**Problem 1**

The business goals for ASB were two-fold: build a pipeline of future customers and become more innovative in tech. Their target audience was parents who wanted to teach their children about saving money despite less access to physical bills and coins.

The solution of the creating the mobile application aligns these two goals by creating a an innovative digital experience that solved their target audiences’ challenge in a business friendly way. The app created a virtual “piggybank” that parents could use to solve their challenge. Meanwhile the money was being stored in an account opened with ASB which accomplishes their goal of bring future customers to the bank. The children are more likely to keep money with ASB as they get older, and their bank account grows.

**Problem 2**

If I were a consultant at ASB with the goal of creating awareness and downloads of the app I would consider the target consumer. In this case the target consumer personal would be a young (25-45), fiscally responsible, parents located in areas ASB operates. These are the consumers most likely to convert into an app download.

Social media networks would be an important avenue to raise awareness about the app and toy elephant. Instagram, Tik-Tok, and Facebook are all likely places the target consumer would consume content. Therefore, placing paid ads on these sites could help drive awareness of the product. Further, social media influencers with an established following could help raise awareness of the product. Having a trusted influencer who advocates for the product would drive awareness and app downloads.

**Problem 3**

The concept of gamification helps bring users back to app. Adding challenges and goals in the app give the user a reason to come back to the app day after day. The app is meant to be a place for young people to learn how to save money. A blank bank app that just displays their account balance does not meet this goal. The app needs to educate the user and they accomplish by providing games and challenges for the user.