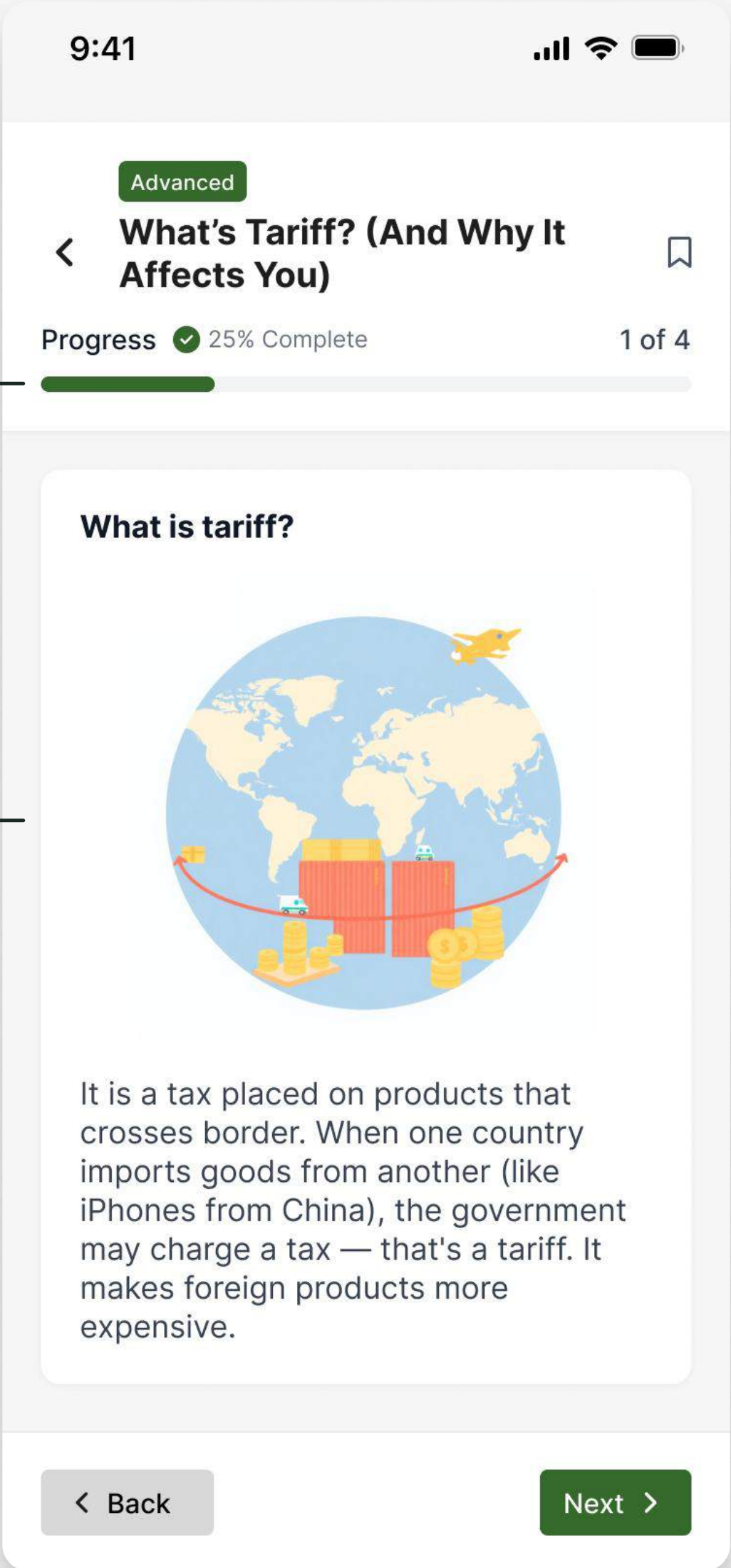
Intuitive icons to make the questions clear, approachable and less overwhelming - especially for non-native speakers

Progress bar
to track learning
journey

**Clean layout and
friendly illustrations**
to keep learning
accessible

Learning progress
to keep track of
growth over time

In-progress modules
to pick up right where
users left off

9:41

Advanced

‹ **What's Tariff? (And Why It
Affects You)**

Progress ✓ 25% Complete   1 of 4

What is tariff?

It is a tax placed on products that
crosses border. When one country
imports goods from another (like
iPhones from China), the government
may charge a tax — that's a tariff. It
makes foreign products more
expensive.

‹ Back   Next ›

9:41

Sarah Johnson
Learning enthusiast

Your Progress

12

● Beginner (3)
● Medium (4)
● Advanced (5)

Total Courses   12

Continue Learning

Intermediate
Tariffs Made Simple
👁 1.7K 🕐 6 minutes

Beginner
Unlocking Cryptocurrency
👁 1.4K 🕐 8 minutes

Recommended Topics

Home   Explore   Engage   Inbox   Profile

Real-time progress tracking
toward a user's financial goals

Tailored financial roadmap
that tracks a user's journey
toward each goal

Intuitive icons and color badges
to simplify what each step entails

Within the phone mockup:

9:41

< **Review Protection Strategy**

Your Protection Plan
Make plan in advance for economic uncertainty

Plan Completion   45%

Priority Actions

Set up Emergency Fund
High Priority

Current savings $5,000
Target (6 months) $15,000

Review Investment Mix
Schedule This Week

Stocks   Bonds   Real Estate

Review Investment Mix
Schedule This Week

Health   Life   Property

Home   Explore   Engage   Inbox   Profile