

## SaveSpace: Budget Together!

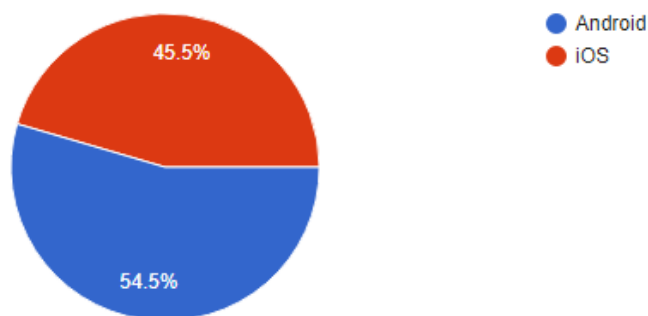
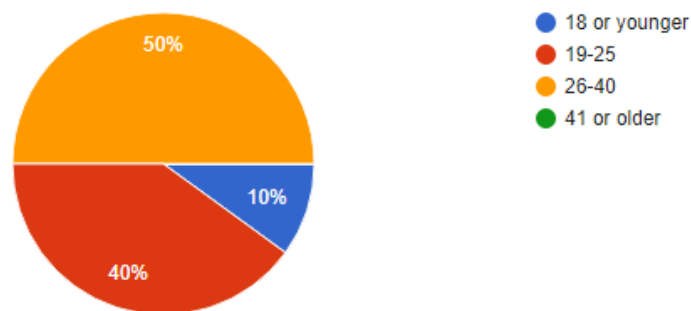
- Budgeting is difficult and not a lot of people have the knowledge or motivation to do it.
- People are open to solutions that make the mundane aspects of their lives fun and rewarding.
- People seek out ways to socialize and engage with their friends, no matter how small.

SaveSpace: Budget Together! is a life-sim and a budgeting app blended into one, designed to motivate people to manage their finances by turning the process into a fun video game. Users can set their own customized budgeting goals week by week, and achieving those goals will reward them with in-game rewards and currency that they can use to create their own virtual dream-home, known as a SaveSpace. Friends can share their personal SaveSpaces with each other while learning valuable tips and tricks to save their real-world money... together!

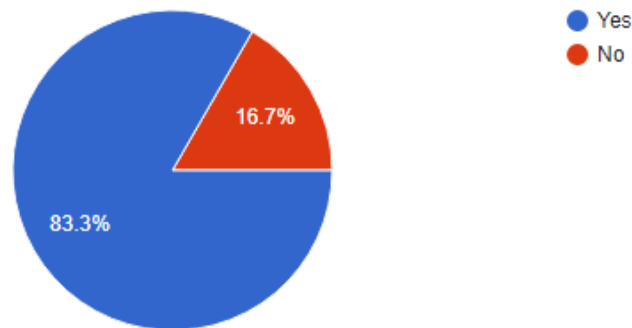
### Problem Statement:

**Identify the willingness of people to integrate an app into their day-to-day routines, and find ways to further entice them to do so.**

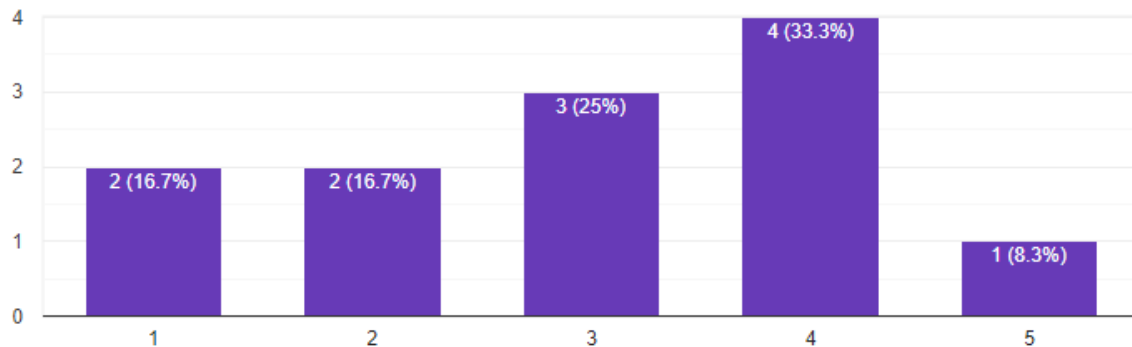
Our findings were that the majority of responses are in the age range of 19-40 (college/workforce age). OS usage is split almost totally down the middle, so we will launch on both storefronts.



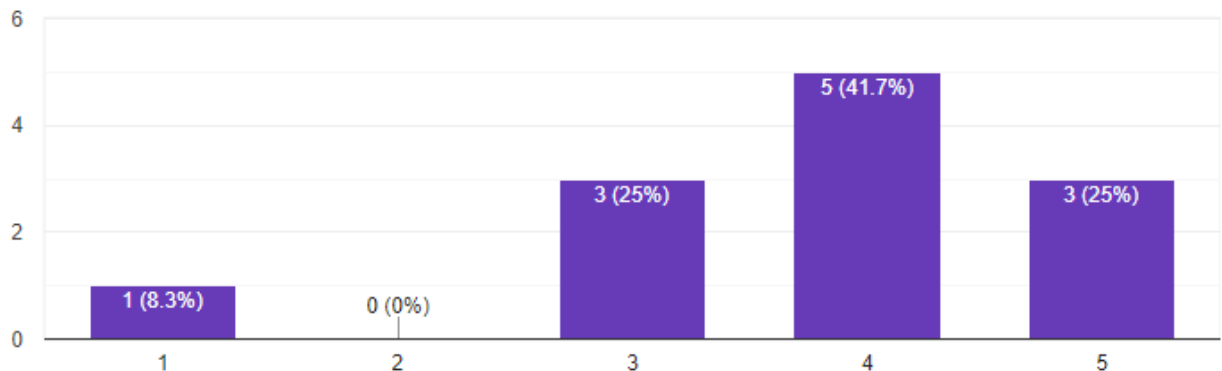
The majority of responders find goal-tracking apps useful...



..But their willingness to repeatedly engage with them throughout the day is mixed, with none being extremely likely to do so.



However, substantially more people would be likely to engage if the goal-tracking app were dressed as a video game, with some answers going from “not at all likely” straight to “extremely likely”!!



Thanks to these findings, we are confident that SaveSpace has the potential to encourage people to budget money effectively in their daily lives while enjoying a rewarding social video game that they can play alongside their friends.