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| What | Ideas | How did prototype design meet it | Priority |
| Catch the attention of their core digital user’s students and help them engage with products such as current accounts, credit cards and savings accounts. |  |  |  |
| Hook and interest young banking users to invest their money wisely. |  |  |  |
| Test whether introducing gamification into banking apps to engage users more might work. |  |  |  |
| Provide a mobile solution. Explore wearable technologies but you do not have to develop a solution for these. |  |  |  |
| The idea behind the solution is to be informative but also engaging and interesting. |  |  |  |
| The solution should be tested properly so we would like some clear evidence of testing submitted with the final source code. |  | N/A | Obviously |
| Provide basic information on a user account for one of the age ranges mentioned in the overview. |  |  | Basic Requirement |
| Allow each user to interact with their account to check balances and transactions move money to and from other personal accounts within the bank etc. |  |  | Basic Requirement |
| The application should also give an overview of products available to specific account holders but does not have to detail all products in the range |  |  | Basic Requirement |
| Security in banking is paramount so security of data and access to accounts is a basic requirement of the application. |  |  | Basic Requirement |
| The application should introduce an element of gamification to clients of the bank. for example, a game might show someone how their money would grow using different product options and simulating how their investments may grow, how interest can accrue over a period of time etc. | Achievements |  | Intermediate Requirement |
| The application should alert the user to new information about their account and possible product options. It should allow the user to select their update preferences e.g. RSS feeds, weekly email, monthly digest. |  |  | Intermediate Requirement |

# Possible Products for you to target

**Age: Students**

***Halifax:***

Student credit card <http://www.halifax.co.uk/creditcards/student-card/?srnum=1>

Student current account <http://www.halifax.co.uk/bankaccounts/pdf/student-current-account-guide.pdf?srnum=2>

***Lloyds Bank:***

Student Credit Card <http://www.lloydsbank.com/credit-cards/student-card.asp?srnum=6>

Student Account <http://www.lloydsbank.com/current-accounts/student-account.asp?srnum=5>

Graduate Account <http://www.lloydsbank.com/current-accounts/graduate-account.asp?WT.ac=CCAGRAFOM1>