Smart Saving app that allows customers to set a savings goals then uses challenges and rewards (gamification) to encourage them to meet their goals. Initially challenges and rewards would be quite static, but in later iterations, customer data could drive both the challenge and the rewards (personalisation).

Initial app would be quite basic but additional functionality would be added – most importantly data driven insights to help the customer track their savings and understand their spending habits. In addition, AI could be implemented to use this data to offer suggestions to the customer – pointing them at better products to help them meet their goals plus education pieces on investments.

Options could also be implemented to ‘lock’ savings pots and this could be combined with specific challenges and rewards e.g. lock a pot for a year and get a better rate of interest.

**Smart Saving App Overview**

The Smart Saving app empowers customers to set and achieve their savings goals through engaging challenges and rewards (gamification). Initially, these challenges and rewards will be static, but future iterations will leverage customer data to personalize both the challenges and rewards.

**Initial Features**

* **Basic Functionality**: The initial version of the app will be straightforward, focusing on core features (savings goals, challenges and rewards)

**Future Enhancements**

* **Personalization**: As the app evolves, customer data will drive personalized challenges and rewards, enhancing user engagement.
* **Data-Driven Insights**: Users will gain insights into their savings and spending habits, helping them track progress and make informed decisions.
* **AI Integration**: AI will analyse user data to offer tailored suggestions, recommend better products, and provide educational content on investments.
* **Savings Pot “Locking”**: Users can 'lock' their savings pots for specific periods (e.g., one year) to earn better interest rates, combined with unique challenges and rewards.

**Additional Features**

* **Goal Tracking**: Visualize progress towards savings goals with intuitive charts and graphs.
* **Spending Analysis**: Detailed breakdowns of spending patterns to identify areas for improvement.
* **Community Challenges**: Participate in community-wide challenges for additional motivation and rewards.
* **Notifications and Reminders**: Timely alerts to keep users on track with their savings goals.