

## Project Worksheet

<i>Team Name</i>	<i>Mission Finance</i>
<i>Team Members</i>	<i>Arnav, Madhuv Sharma, Prabhav Khera, Shiv Jhattu</i>
<i>Date</i>	<i>August 8-13, 2021</i>
<i>Name Your Idea: Title</i>	Financiaholic is an enjoyable yet realistic game-based app, aiming to educate young adults in the realm of financial literacy.
<i>Problem Statement</i>	Financiaholic combats the lack of financial literacy for both adults and youth from ages 15-30 by providing concrete financial knowledge in the form of an interactive game. In the post-pandemic world, people have more personal time on their hands than ever, thus it is the perfect time to take advantage. Whether you are a 30-year-old who has some extra cash to invest or a 15-year-old who is simply looking to budget and save for post-secondary Financiaholic is the perfect app to do just that. Through hopping on the <a href="#">Reddit</a> stock market trend, applying for a <a href="#">TD</a> scholarship or simply paying off expenses, users will have the ability to make their own choices and get a taste of the difficulties associated with personal finance.
<i>The Users</i>	Although Financiaholic would be available for everyone to download for free, our main target audience is youth or young adults, of the age group 15-30, who are exploring new opportunities and would benefit from added financial literacy in any capacity which includes essentially everyone, as you can never be too financially literate.
<i>The Logic</i>	Our core logic is that we want to teach youth and adults how to efficiently earn and use money and essentially become financially literate. What our game-based app does is that it combines the desire to earn money with the enjoyment of video games to encourage people to learn and have fun at the same time. We understand that there is a great barrier towards financial education in terms of income, accessibility and how overwhelming the topic may seem. Thus we have implemented many logistics to make our app as accessible and welcoming as possible. We have created an app that resembles social media in terms of connectivity with the added features of accessibility and engagement through a game-based platform. The features include audio and visual alternatives to accommodate for disabilities and the app being free to ensure there is no financial discrimination. Our core logic is to educate and encourage people to take the next step with managing their finances, regardless of where they are in life.
<i>Form Factor</i>	Financiaholic will be available for download across the <a href="#">App Store</a> and <a href="#">Google Play Store</a> . Users can also access information about the application from our main website and from there a desktop

	<p>version of the game can also be downloaded making it accessible and easy to use. Whether you are using the desktop or mobile version, you can sync them both and allow for push notifications to receive constant game progress and updates of the real world of finance.</p>
<i>Benefits</i>	<p>The target community will benefit from our interactive game-based application that will provide them with the appropriate financial knowledge. They will learn the various terminologies and the key features of investing and managing their finances in a simulation format with the main character with whom they can sympathize and learn alongside. Apart from the simulation route, they will also have access to the alternative route, which has the essential information available in a direct format, with audio and visual alternatives to accommodate for disabilities, so that the users, irrespective of their physical abilities, can get directly to it and learn. This feature is also catered to those individuals who do not want to play the game or want to refer back to previous content. Learning about investing will help them become not only financially literate but also financially confident as they can just use their existing money to make more and sustain a better quality of lifestyle. Also, as we know, earning money is not the sole factor in financial literacy. Hence, by providing knowledge about saving money, we add another aspect to the application and make it an even more beneficial and reliable product.</p>
<i>Description</i>	<p>Once the application is opened, the users get into the login/sign-up page. After logging into their accounts, the profile page is displayed, which contains their score and all-time achievements, and a short recap of their most recently learnt topic. It proves to be helpful to the users as they can easily revise the last concept and hence start working on the next task without any difficulties. Overall, having two tracks to choose from, we have accommodated the whole age group of 15-30, as the younger users, who have just crossed 15, would generally prefer the learning with simulation option, while the elder people, who are almost 30, might focus just on the learning material without getting into the gaming track, due to time constraints or other reasons. However, in the gaming track, you can choose to either be a young and upcoming college student who is getting to learn the very basics of personal finance and how to manage expenses. Or you can choose to be an adult with a full-time job looking to maximize your income and learn more intricate ways of investing such as real estate. The first track about a college student is recommended for those completely new to the idea of personal finance as it will start from the very basics while the</p>

	<p>second track delves into more complicated and larger topics of investment recommended for those who already have a grasp on the basics of financial literacy. The user can personalize their experience using the game component as they can choose whether to build a business, have a job, have a fundraising leadership position at a club, and also have hobbies that require money such as going to the gym. There are several metrics so the student can become aware of their progress in-game, such as Happiness, Focus, and Debt. The app also provides alternative learning resources to accommodate all learning styles such as informative videos, flashcards, quizzes (to test learned knowledge) and many more. We will allow users to share and track their progress using social media and also with other users on the app using the community feature. We expanded the simulation to be of a whole portfolio containing sample stocks, ETFs, e-gold, cryptocurrency, land assets. bonds etc. This centralization of all sample investments would help the users keep a track of their overall finances and facilitate further investment schemes. Also, making our users get a grip on taxation, we make them independent of Chartered Accountants, as they can file their tax reports themselves, having had all knowledge about taxation rules. Teaching the users techniques of budgeting, encouraging them to start saving money as an emergency fund and investing in insurances regularly, would make them a completely financially literate and independent individual, overall.</p>
<i>Differentiator</i>	<p>At this point, there already are various applications, websites and courses which aim at providing financial literacy to the public. Various features make our product different from others.</p> <p>What sets our product apart? Rather than the traditional and mundane approach of using some sort of lesson to inform the audience, our platform uses game-based learning; a technique proven to be superior. Instead of reading or listening to financial knowledge that will go in through one ear and come out another, students will make their own decisions and learn from their mistakes which will allow for actual retention of knowledge. As humans we learn from failure, not success, thus our platform cultivates a more productive learning environment.</p> <p>Not only is our product more effective in accomplishing its goal via a more efficient learning style, but our product also puts the fun in learning since a lot of the lack of financial literacy in youth can be credited to the lack of interest. While using a</p>

	<p>game-based app, the interest level skyrockets as most will play the game to have fun and end up learning concrete financial knowledge. Also, by answering questions and predictions correctly, they are provided with points and achievements which help them get higher up in the leaderboard rankings. This is an additional factor to motivate the users to learn and not get discouraged. The difference in approach allows for students to be motivated to engage with the game while simultaneously gaining the appropriate knowledge, setting it apart from the majority of products like ours.</p> <p>Also, our platform provides a platform for users to connect and network with each other. We have also included a 1-on-1 mentorship as well as an option to share and track progress with friends. Having like-minded individuals available to interact makes a large difference as users can compete in teams and help each other learn along the way. Lastly, lots of youth may feel overwhelmed with the concepts of personal finance especially while transitioning to university; a new setting full of new responsibilities and people.</p> <p>Furthermore, many developers tend to miss out on considering accessibility issues faced by people who might be colour-blind, hard of hearing etc, but we have provided alternatives to each section that might cause problems to any of our users, ie. by using high contrast text, providing alt text as a backup to the simulation images/videos, text reading option etc.</p> <p>Lastly, the knowledge imparted by this application has been taken from various great sources which makes it a complete application for the users. As well as the fact that we have many accredited research publications backing up the effectiveness of game-based learning.</p>
<i>Accessibility and Inclusion</i>	<p>Both the desktop and mobile applications are totally free of cost, and include alt text on all pictures, and are completely screen reader-friendly and can be used by just a keyboard. Apart from that, we will allow the user to personalize their colours and themes which fit the needs of every specific individual. People who are unable to read, or learn more by listening to stuff more can hear the recorded version and follow along with the content in the app or the website. Additionally, our app is always open to</p>

	feedback from users, and we strive to constantly update and improve the accessibility/inclusivity of Financiaholic.
<i>Final Comments</i>	<p>This was a really exciting and fun project for us to get to work on this week. It is fun to be able to put ourselves into our participants' shoes to see what they have been doing the last few weeks. When coming up with this product there were so many ideas but having our main focus be youth presented an interesting challenge. We are very passionate about connecting our mind and body and changing the way that we consume media and look at ourselves.</p> <p>It is worthwhile to note that we have created just a low-to-medium fidelity prototype, as of now, but are looking forward to implementing our plans into the final fully functional application which would be available to download for free from <a href="#">App Store</a> and <a href="#">Google Play Store</a>.</p>
<i>How was your team collaborative and innovative?</i>	Working in this team has been very fun and informative. We learn stuff about each other and ourselves. Doing our best to follow Ms. Clover's excellent advice, regarding the Design Thinking Process, and having been given the project question already, we had jumped directly to the Ideate stage by collaborating and brainstorming all the ideas we had. Then we started to refine the ideas and see what would be most realistic and beneficial for youth. The ideas that we came up with were super inspiring and it just shows how when you put your mind to something you can achieve great things. Working in this team has been an inspiring experience. Lastly, to ensure that our team was innovative, we ensured that everyone was getting equal amounts of attention, was very creative with our ideas and kept things fun. We all worked collaboratively to come with different ideas and opinions to create our pitch deck as resourceful as possible.
<i>Credits</i>	<p><a href="#">Figma</a>; <a href="#">Investopedia</a>; <a href="#">PossibleFinance</a></p> <p>We would like to give special thanks to:</p> <p><a href="#">Ms. Clover</a> for her excellent advice on Design Thinking</p> <p><a href="#">Ms. Erika</a> and <a href="#">Ms. Sam</a> for their truly intriguing thoughts on Accessibility Services</p> <p><a href="#">Mr. Jeff</a> for his really informative session on the future of cryptocurrency.</p> <p>Our counsellor, <a href="#">Selina</a> for guiding us throughout the process</p> <p>Rest of the Youth Culture team for holding this amazing internship</p>