

How we create our Maestro educational course content

At Marble, we feel financial literacy should be at the forefront of your journey. Without the right resources, budgeting, saving and managing your money effectively can be challenging, and can often cause us to make non-beneficial financial decisions. That's why we created our Marble Maestro courses. Our mission is to create educational content that is practical and easily accessible for all, focusing on the three core topics of personal finance; debt, credit and budgeting.

We created our courses from collaborations with in-house and external personal finance industry experts, providing our customers with courses and modules that will accelerate their financial education.

The components are:

Analyzing needs of users

This phase involved extensive market research and editorial research, including a sentiment survey sent out to all customers to gain an understanding of what areas our respondents were finding difficult when it comes to their personal finances. We utilized our product teams who dealt directly with the consumer, to discover further pain points. During this phase, we wanted to discover what our consumers were struggling with, and what resources they needed to alleviate these challenges.

Designing the learning

In this phase, we designed our educational content with our target audience in mind. We developed the learning objectives for the users, the course and module outline, and the question and answers for each module. We consulted with our financial expert on the structure and subject matter in this phase.

Develop the program

In this phase, this involves writing our educational content, alongside our question and answers, developing scripts for our videos, storyboarding, and the production of our videos. While in the Developing stage, we also consulted with our financial experts on our finalized content.

Executing the design

In this phase, we also chose our educational platform Thinkific, to integrate into our website to use as our educational platform. This phase includes adding our educational to Thinkific, our educational platform, and designing each module and course to fit in line with our brand standards. We wanted to ensure our courses are engaging in terms of both content and design. To ensure this, we concentrated on user experience in this phase also.

Evaluate performance

This phase involved testing our educational content among staff at Marble. This phase was conducted to gain a better understanding of structure, phrasing, user friendliness and difficulty of content.

All components of Marble Maestro courses are reviewed quarterly and at least annually, by our in-house and personal finance experts, alongside our marketing department. This is to ensure that:

- a) All content on our educational courses are relevant and up to date**
- b) All questions and answers challenge and encourage the key learnings of the course.**
- c) Design and delivery our Marble Maestro courses are consistent with generally accepted instructional design principles and appropriate for the intended learning outcomes**