

FI PLAY

CLIENT:
SKIP CROWELL



FiPlay is an ETC project aiming to create a transformational game to teach financial literacy to underprivileged highschool students. The goal is to enhance students' knowledge of budgeting, credit, loans and investments while boosting their confidence in financial institutions that have not traditionally served them well.

Our game will plunge the student into the management of a characteristic New York City bodega. As the player manages their store, they will learn financial concepts and be awakened to the stirring tradition of down-to-earth entrepreneurship. Over the course of the game, they will follow the stories of colorful characters who pass through their store, aiding them in their troubles and developing the bodega into a pillar of the community. Story-based immersion will enhance the management gameplay and help students connect with the product on an emotional level.

<https://projects.etc.cmu.edu/fiplay/>

