

# 02

## Bank APP

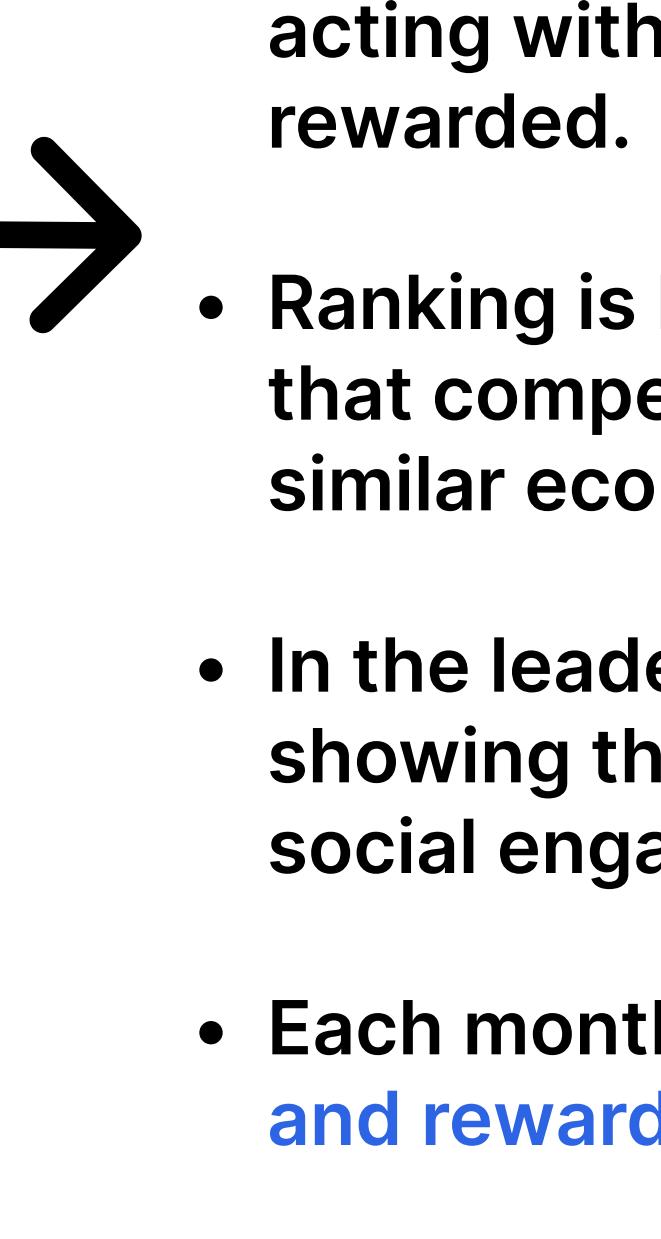
## BANK GAMIFICATION

### CHALLENGE CHALLENGE CHALLENGE CHALLENGE

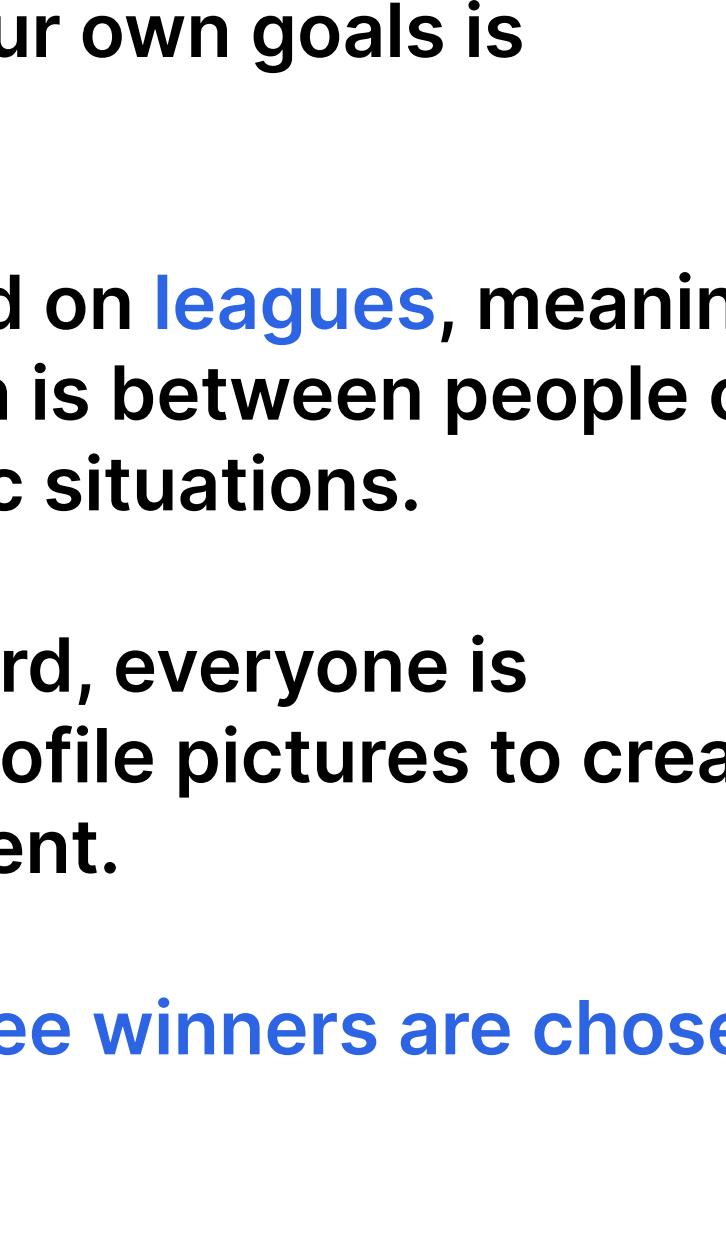
Play some [games on your phone](#) this week for at least 3 days this week. How would you [make a banking app better](#) with the lessons you've learned [in engagement and motivation]?

### GAMING LESSONS

Engagement and return rate was high in these games, which had systems for leaderboards, rewards and personal profiles.

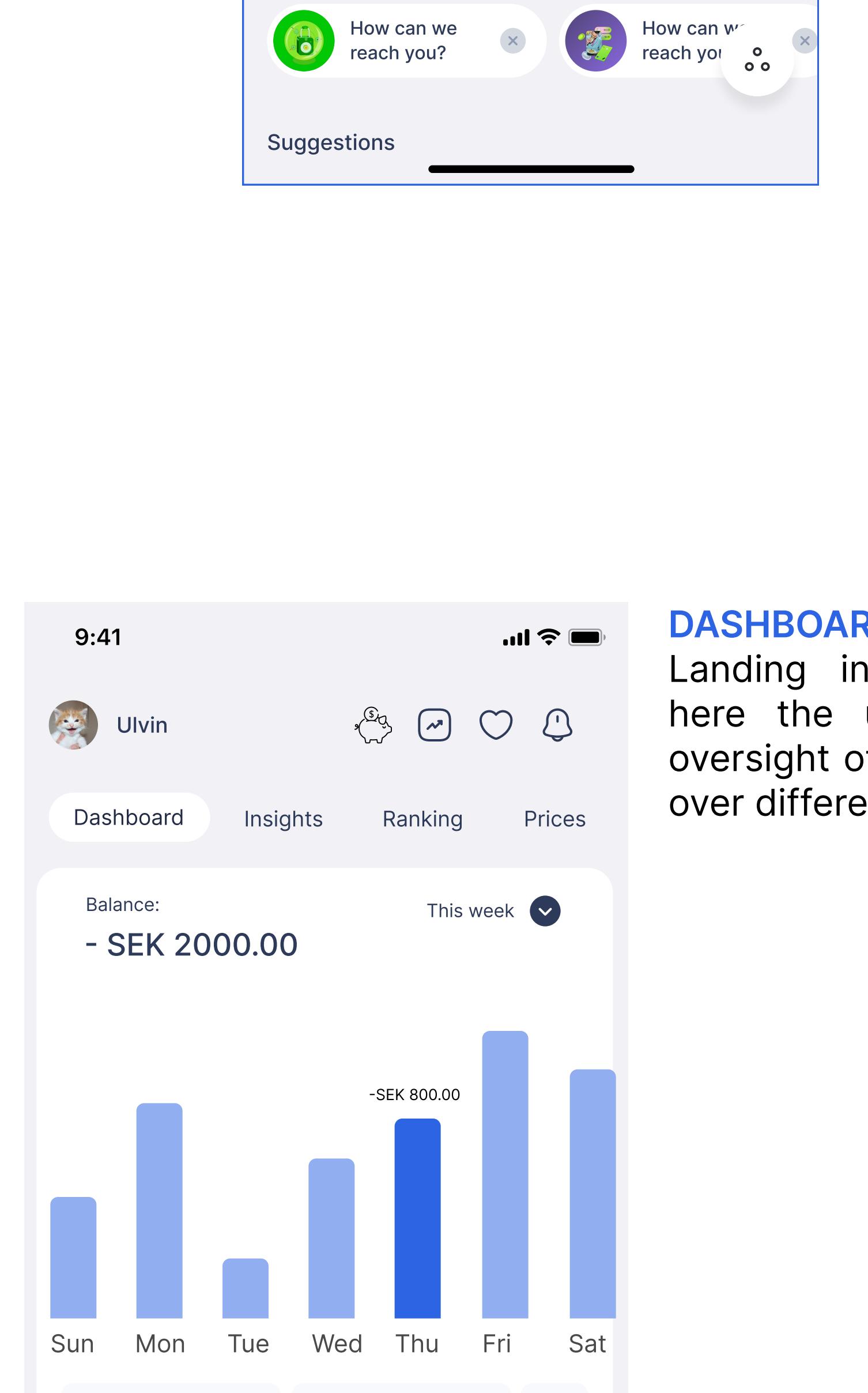


Clash Royale



Chess.com

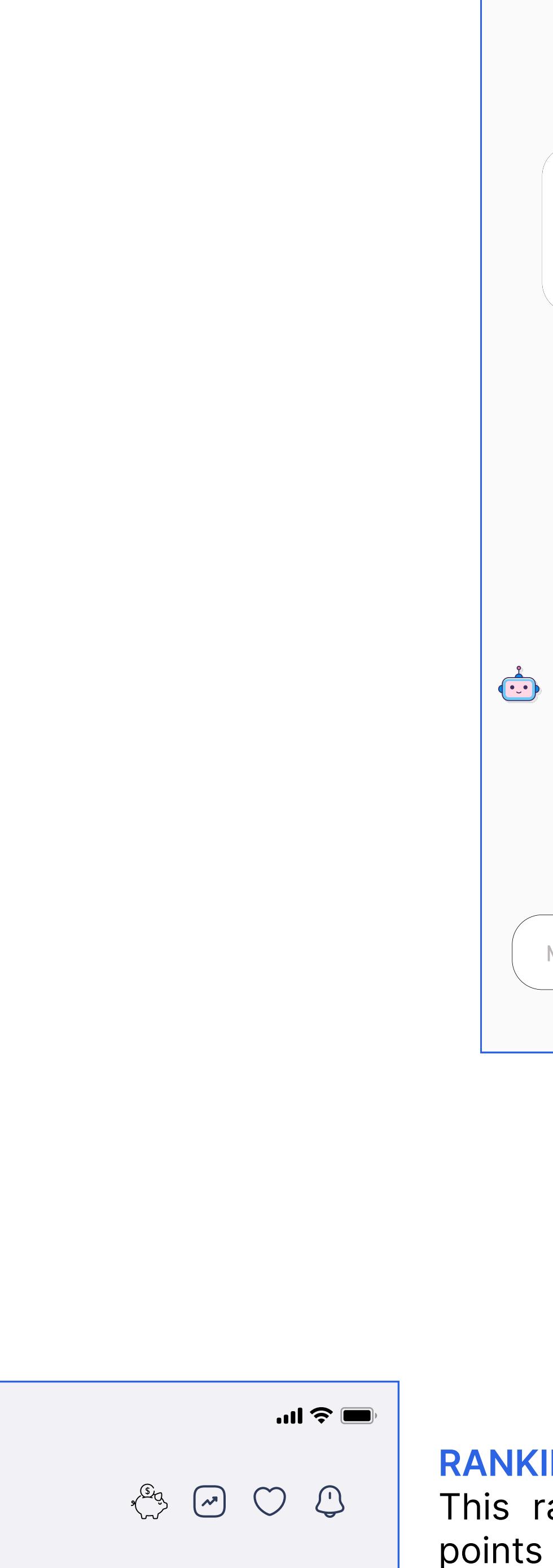
We used the lessons from the games to brainstorm similar engaging design elements in a banking app.



### BRAINSTORMING

- An easy way to [set up goals with your saving](#) and overview your spending.
- Goals are automatically adapted to your own situation.
- [Leaderboard/ranking system](#), where acting within your own goals is rewarded.
- Ranking is based on [leagues](#), meaning that competition is between people of similar economic situations.
- In the leaderboard, everyone is showing their profile pictures to create social engagement.
- Each month, [three winners are chosen and rewarded](#).
- [AI chatbot assistant](#) who can communicate insights into improving your saving strategy

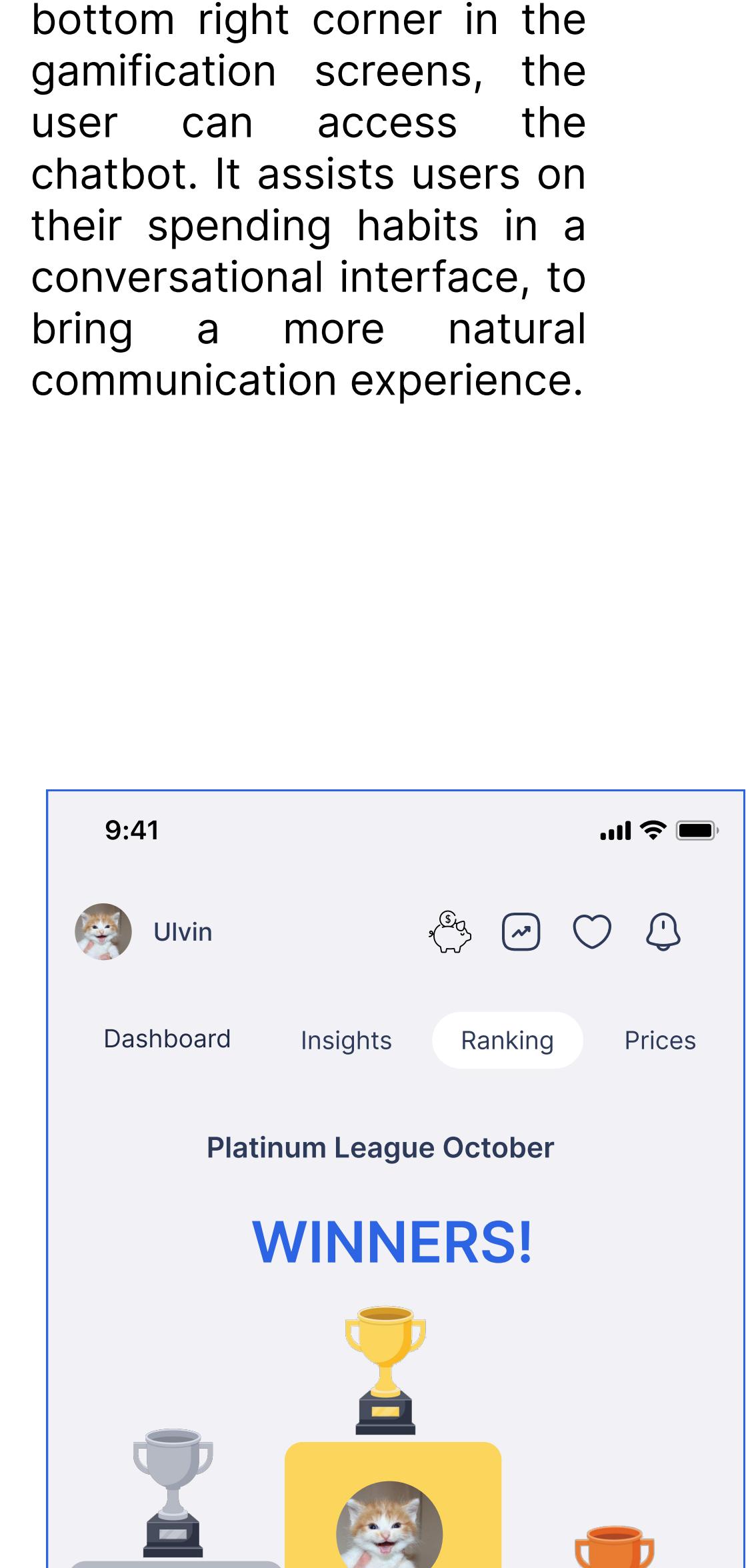
### PROTOTYPE



**ENTERING THE GAMIFICATION:**  
From the regular Revolut app, choose the piggybank from among the top icons

#### DASHBOARD:

Landing in the dashboard, here the user can receive oversight of their purchases over different periods in time

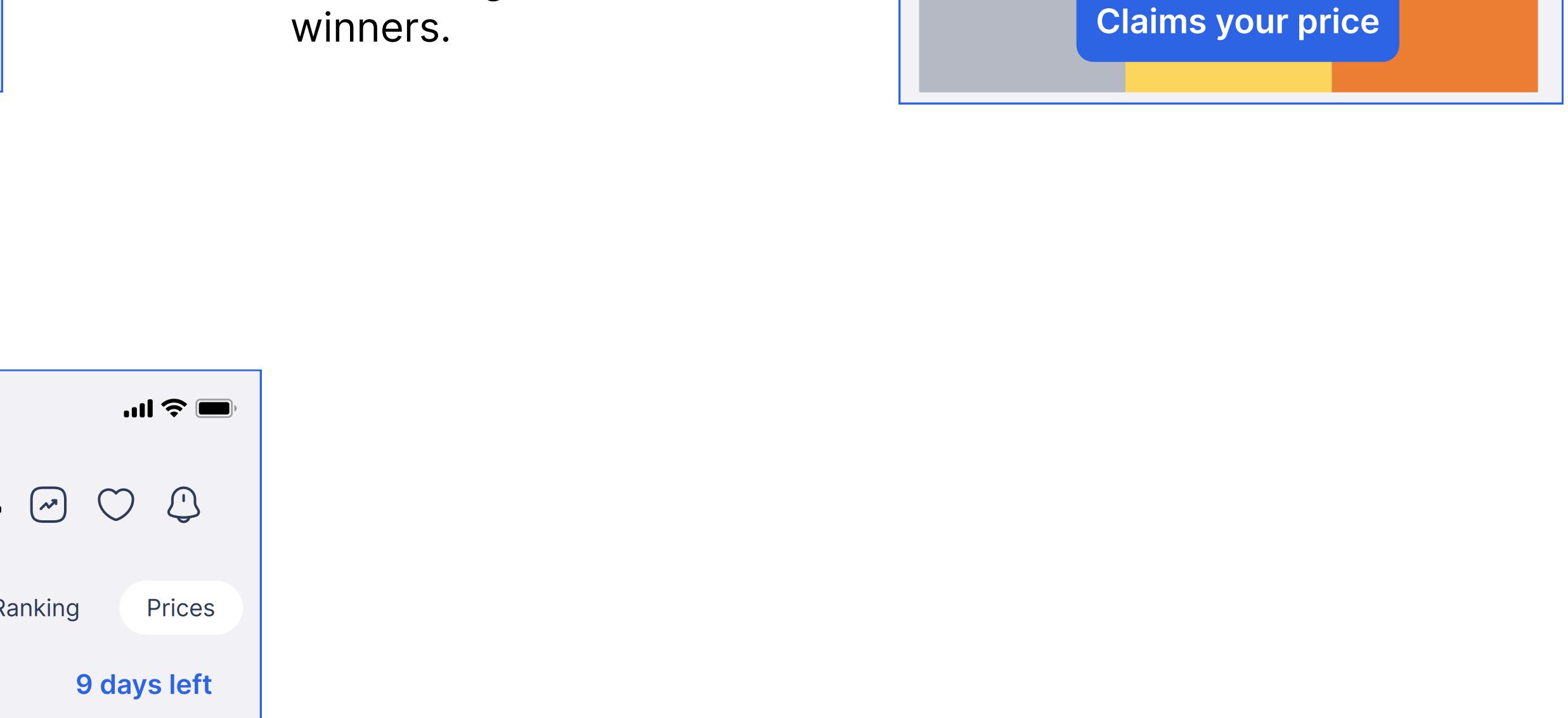


#### INSIGHTS:

From insights, the users can see their spending habits, their recommended saving habits and their personal goals.

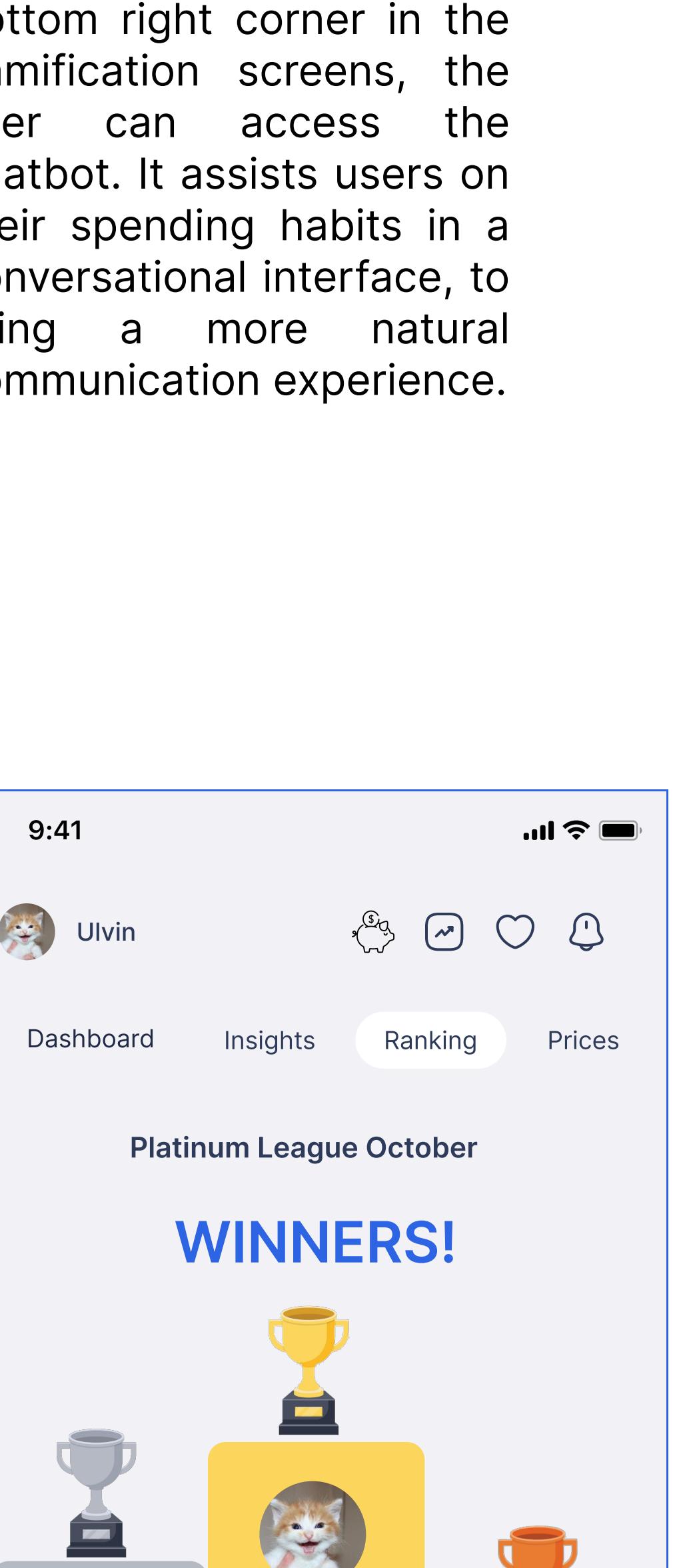
#### RANKING:

This ranking system awards points based on how well users have performed within the basis of their savings goals. Since different people have different economic conditions, the ranking is split into leagues of users with the similar economic status.



#### WINNERS:

At the end of each month, the top three scoring users of each league are declared winners.



#### CHATBOT:

From the bot icon in the bottom right corner in the gamification screens, the user can access the chatbot. It assists users on their spending habits in a conversational interface, to bring a more natural communication experience.

#### WINNERS:

The winner of this particular league can choose from one of three rewards.

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