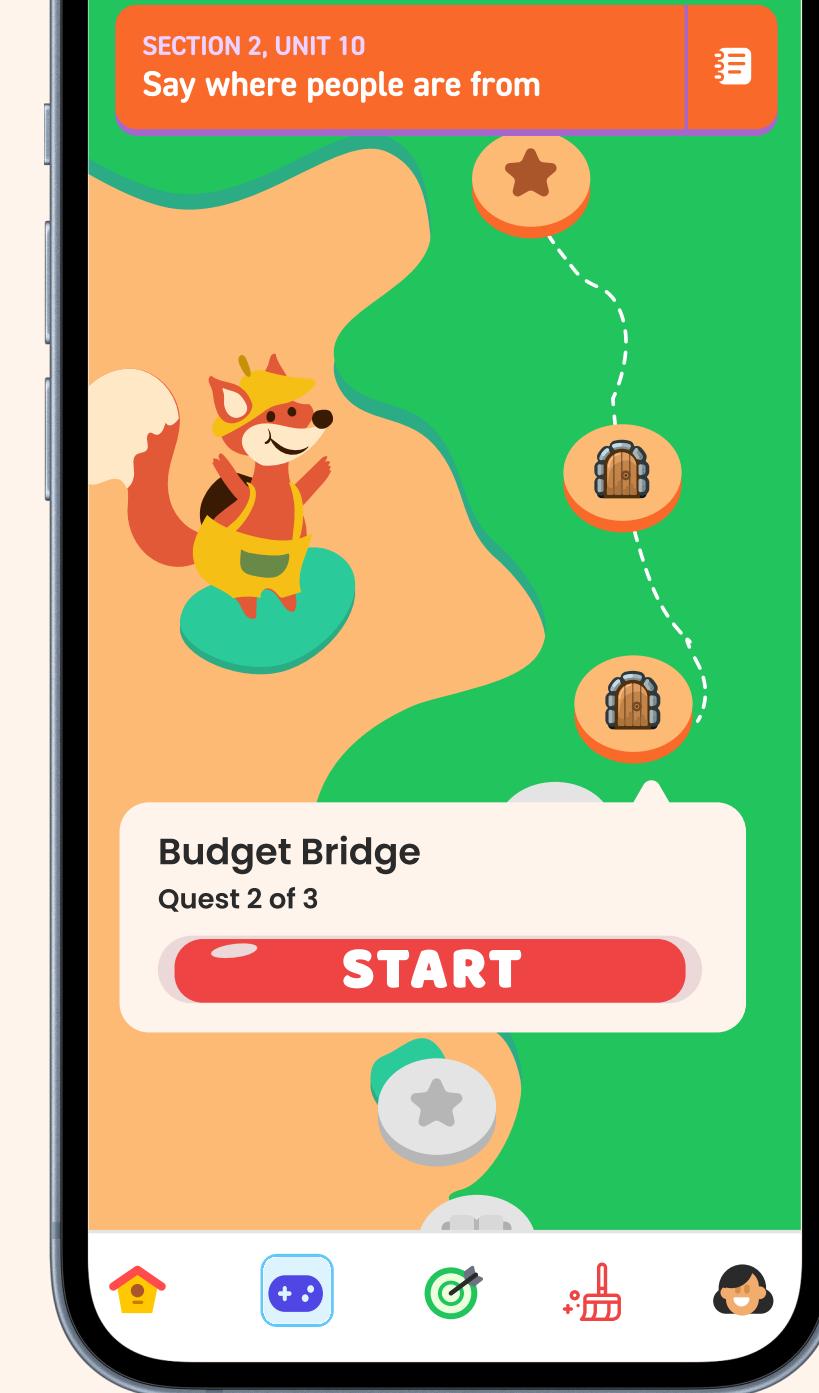
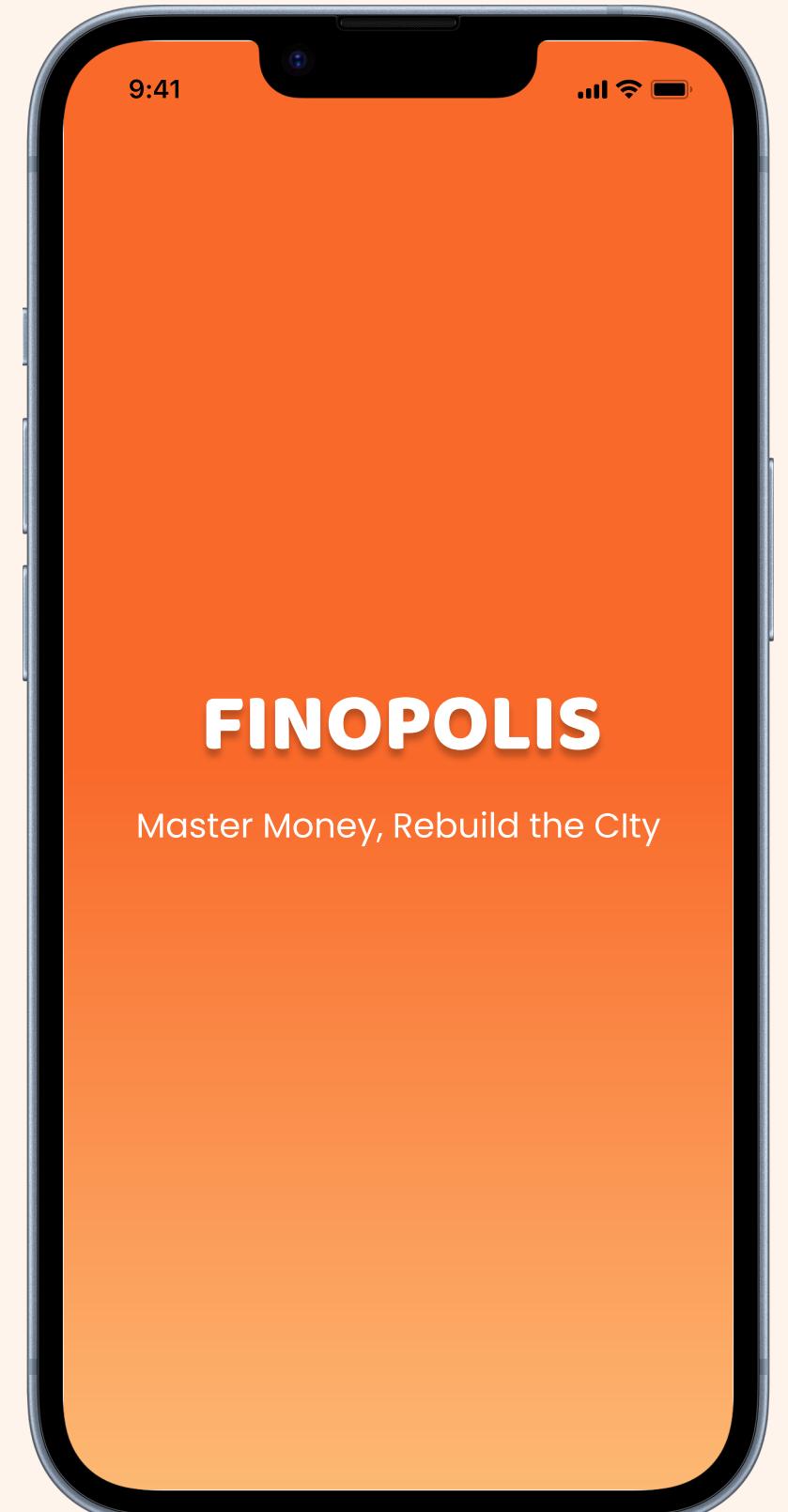


Semester - 1 | 8 Weeks

# Finopolis

A Gamified Financial Learning App for Children



# **Project Overview**

---

## **Key Challenge**

Despite research showing that money habits begin forming by age 7, financial literacy among Indian children remains extremely low. There is still a lack of engaging, age-appropriate platforms that make learning about money both fun and practical.

## **Proposed Solution**

Design a service for Indian children aged 6-12 with parental supervision to introduce essential financial concepts

# **Setting the context**

---

## **Who are the users?**

The users of this application are Indian children aged 6–12, who are in their early school years and beginning to develop a basic understanding of money through interactions with parents, school, and digital games. Their parents or guardians act as facilitators, enabling access, assigning tasks, and overseeing financial activities through the app.

## **What Are Our Assumptions About the Users?**

- children aged 6 – 12 have access to shared devices with parents
- rewards like coins, badges, and XP motivate children more than plain text
- Parents seek transparency and supervision in apps
- Parents want safe, controlled ways to teach financial habits early

## **Why are we focusing on children?**

---

### **Who are the users?**

The users of this application are Indian children aged 6–12, who are in their early school years and beginning to develop a basic understanding of money through interactions with parents, school, and digital games. Their parents or guardians act as facilitators, enabling access, assigning tasks, and overseeing financial activities through the app.

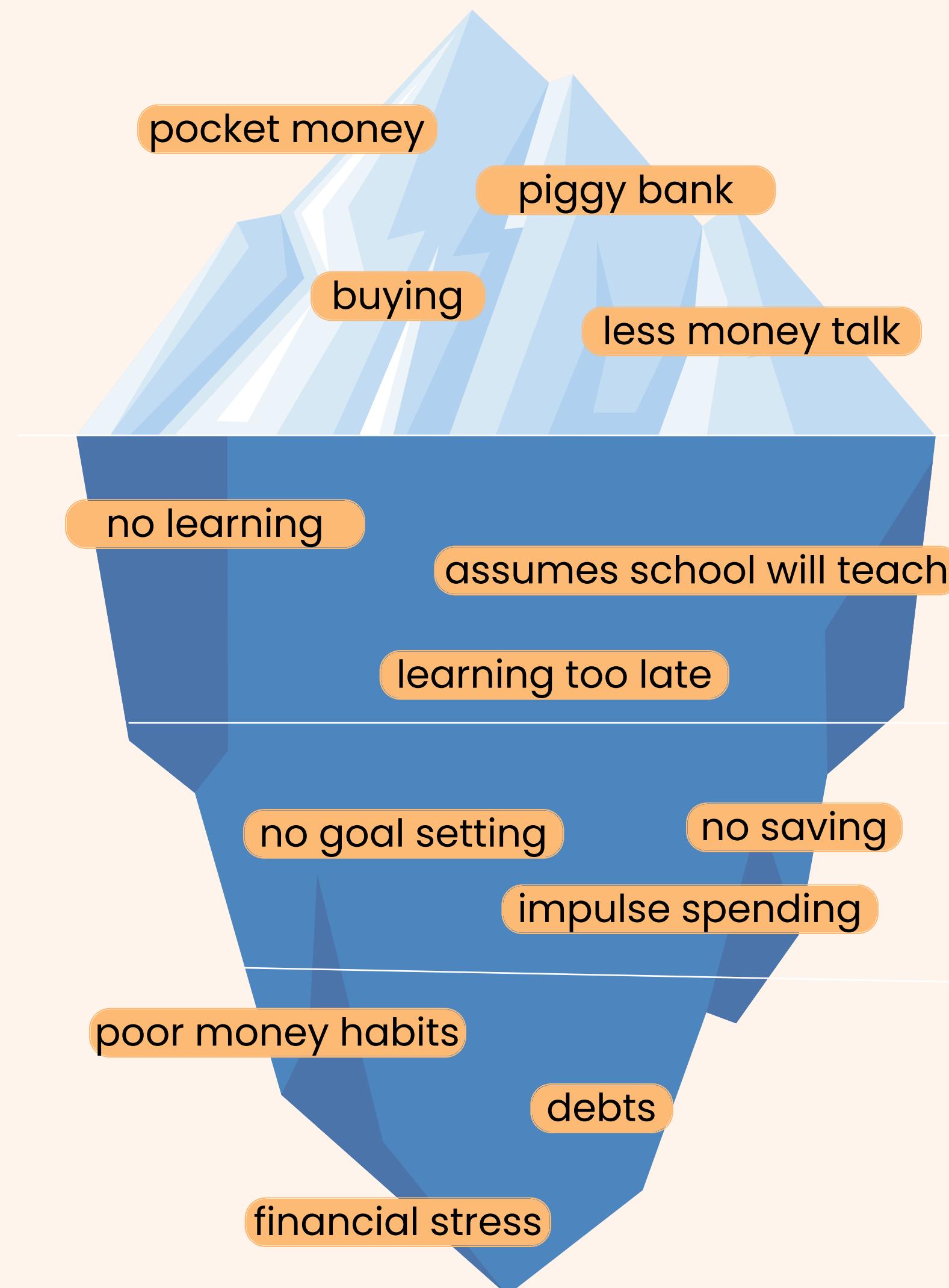
### **What Are Our Assumptions About the Users?**

- children aged 6 – 12 have access to shared devices with parents
- rewards like coins, badges, and XP motivate children more than plain text
- Parents seek transparency and supervision in apps
- Parents want safe, controlled ways to teach financial habits early

## Why are we focusing on children?

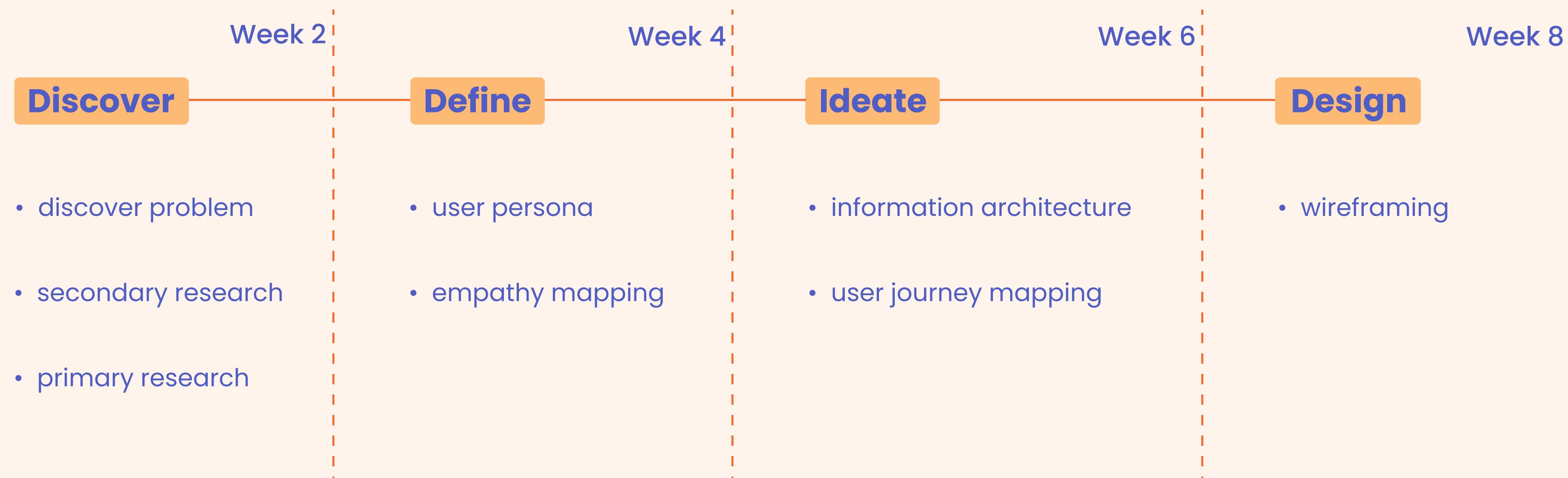
Children aged 6–12 are in their formative years, where money habits begin to take shape — often without structure or awareness. At this stage, they interact with digital rewards and in-game currencies, but rarely learn about real-world saving, budgeting, or goal setting. Without early intervention, these gaps can lead to impulsive spending patterns, low savings rates, and future financial dependency.

By focusing on this age group, we aim to build positive financial behaviors early, before bad habits become harder to change.



# Design Process Overview

---



## Secondary research

---

Financial literacy is a critical life skill that is often overlooked during childhood. Studies conducted by the **Reserve Bank of India (RBI)** and the **National Centre for Financial Education (NCFE)** highlight the necessity of introducing financial education at early schooling stages to build lasting behavioral habits. Yet, according to the **ASER 2022 report**, only a limited percentage of children **below 14** engage with any **structured financial curriculum related to money management**.

Simultaneously, access to smartphones has significantly increased among young children. A Statista 2023 survey reported that over 40% of children in classes 1–5 (ages roughly 6–10) in India have access to mobile devices, whether shared or personal. While **educational apps** like BYJU'S and Khan Academy have demonstrated the effectiveness of **gamified learning**, the gap remains in the domain of **financial education** for younger children.

**75%**  
kids lack confidence in  
knowledge of personal finance

**32%**  
kids cannot identify the difference  
between a credit and debit card

**16.7%**  
Indian students know basic  
fiance and money management

## **Primary research**

---

To evaluate our assumptions and discover answers to the core question "*How can we aid children in the early stages of growth in learning about finances?*" primary studies were conducted through a mix of surveys and user interviews with both parents and children aged 6–12 to understand the situation.

The primary aim was to explore how children and their guardians perceive financial learning today by understanding their concerns, expectations, and influences around saving, earning, and spending. A particular focus was placed on financial education specifically, understanding children's evolving relationship with money, their attitudes toward goal-setting, and the role gamification could play in making financial concepts relatable.

**How might we aid **children** in their early stages of growth in learning about **money and financial decisions**?**

```
graph TD; A[How might we aid children in their early stages of growth in learning about money and financial decisions?] --> B[their understanding of money, expectations and influences]; A --> C[relationship with money and how parents help them]
```

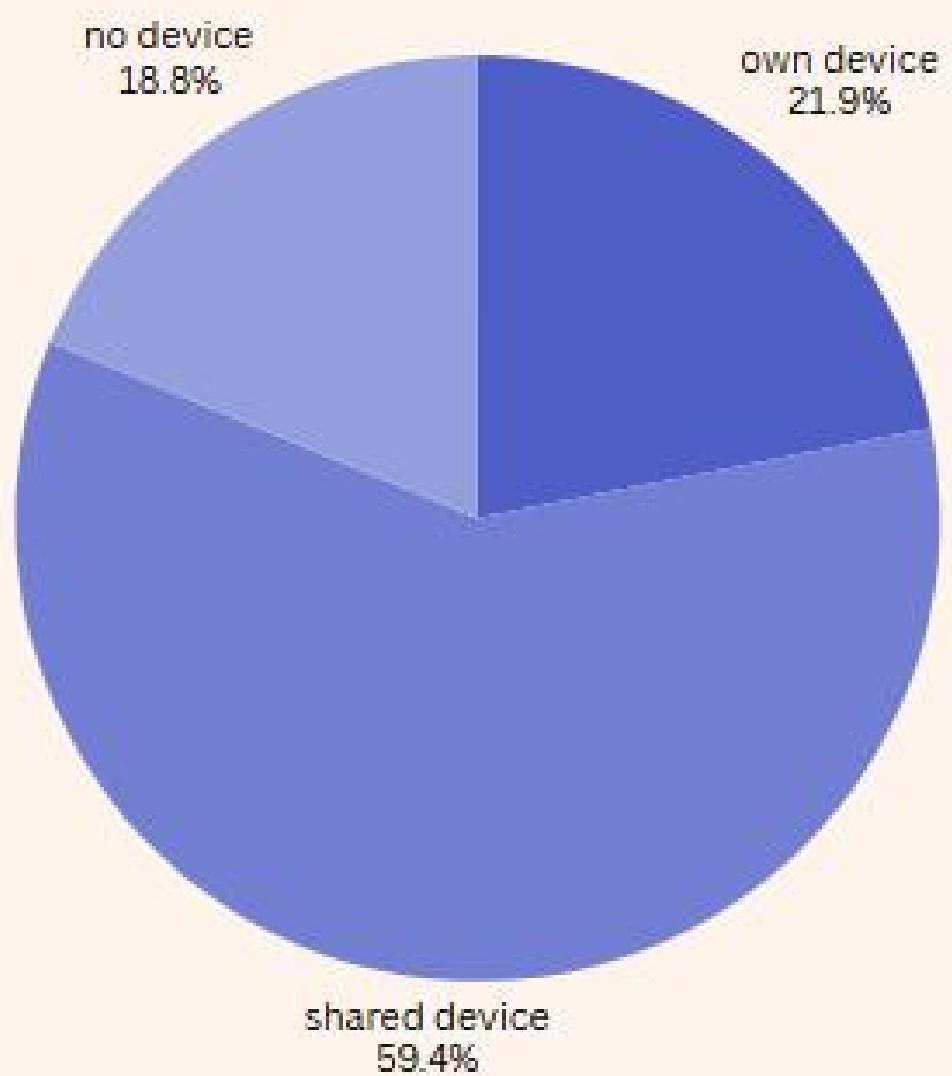
their understanding of money,  
expectations and influences

relationship with money  
and how parents help them

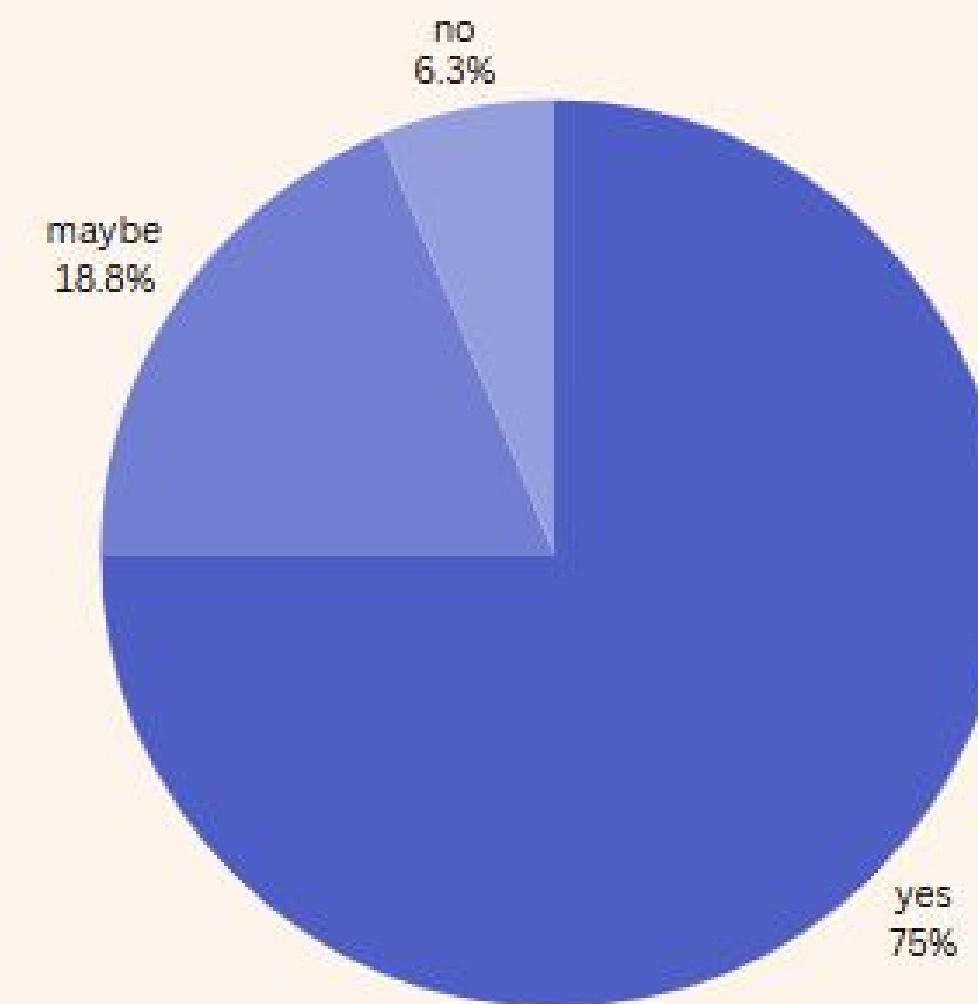
## Online Survey – Results

---

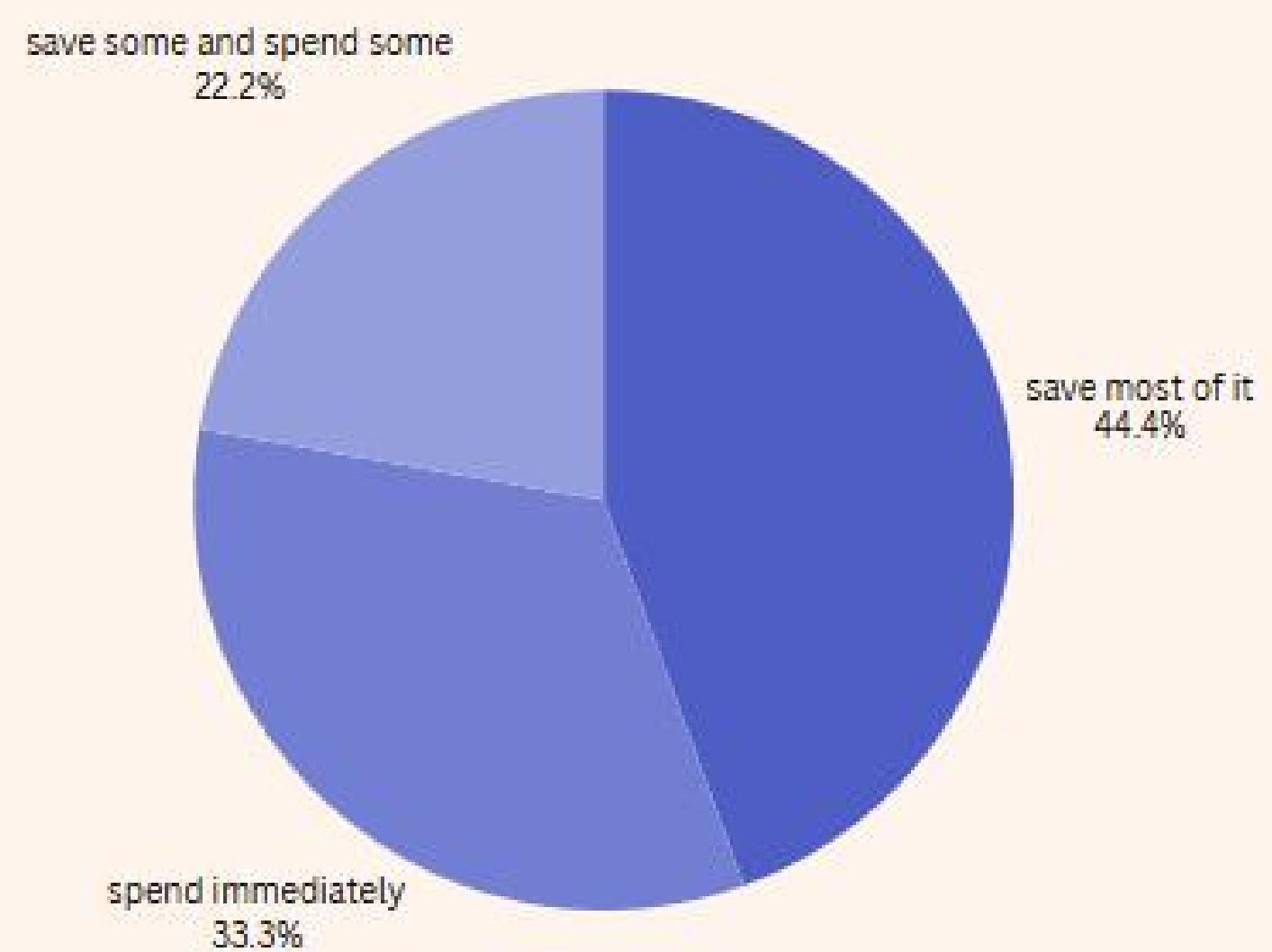
Does your child have access to a smartphone?



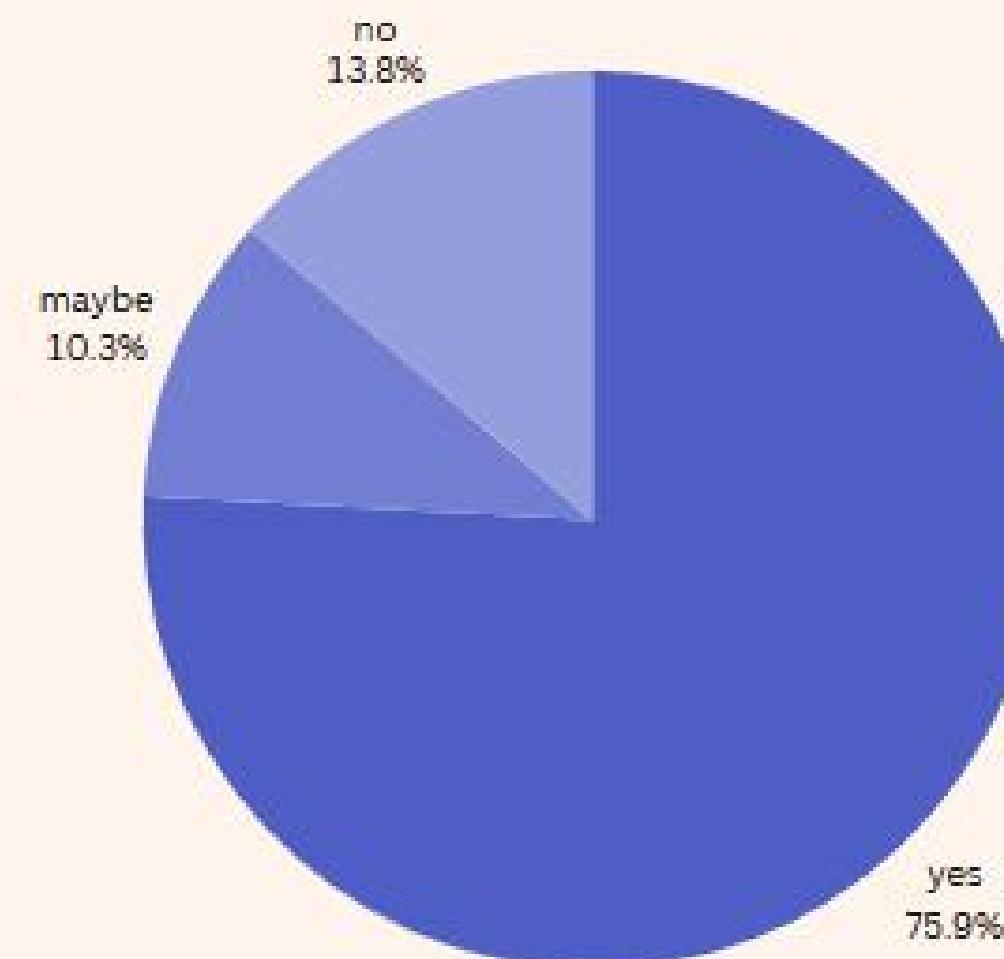
Are you open to using a gamified app to teach your child about money?



What do you usually do when you get money?



Would you like to learn about money through a fun game?



## **Online Survey – Insights**

---

**79%**

parents agreed that teaching saving habits is more important than simply giving pocket money.

**71%**

parents shared that schools don't teach enough about finances

**41%**

children often spend money impulsively

**66%**

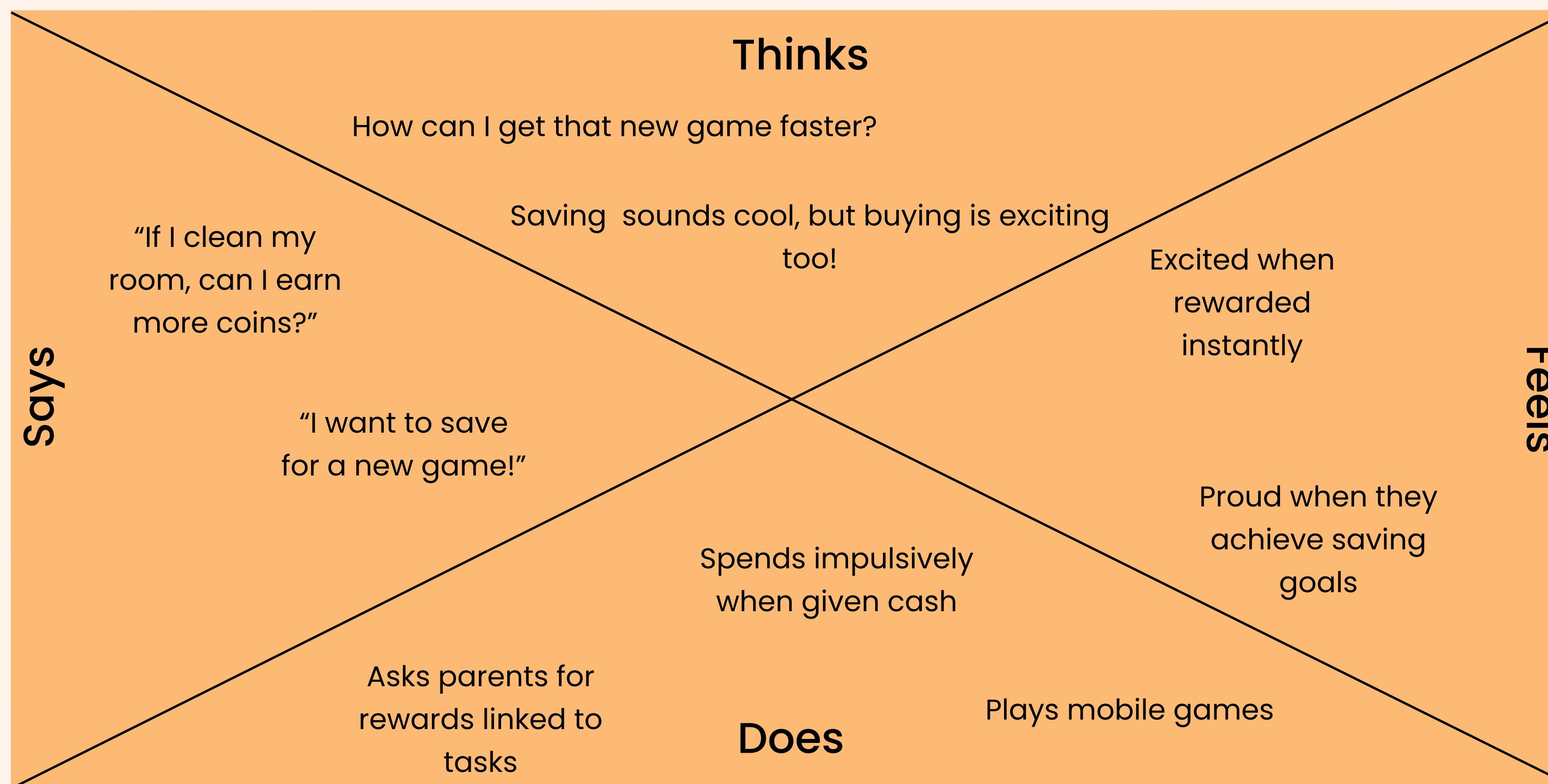
children like saving for small goals

“I would love to save and buy something cool like a football!

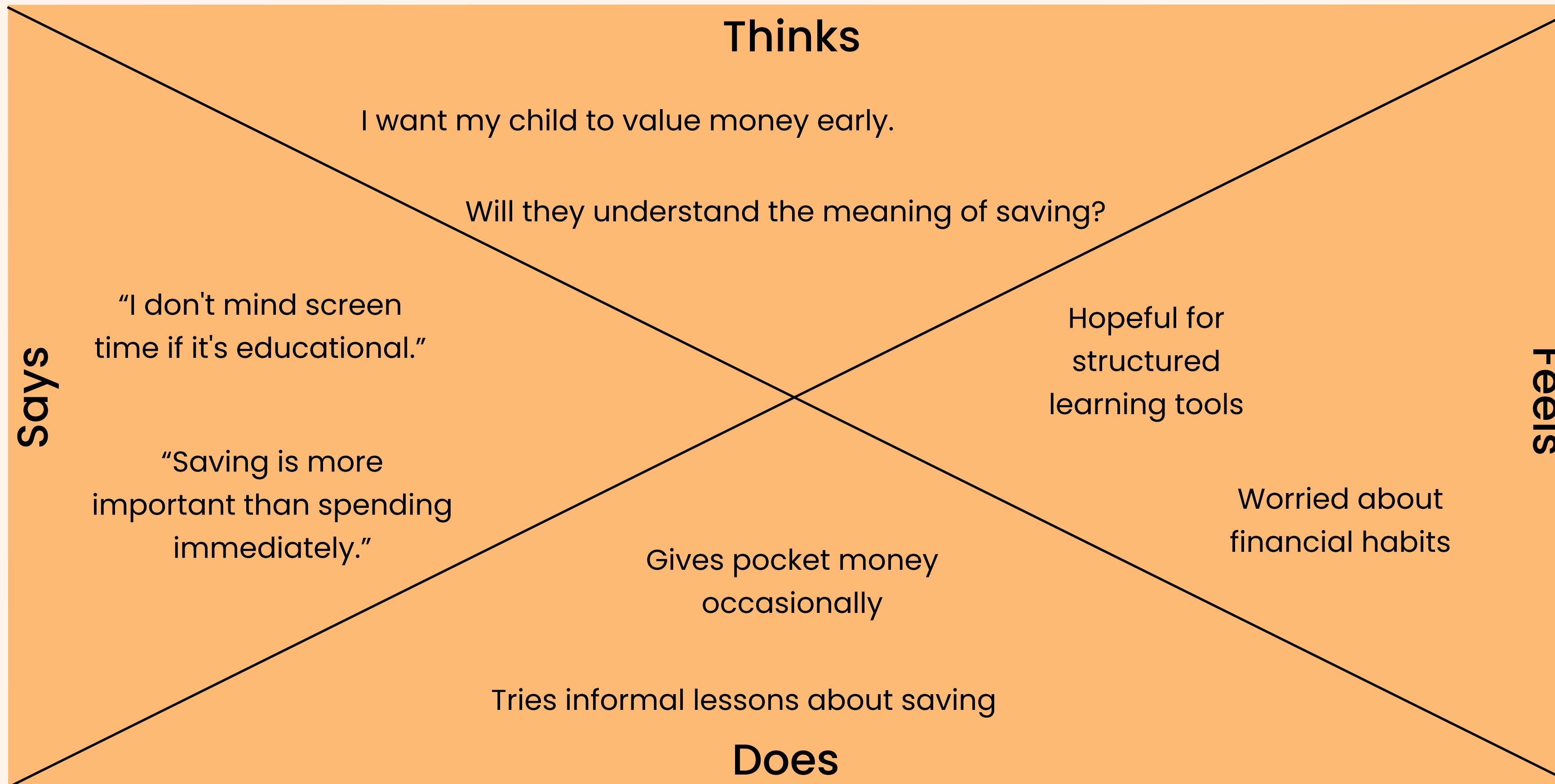
“Teaching saving through daily tasks would be more effective than just giving pocket money.

“I want a kid friendly platform where my son can learn without the risks

## Empathy Mapping - Child



## Empathy Mapping - Parent



# **Project Scope**

---

## **Target Audience**

- children aged 6–12 years in India who are starting to understand the concepts of money, rewards, and saving through daily experiences
- their parents or guardians, who act as supervisors, facilitators, and co-journey participants in teaching financial responsibility

## **Lenses and Milestones**

- **Lenses** – Child-Centric Learning, Parental Supervision and Safety, Gamification for Engagement, Behavioural Habit Formation
- **Milestones** – learning about money, completing tasks, setting goals, earning and saving money

# Problem Statement and Design Brief

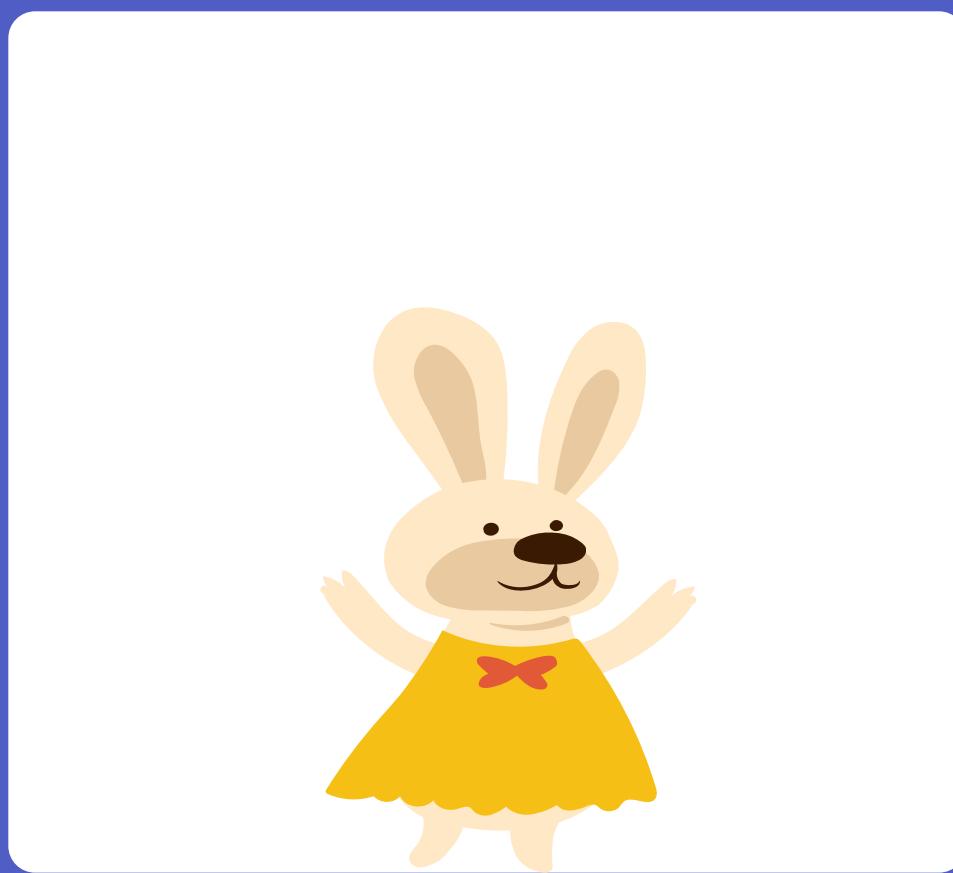
## What are we solving?

Children in their early stages of development find it difficult to learn about financial concepts like saving, goal-setting, and budgeting due to a lack of structured, engaging platforms



# User Persona

---



**Tanu**

**Age:** 9 Years

**Gender:** Female

**Education:** Grade 5 Student

**Location:** Bangalore, India

Tanu is a curious and energetic child who loves playing mobile games and solving small puzzles. She gets pocket money for completing small chores at home.

## Interests

- Playing mobile games
- Collecting Toys
- Watching YouTube
- Board games

## Needs and Expectations

- Easy-to-understand goals, Visual progress tracking, Encouragement for saving over spending
- Fun and colorful app, Clear rewards system, Quick feedback after completing tasks

## Goals

- Save money to buy a new bicycle
- Learn how to earn rewards through small tasks

## Motivations

- Unlocking badges and levels
- Being praised by parents for saving up
- Watching his progress grow visually

## Tech Comfort level

- very comfortable using touch-based apps
- needs simple navigation

## Pain Points

- Not knowing how to learn about money
- difficulty in setting goals and saving pocket money

# User Persona

---



Priya

Age: 35 Years

Gender: Female

Education: bachelors

Location: Bangalore, India

Priya is a working mother who strongly believes in teaching life skills early. She often worries about how little schools teach children about money management.

## Interests

- Parenting blogs
- Personal finance podcasts
- Family outings
- Gardening

## Needs and Expectations

- Safe and secure educational apps, Control over child's financial tasks, Ability to track child's progress
- Simple parent dashboard, Quick overview of tasks and goals, Clear privacy protection

## Goals

- Teach her kid the importance of saving
- Inculcate long-term financial responsibility early

## Motivations

- Watching her kid build good financial habits
- Using technology positively for learning
- Reducing future financial dependency

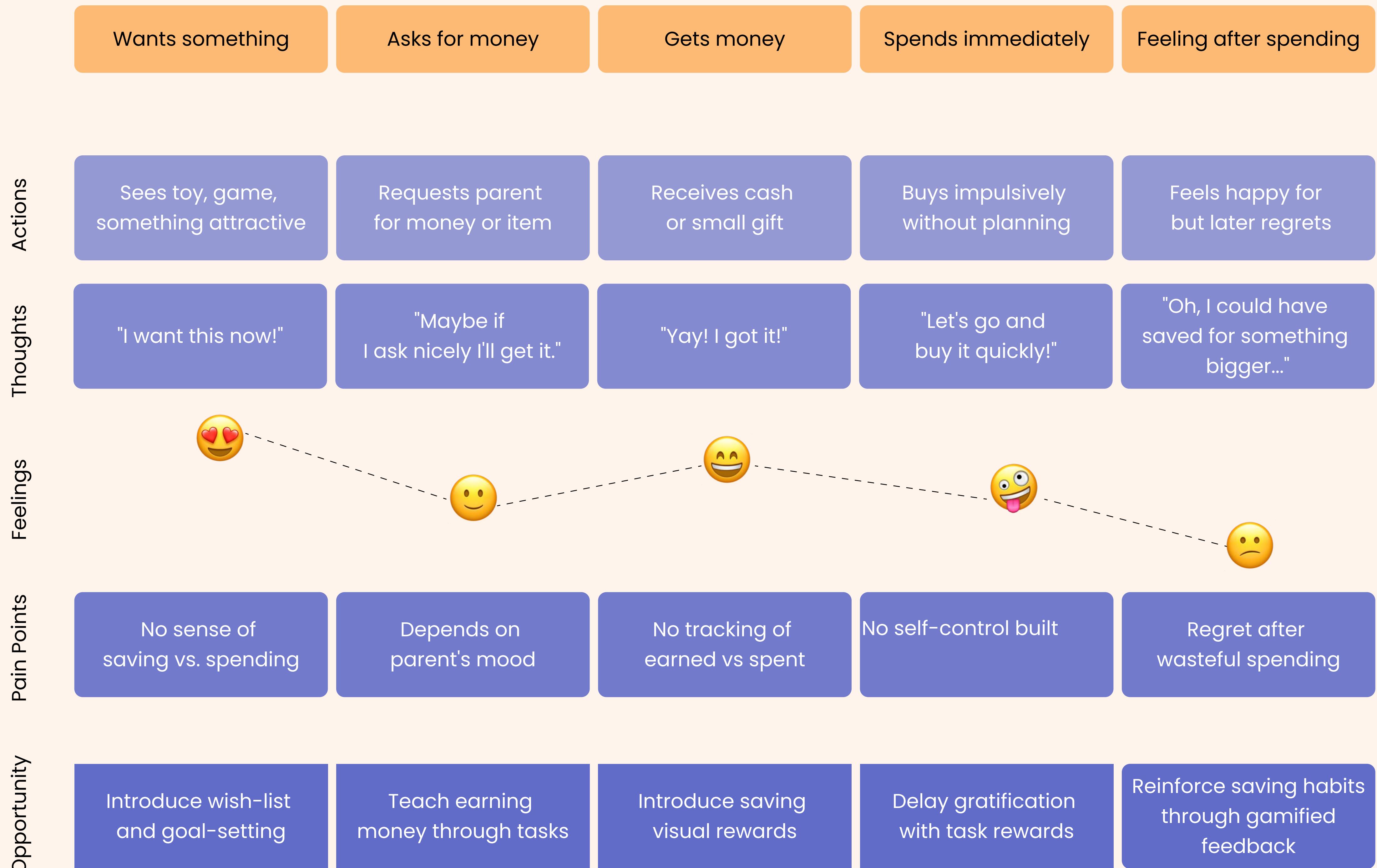
## Tech Comfort level

- Comfortable using mobile apps
- needs simple interfaces for quick monitoring

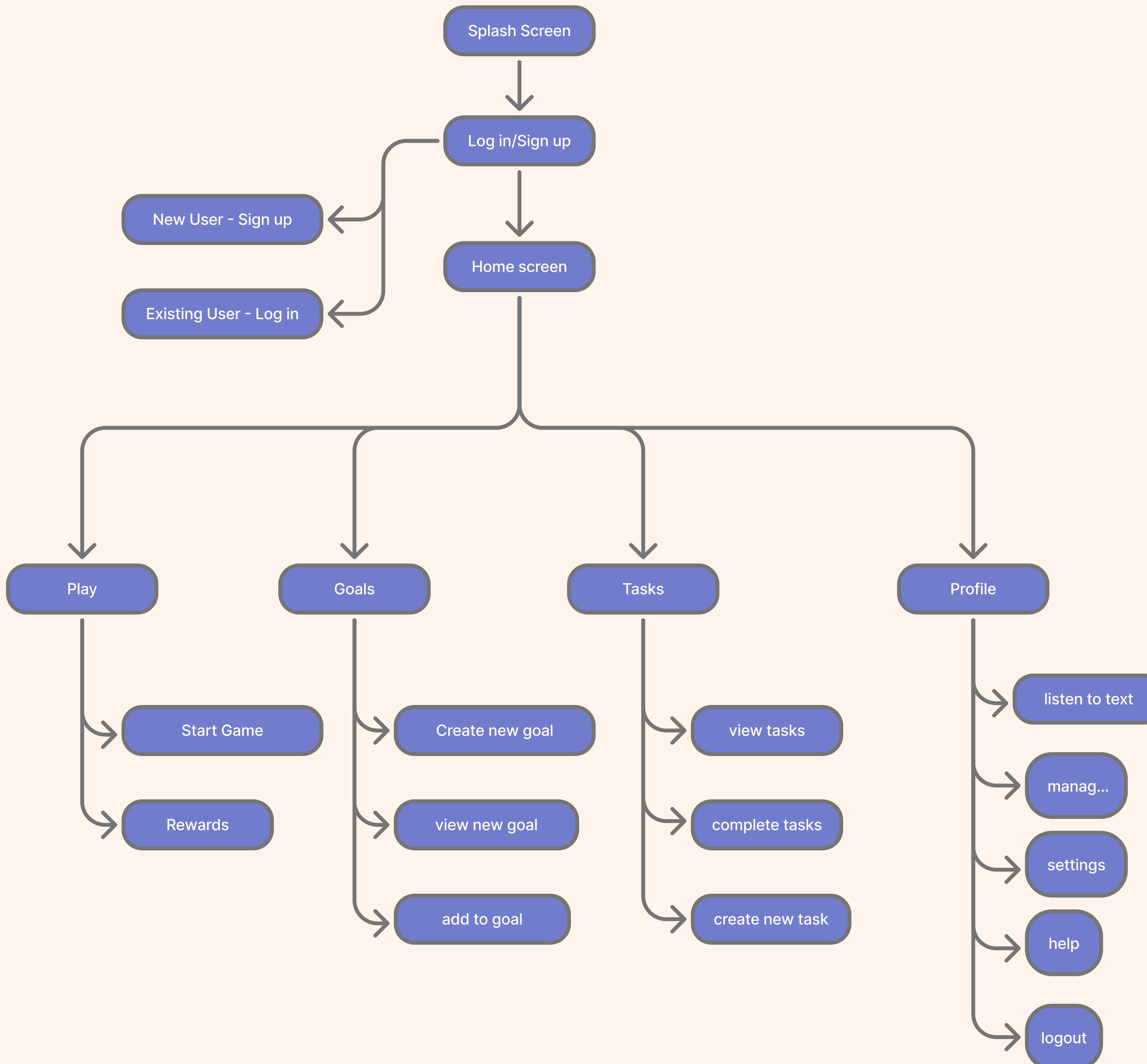
## Pain Points

- Hard to explain complex money concepts in child language
- Limited trusted digital tools for finance education

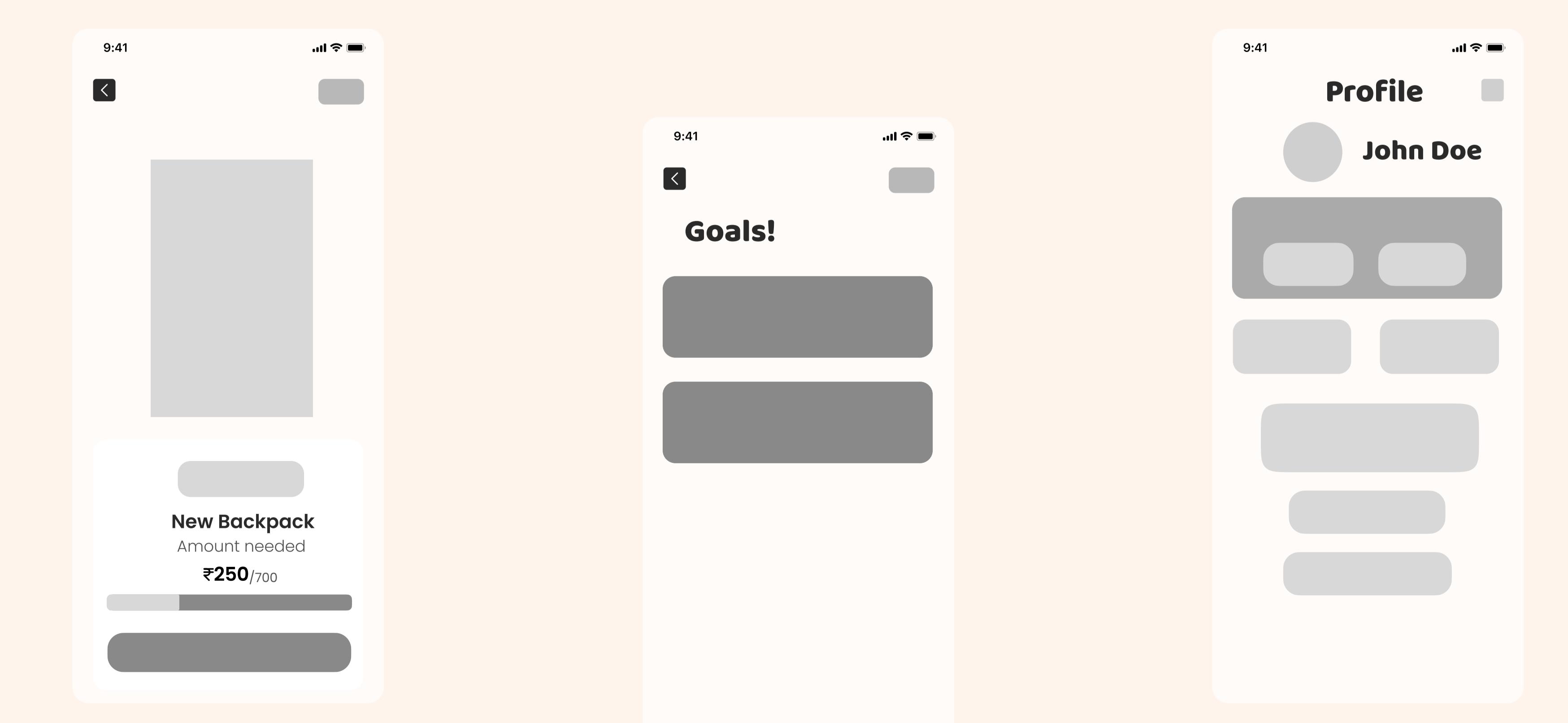
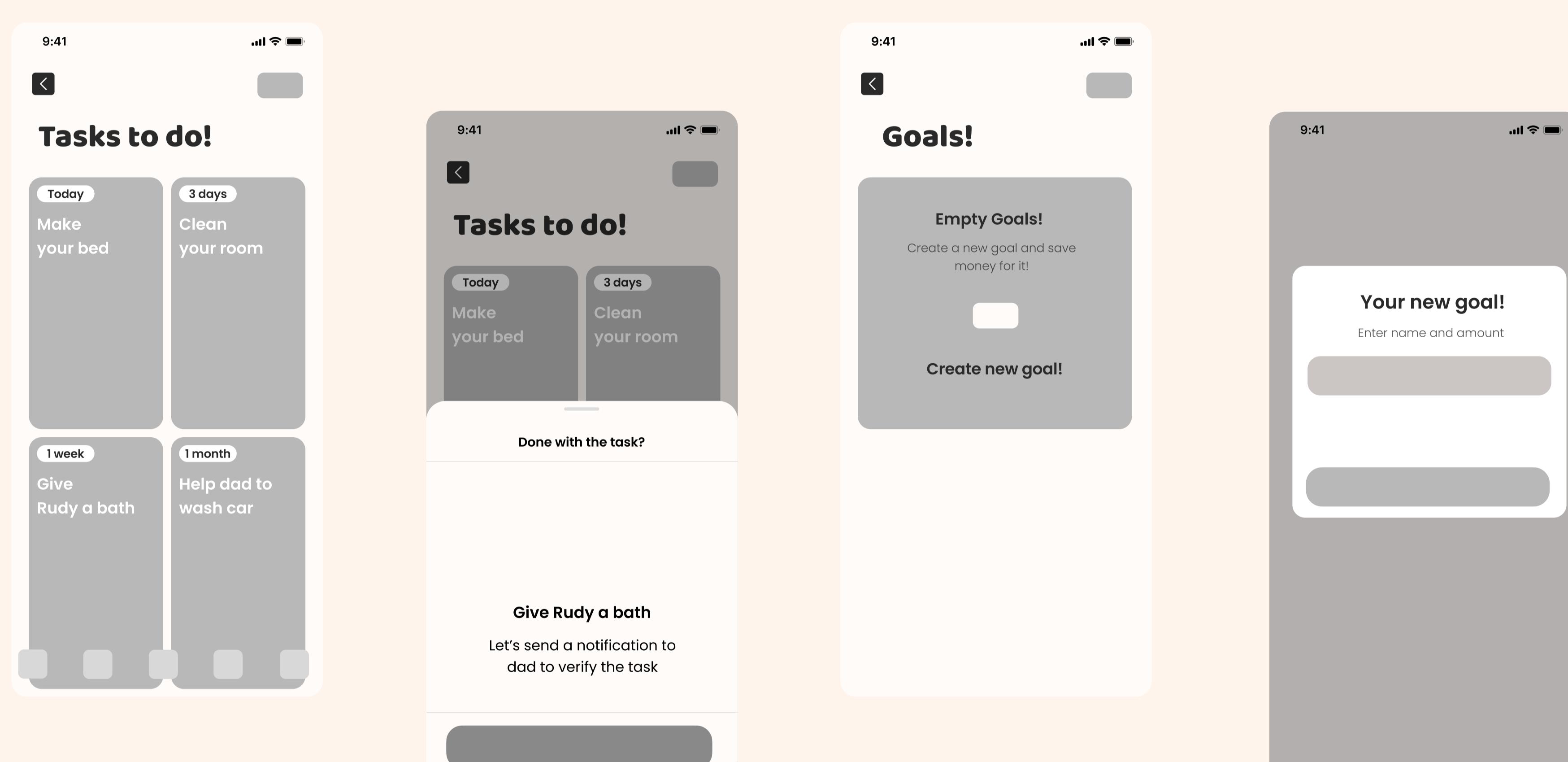
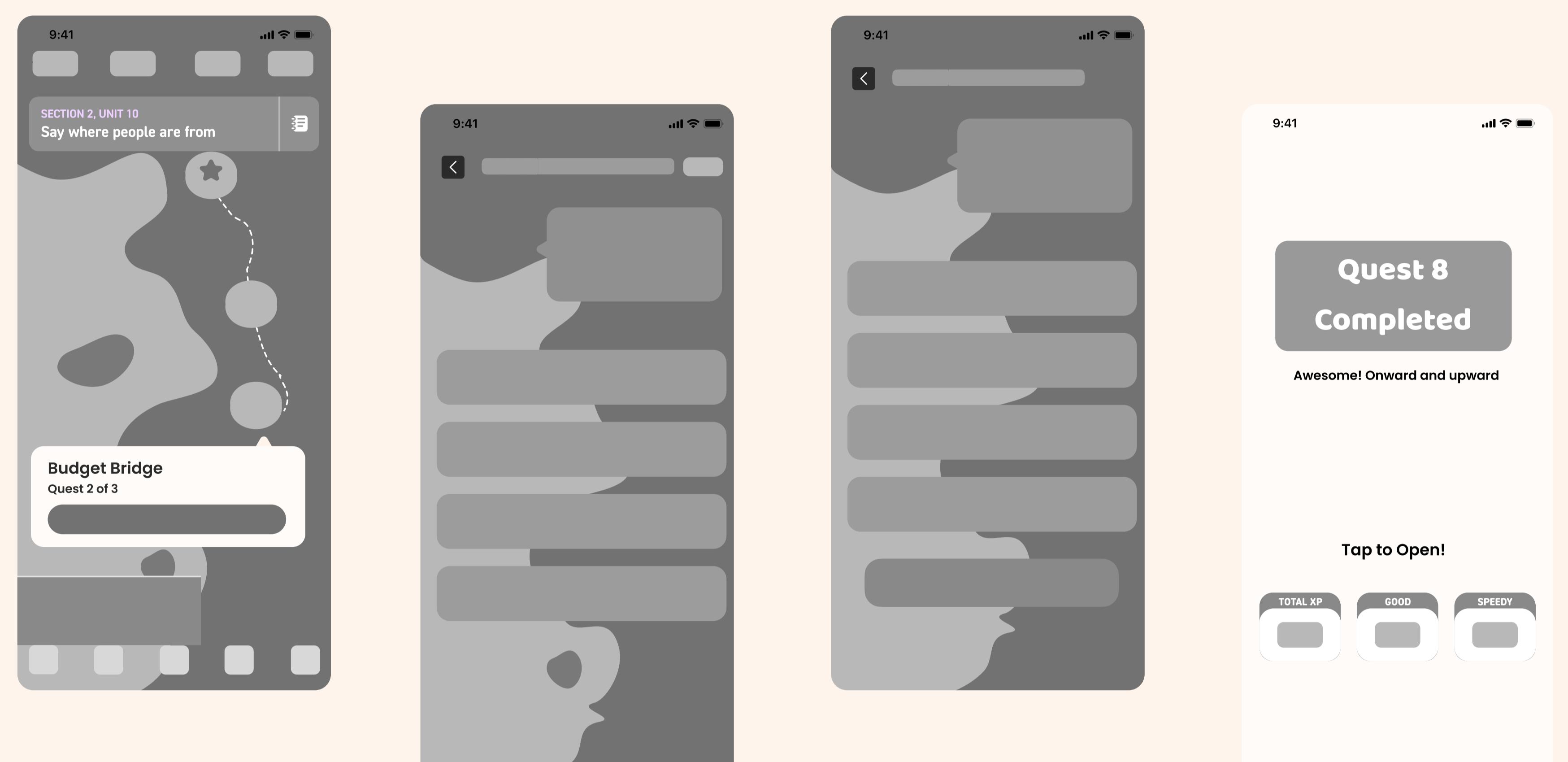
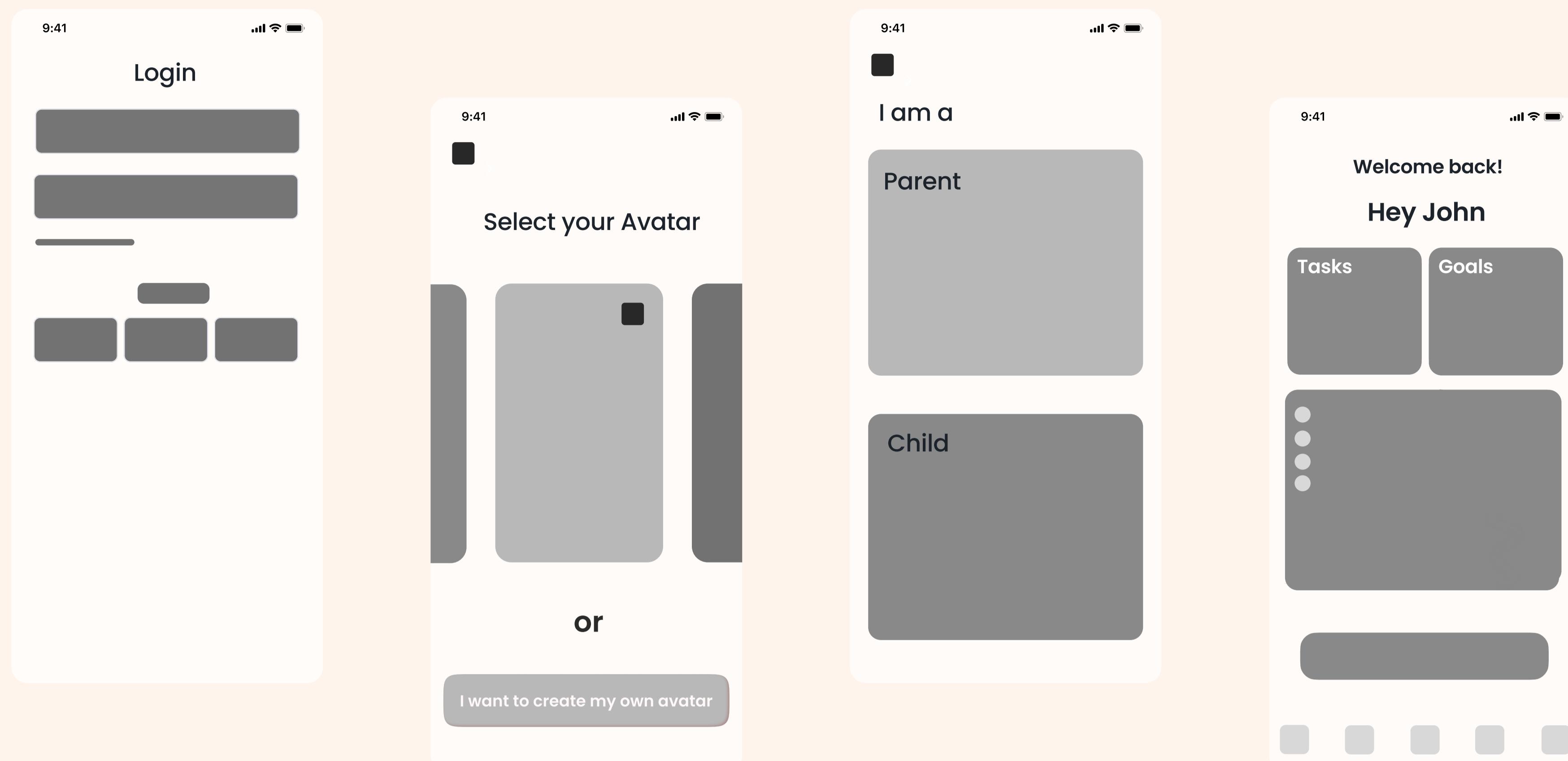
# Mapping the current User Journey



# Information Architecture



## Wireframes



## Typography

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#4567\*()

Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#4567\*()

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#4567\*()

Baloo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#4567\*()

## Colour Palette



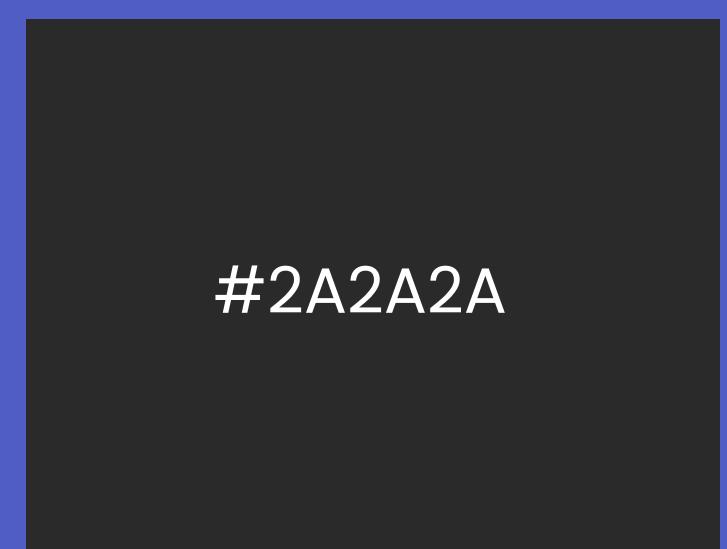
#F96A2B



#EF4444



#FFF4EC



#2A2A2A



#FFFFFF

## Final Screens

