**Research Goal:**

1. **Define project Goal**

**Education - basic financial skills:**

* **budgeting, using banking services, investing**
* **Risk & payoff**
* **How to manage credit cards**
* **Creating and balance a budget**
* **Calculate the expense of a loan -> to take one or not**

**Trust - establish the confidence that banking services can help you**

* **Emotion component(story telling)**

**Financial information source**

1. **What is the problem - what does our project want to help on? What is the barrier for the target audience?**

**Racism(historically, culturally, society) -> mistrust**

**Not enough accurate & complete information -> don’t know where to get it**

**Family influence**

**Ignorance - math vs. guts**

**They are kids - don’t need to know it yet vs. they should have learned it**

1. **Define the scope(select the most needed info for target audience)**

**Include: budgeting, banking services, general concepts for stocks, protecting yourself**

**Don’t include: playing stock as a game, get rich quick**

1. **What message we need to delivery to the target audience**

**Financial literacy is important**

**The relationship between banking and investing money**

**Interacting with banks is essential**

**Target audience**

1. **Most of them choose to go to college**
2. **Family is important**
3. **Do not know FICO score**
4. **Do not know tax**

High school kids(playtest?)

* + Finance
  + Knowledge Gap
  + Familiarity with game/genre
  + Art style

Finance

* Budgeting
* Investing
* Banking
* Saving
* Bank Component/ Financial system

Culture

* NYC
* HipHop

Similar Games

* Simulation games
* Financial games