

# *Gamified Financial Education for High Schoolers*



## Anna, Hui, and Kelsey



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Finance Your Lifestyle App







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# 01 Discovery

Reflections on our target users  
and their needs



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# Target Population

## 8 User Interviews:

- 25-70+ years old
- Immigrants and US-born
- Occupations:
  - Students
  - Retirees
  - Young Professionals

## 3 Expert Interviews:

- HUD-certified housing counselor
- Co-founders of Wharton's Bridges to Wealth initiative

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Immigrants and  
low-to-middle  
income individuals

**Youth**





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“Spending money is emotional”

—**Teisha Harrison**, *HUD-certified Housing Counselor, Rocky Mount/Edgecombe Community Development Corporation*

“On average, youth ruin their credit score by  
the time they’re 22”

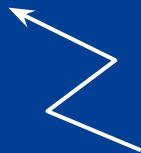
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—**Drs. Keith Weigelt & Jill Bazelon**, *Co-Founders, Bridges to Wealth*



“No formal discussions about money with parents;  
no system to teach us in school”

—**Nearly everyone**



# What we learned

## Education

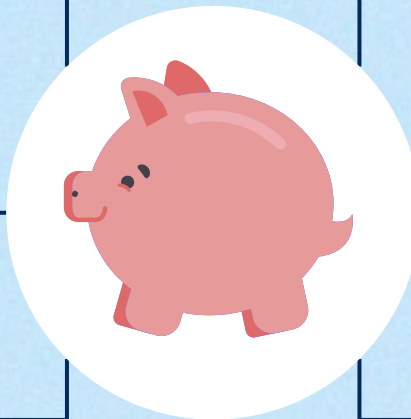
No informal or formal learning

## Using Credit

One of the biggest problems

## Trial & Error

Hoping for the best without preparing for the worst



## Saving & Spending

Misconceptions and disparities endure

## Goals

Align behavior with goals

## Investing

High potential, high barriers

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# 02 Define

Critical aspects of financial literacy



# Finding our focus



## Early (& Equitably)

Intervene early & at key moments



## Education

Education as a first step to financial wellness

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## Behavioral Change

Change how people view their money



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# 59%

of Americans use more apps to manage money now than before COVID-19

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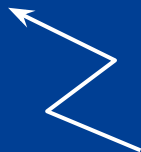
# 6 US states

with required standalone high school course in personal finance



# 15 US states

have required coursework integrated into another course





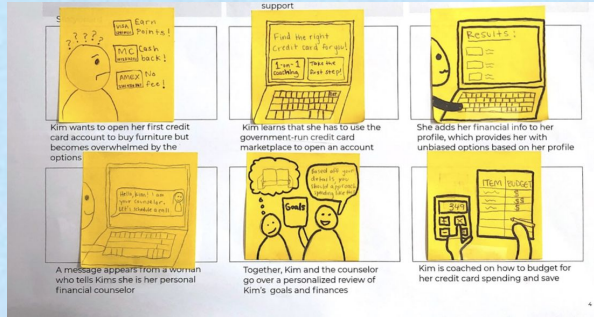
# 03 Develop

Iterations, Prototyping, and Feedback



# Iterations

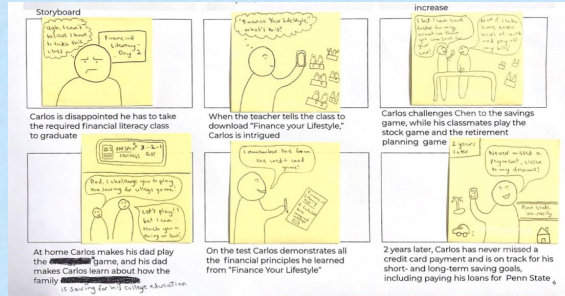
## Credit Wisely Website



## Financial Home Robot



## Finance Your Lifestyle App



## Feedback



Holistic Education



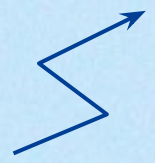
Youth-focused



Family involved

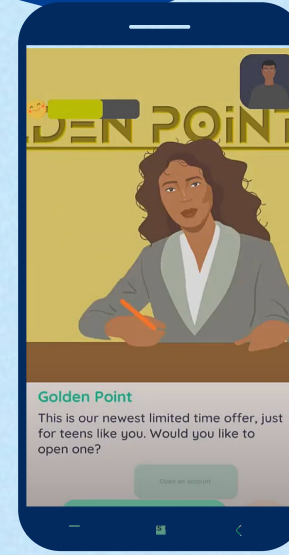


# Prototype



## *How the Market Works*

- Practice investing using real-time prices and companies before using real money
- Competition/collaboration element
- Educational resources



CHOOSE:

STANDARD VIEW

ONE DAY CHART

30 DAY CHART

YEAR CHART

SYMBOL COMPANY		QTY	PRICE PAID	LAST PRICE	DAY'S CHANGE	MARKET VALUE	% PROFIT/LOSS	
DIS The Walt D...		20	144.03	147.76	2.86	\$2,955.10	74.50 (2.59%)	TRADE
GME GameStop Corp.		30	192.75	195.43	-0.78	\$5,862.84	80.34 (1.39%)	TRADE
SNE Sony Group...		5	121.07	123.14	1.29	\$615.68	10.33 (1.71%)	TRADE

Total Market Value Long: \$9,433.62 | Total Market Value Short: \$0.00

## *NeighborMood App*

- Story-based adventure that teaches life skills rather than singular financial skills
- Designed for parents and kids
- Not designed by the debt industry





# Feedback

There were some key modifications identified by our users...

## *How the Market Works*

- “Unlock” features as students progress in the simulator
- Integrate into a stock market unit in a financial education course
- Help students define investment goals and strategies



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## *The NeighborMood*

- ‘SMART’ goals - have players formulate concrete long- or short-term goals vs. vague ones
- Add budgeting aspect
- Make topics relevant to college a more central component





# The app is one piece of the puzzle



## Game-based collaborative learning

App contains games integrated with each of the units



## Units relevant to high schoolers<sup>\$</sup>

Opening a credit card, budgeting, paying for college...



## Compulsory

Curriculum implemented in public schools for all 50 states



## Radical government funding

Students start to grow investment portfolios with real money



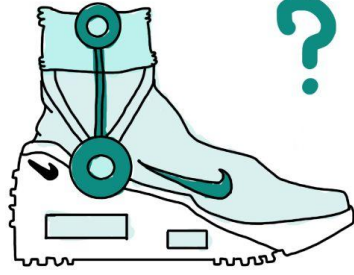


It's January 2031.

This is Jana, a high school senior in Philadelphia. She does karate and hopes to attend NYU.

She wants to buy the new limited edition platform Nikes, but also has to start thinking about college.

She's just started a required financial literacy course, and is not excited. How boring!

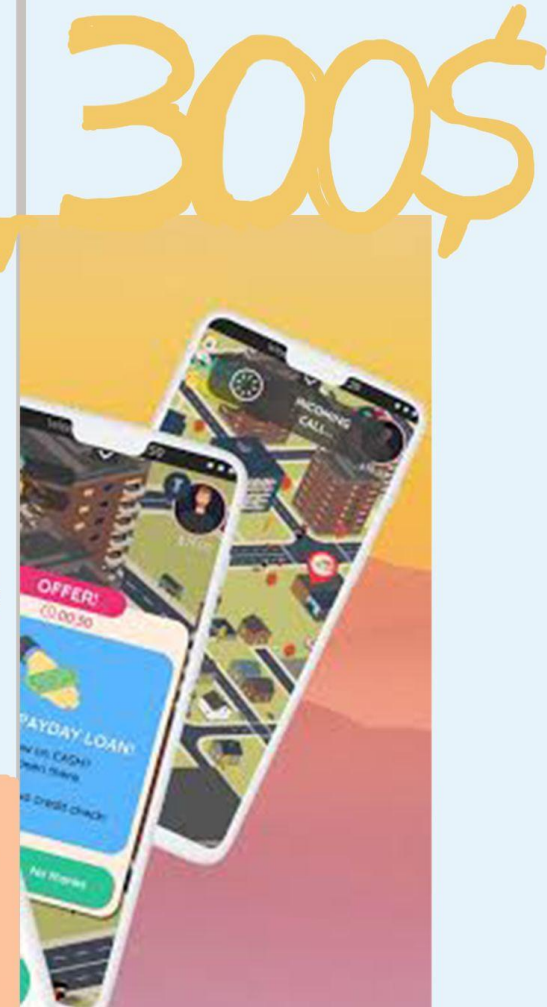


In class, Mr. Han directs students to download the 'Finance Your Lifestyle' app.

In his course overview, he explains that they'll play games like The NeighborMood and a stock market simulator game over the semester.

Each student who passes the course will receive \$300 to start their investment portfolio.

Jana is curious now—maybe it won't be so bad after all!



The first game Jana has to play is *The NeighborMood* because it teaches the fundamentals of financial literacy and money management.

Jana learns things like what SMART goals are and introduces budgeting.



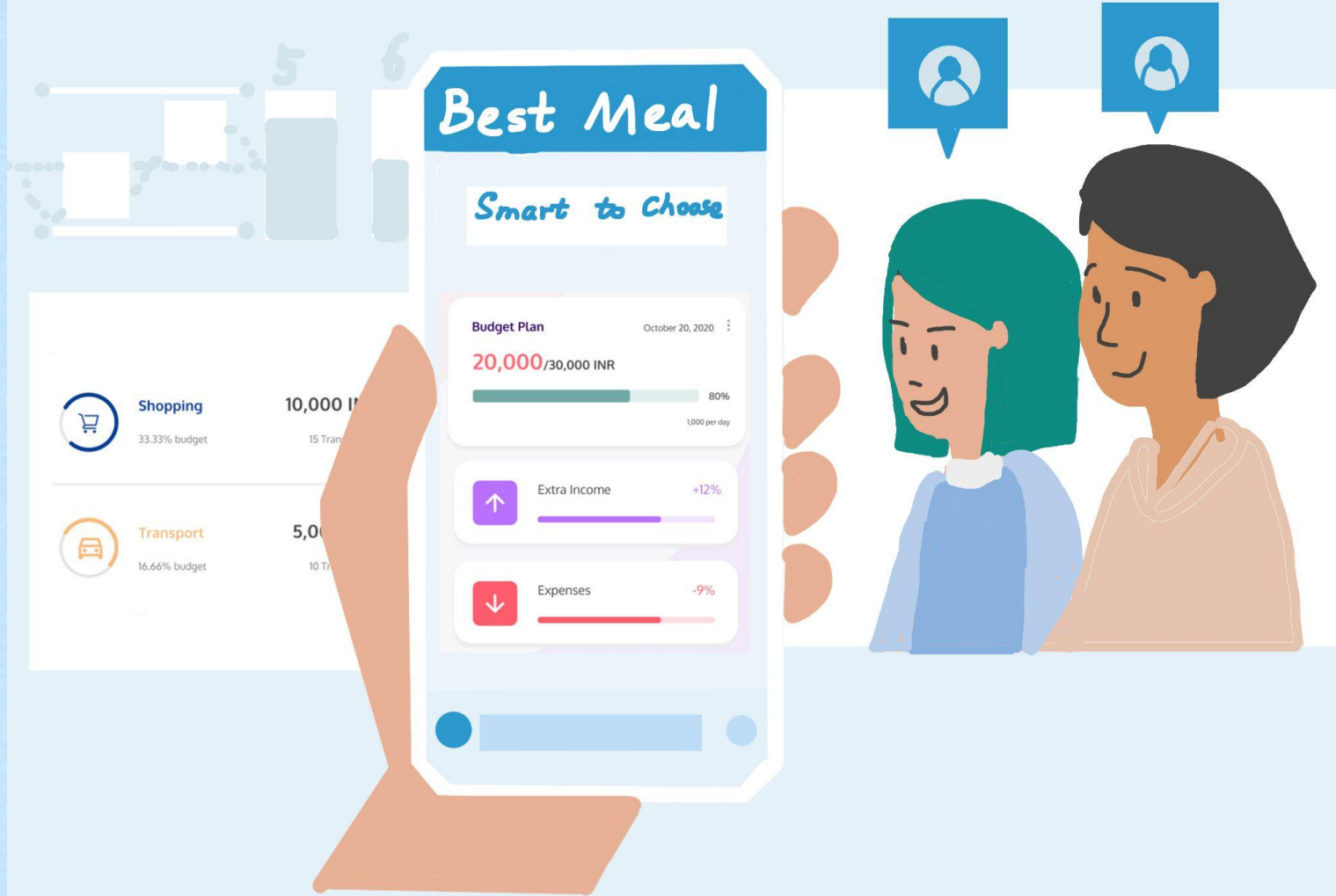


It's now February.

Jana and her mom are playing another game on the app about budgeting for college.

They compete to design the best meal plan based on their spending behavior.

After Jana wins, she tells her mom she'll start looking at meal plan options for NYU—because she got accepted!



It's now March.

Jana's checking her budget for New York and feels confident about the college loan she chose.

She gets her salary and realizes she has enough to buy those Nikes. However, Jana decides she's rather put that money towards her senior graduation trip with her friends.



It's the end of the semester. Jana has finally finished playing the stock market simulator game.

Mr. Han presents her with her certificate, as she smiles and thinks about her plan for investing her money—she's going to start with ETFs.

