**MYPIGGYBANKBUDDY – ATOM SUBMISSION**

Vid: https://www.youtube.com/watch?v=\_bNYmrOwDlU&t=1s

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A screenshot of a computer

Description automatically generated

To produce an app angled towards children and teens aged 10-14 years old, we chose to select an avatar to make the platform accessible to any child. Mr Piggy is a customisable character who lives in Successville, and his aim is to save money so that he can earn Stars. Stars enable Mr Piggy to earn accessories, and the users can share their avatar through social media channels. As Mr Piggy gains popularity amongst young people, users will have the option to download an exclusive filter on Snapchat, Instagram and TikTok featuring their dancing Mr Piggy.

MyPiggyBankBuddy meets all aspects of the brief with regards to educating children:

* Benefits of savings – Mr Piggy can earn fun accessories as he saves his allowance.
* Encourage to learn – with the inclusion of a chatbot in our app, teens can ask questions about finances and learn interesting facts
* Demonstrate good habits – Mr Piggy only grows his funky wardrobe after saving every day. If he doesn’t, he loses Stars and must start again from scratch.
* Increase financial awareness – the target audience learns the negatives of not saving in a safe way. No real money is lost but they learn an important lesson, nonetheless.
* Keep attention of audience – The app has an eye-catching, editable avatar. The ability to share through social media will also retain users, with the encouragement of cooler accessories as more Stars are collected.

Ask Mr. PiggyBank Buddy a question!

hi

1/1 [==============================] - 0s 181ms/step

Good to see you again, Oink Oink :)!

whats your name

1/1 [==============================] - 0s 17ms/step

Hi, I'm your personal Mr.PiggyBankBuddy, President of Successville! Nice to meet you! I'm here to help you with any financial questions! Oink Oink :)!

how cann you help me

1/1 [==============================] - 0s 17ms/step

I can guide you through general financial advice, budgeting tips and teach you financial responsibility! Oink Oink :)!

how can i startt saving money

1/1 [==============================] - 0s 25ms/step

Certainly! A savings plan starts with defining your financial goals. I can assist you in creating a personalized plan to achieve those goals. We'll consider your income, expenses, and a timeline to make your savings journey more manageable and successful. Oink Oink :)!

(empty input)

Please give me more info, Oink Oink :)!

how can i invest my pokcet money

1/1 [==============================] - 0s 17ms/step

Certainly, there are low-risk investment choices suitable for teenagers. These include conservative options like savings accounts, bonds, or other fixed-income assets. They provide stability and are less subject to market volatility. Oink Oink :)!

how can i stop overspending my money

1/1 [==============================] - 0s 15ms/step

Budgeting is a smart way to manage your money. Creating a budget for your allowance is a practical step. You can begin by listing your income sources, like your allowance, and categorizing your expenses. Allocate a portion to savings, and be mindful of how you distribute the rest based on your needs and financial goals. Oink Oink :)!

slay!

1/1 [==============================] - 0s 28ms/step

SLAY WITH THOSE SAVING BAE!!!! Oink Oink :)!

thank you

1/1 [==============================] - 0s 19ms/step

You're Welcome, Oink Oink :)!

nice chatting with youu

1/1 [==============================] - 0s 19ms/step

See you! Oink Oink :)!

NO

Mr Piggy can share his outfits online and dance for his friends!

Stars are used to earn items (eg. 3 weeks = new hat, 6 weeks = new coat)

Mr Piggy loses all his accessories and stars

YES

Does any money go to the bank?

For each day saved, Mr Piggy earns a Star

Mr Piggy earns Stars

At the Mall on clothes

Mr Piggy wants to save money with his allowance

Savings in the bank

Where will Mr Piggy spend his money?

Mr Piggy visits Successville