

The background is a solid dark navy blue. It is decorated with numerous jagged, angular lines in three colors: white, light blue, and light orange. These lines are scattered across the frame, some forming sharp peaks and valleys, others as more horizontal segments with small angles, creating a dynamic, geometric pattern reminiscent of a stylized city skyline or abstract data visualization.

# Week 6 Pitch: Financiaholic

Team 6  
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A cluster of overlapping geometric shapes in white, orange, and blue, including triangles and lines, located in the top-left corner of the image.

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Inclusion

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## Meet Michael

- Senior
- Trying his best to prepare for upcoming years
- Lacks financial literacy
- Clueless on how to start

# Problem Statement

- “Four in five youths failed a financial literacy quiz”
- “About 4 in 7 Americans are financially illiterate and report being unable to manage their finances.”
- Financiaholic combats the lack of financial literacy for both adults and youth



# Users

## Our Target Audience

High School  
Students

University  
Students

Young Adults

## Some Interesting Facts

- 93% of high school and university students agree that it is important to learn about finance at an early age.
- 78% of the adults live paycheck to paycheck.

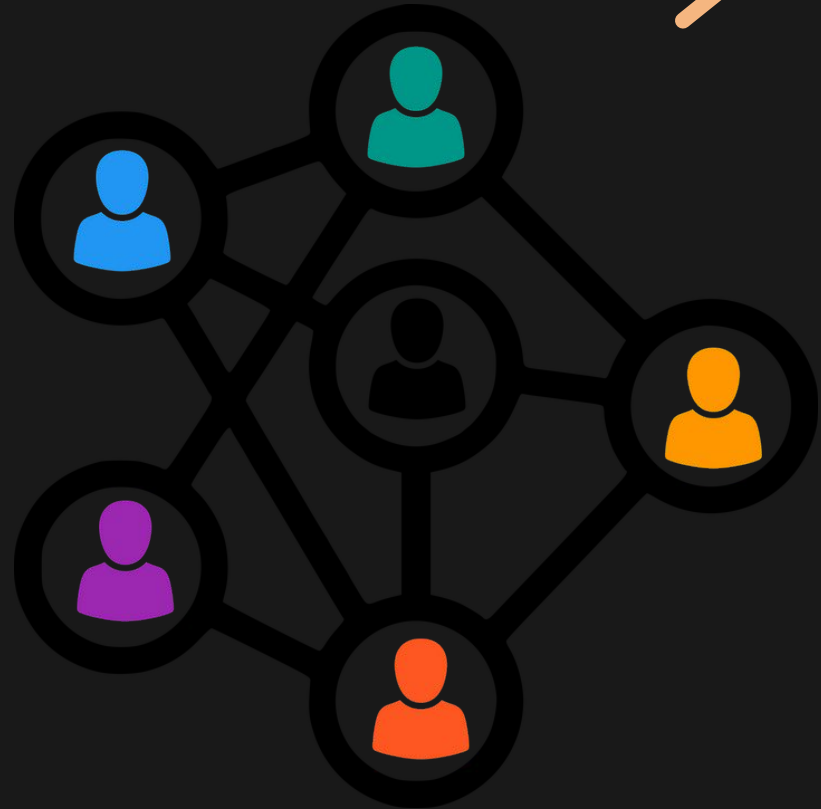


Source:

[www.opploans.com/oppu/articles/statistics-financial-literacy](http://www.opploans.com/oppu/articles/statistics-financial-literacy)

# Core Logic

- Efficient use of money to become financially literate
- Providing financial education in terms of income, accessibility, and vision.
- Educate and encourage people to take the next step.



# Form Factor



Coming soon on  
all platforms






Figma  
Prototype

Sources:

<https://scholarworks.uni.edu/cgi/viewcontent.cgi?article=1909&context=grp>

<https://thelearningcounsel.com/article/why-game-based-learning>

# Supporting Research

Essential Elements Required for Learning <sup>[7]</sup>	Game Elements that Match Each Element <sup>[8]</sup>
 Motivation to start, to remain engaged	Game goals, challenges, conflict, cooperation, reward structures (feedback, points, achievements) 
 Relevant practice that prods for recall AND gets you to apply what you're learning in a way that mirrors how you'll use info/skills in job	Use of game goal, challenges, rules, and reward structures to mimic real-world contexts or problems to solve. Game levels, game loops 
 Specific, timely feedback on your performance that guides, reinforces, or corrects	Reward structures and game feedback loops 
 Ability to retrieve the learning when you need it in the real world	Story, emotion attached to play experience, repeat play—all help embed memory 

Source:

<https://visual.ly/community/Infographics/gaming/getting-facts-game-based-learning>



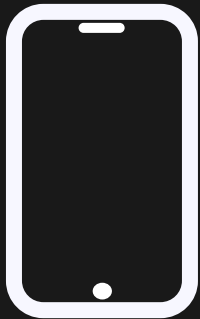
# Description

- Simple to use login page
- 2 main tracks to target youth and adults
- Personalization to make the experience interesting and relatable
- Several metrics to measure in game progress
- Alternative learning resources
- Share and track progress



# Differentiator

Game-Based Learning



Interesting Appeal



Community



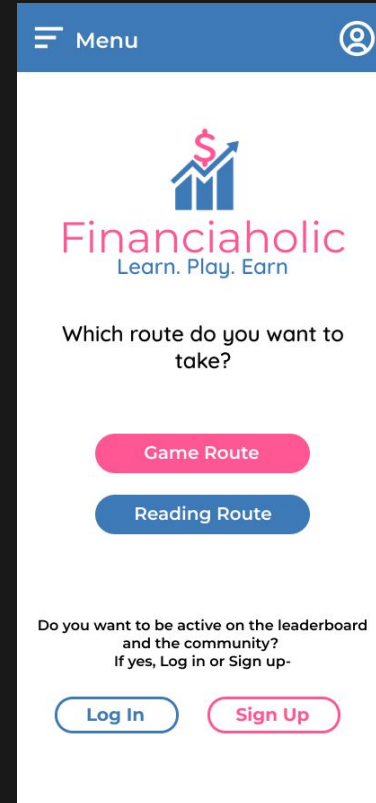
# Accessibility and Inclusion

- Free of Cost
- Specialized color scheme
- Recorded Version
- Always open to feedback to constantly improve and update accessibility and inclusion.



# A Wireframe

- We created a **Figma Prototype** to showcase some of the basic functionality and design elements of our Game-based app.
- The key features of our design are-
  - The color combination is uniform and has the brightness to contrast with the white background.
  - We allow our users to select which route they want to travel to customize their flow throughout the app.
  - The Log In and Sign Up allow them to access our Leaderboard and Community Features.
  - There is a sample for how the app would progress whenever the Game Route or the Reading Route is chosen.





# Michael

After using the app, Michael is able to

- Set realistic financial goals and work towards them
- Manage his credit and avoid credit traps
- Pay tax with confidence



# Thanks!

Do you have any questions?

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