
Here's the Scenario

You are part of the digital product management team at Access Plus Financial Corporation (Access+), a large, consumer-focused financial services company. Your team identified a new opportunity to solve an unmet need among a segment of your customers: parents whose young-adult children (18–20 years old) are managing their own finances for the first time. From these insights, you have created a target persona and a customer problem statement. Your team's next step is to decide how to solve the problem.

I was responsible for:

- Creating a [prototype](#) using Invision
- Creating the [user story map](#) on Miro