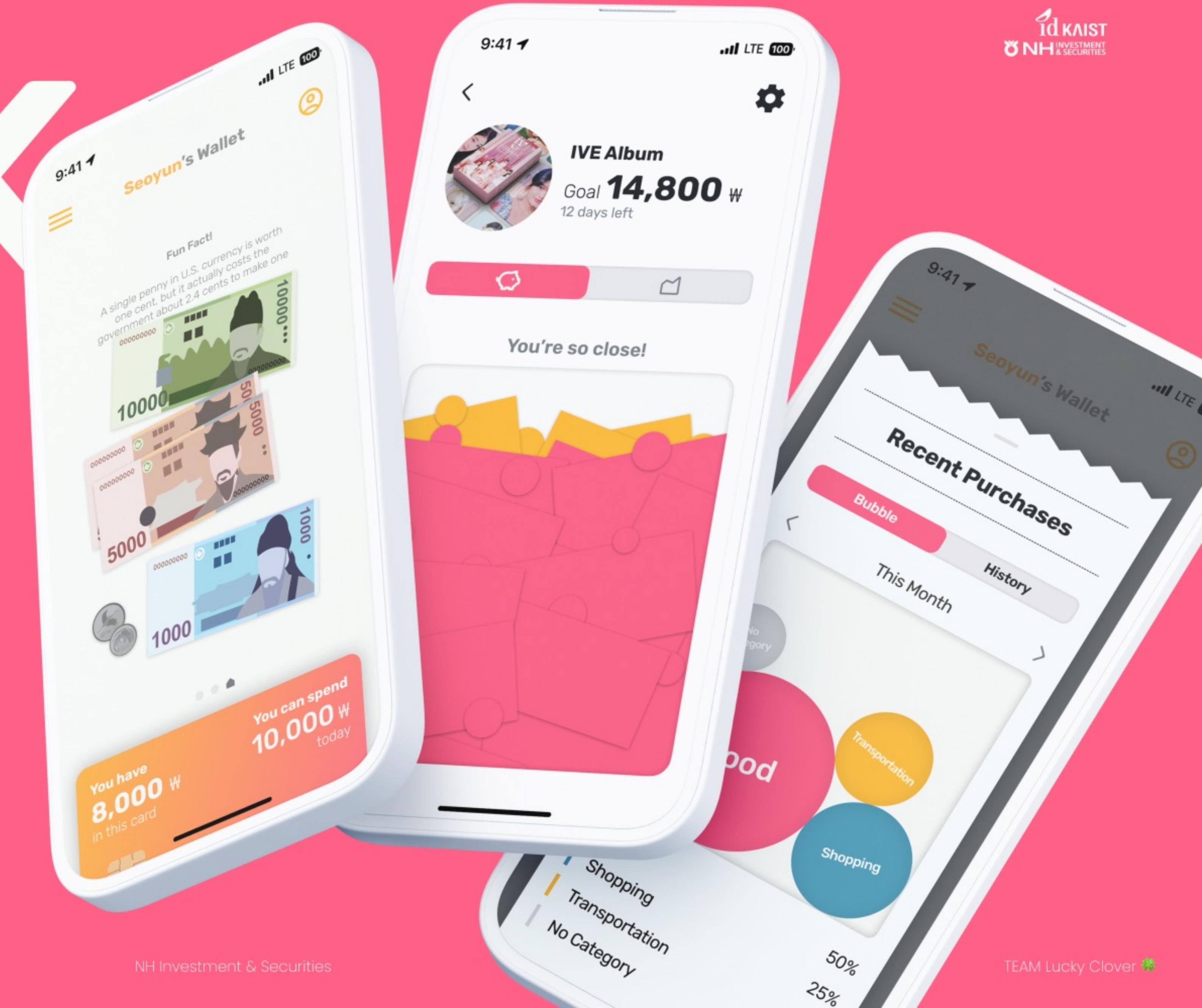


OINK

FINAL PRESENTATION
Life Finance Platform Service Design

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Punn Lertjaturaphat



Research.

Financial Experience During Childhood is Important

Many of the money habits of our adulthood are **learned and set at the age of 7**

Habit Formation and Learning in Young Children

Reckless spending and saving at a young age results in lower financial literacy

The score fell further than 10 years ago... They say youth financial literacy is poor.

Lack of financial education can lead to lifelong financial inequity

Financial Literacy for Youth: Why It Matters

Low Financial Literacy in South Korea

The digital financial literacy score in South Korea is **lower than the general financial literacy score**

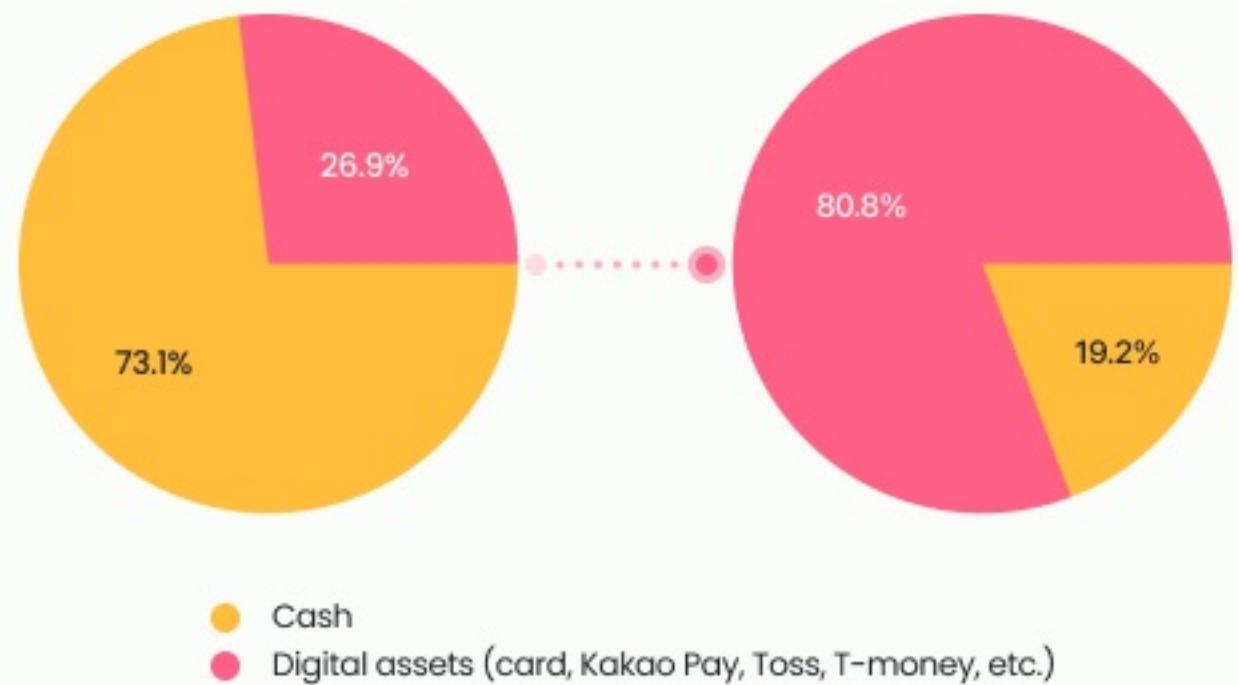
2022 전국민 금융이해력 조사 결과, 한국은행

The financial literacy score of teenagers in South Korea is 46.8 pt (failing grade 60) and it's **lower than before**(48.5 pt at 2013)

2023 청소년 금융이해력 조사 결과, 청소년금융교육협의회

Surveys.

Switch of Money Type Children Are Using



Why did you authorize your child to use the card?

- Convenience (65.4%)
- Transportation (7.6%)
- Form consumption habits (7.6%)

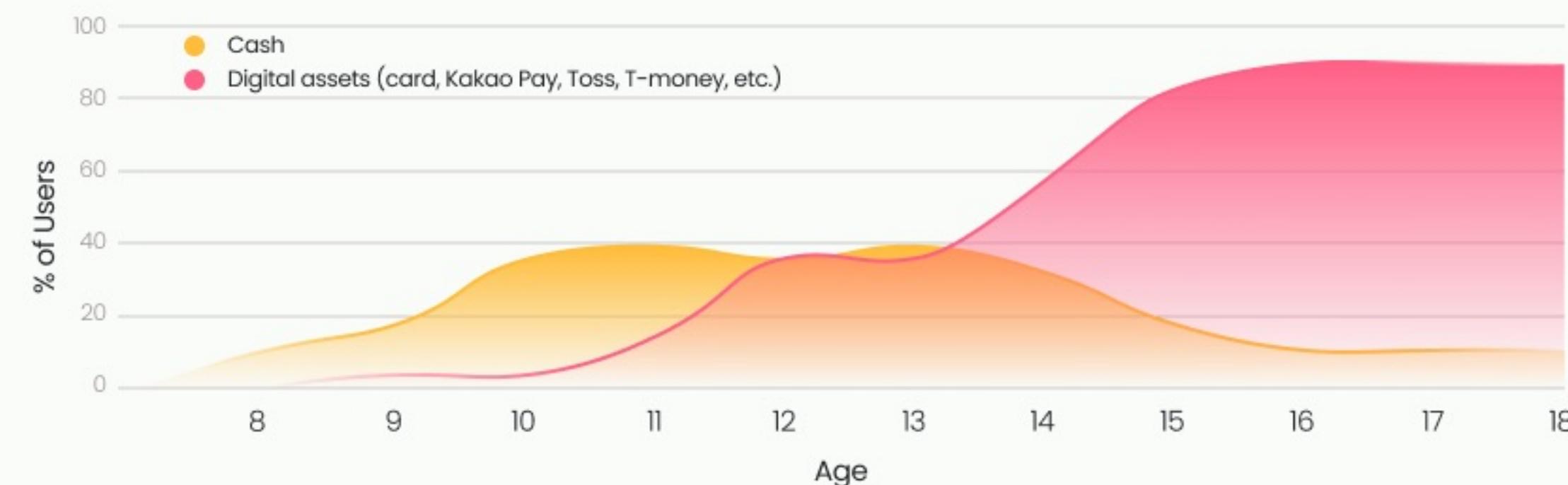
When did your child switch from using cash to card?

Around ages

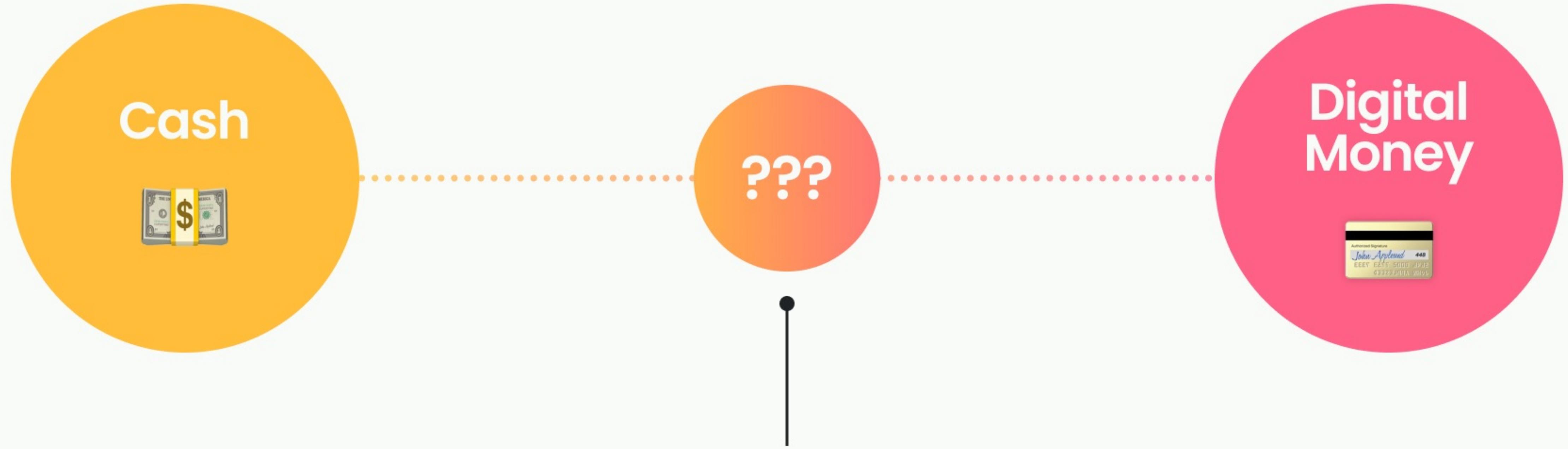
12-14

What has changed since your child started using digital money over cash?

- Increase of consumption (30.4%)
- More freedom to spend (26.0%)
- Start asking for more money (17.4%)



Problem.



**With the a quicker change in money type,
a role is needed to help the correct concept
of money take hold**

Problem.

Financial education should start at school.
People should be **educated about financial**
matters **as early as possible** in their lives.

Recommendation on Principles and Good Practices for Financial Education and Awareness, OECD

Talking about money is beneficial but
discussions are often avoided because
money talks are viewed as taboo [...]

Alsemgeest, 2016

Mom, can I have some more money for
an Iye's concert?

You just got your allowance last week.

I already spent it all....

You can't ask for more after you've
spent it all this month.

**Financial education needs to start early but it's not
always easy to have an effective financial conversation
between kids and parents**

Target User.

KIDS Alpha Generation

The biggest feature of Alpha Generation is that they are the generation directly influenced by the popularization of smartphones and the ubiquitous society. They will grow up and become a member of the financial world.



PARENTS MZ Generation

Generation MZ refers to the Millennials who were born in the early to mid-1990s, and Generation Z who were born in the mid to late 1990s. It is a generation with characteristics of diversity, leisure-oriented, value-based consumption (environmental and ethical values), self-centered, digital native, and fun-seeking.

Goals.

01

Create a seamless transition from physical to digital money

- Understand the value of digital money
- Visualize digital money
- Simulate the physical manipulation of digital money

02

Form good money management habits

- Make savings appealing
- Foster thoughtful spending and saving

03

Encourage conversations about money between kids and parents

- Provide talking topic and common place to talk

Demo Video.



The logo consists of the word "DINK" in a bold, white, sans-serif font. The letter "D" is stylized with a small, white, curved shape resembling a smile or a bow above it.

Style Choices.

Typeface

RUBIK

RUBIK

RUBIK
RUBIK

Logo & Title



DINK

Assets



Main Color Palette

Primary



#FF6086

Secondary



#FFBD39

Accent



#4C9DB9

Accent



#39CF99

Greyscale Palette



#212427



#8F8F8F



#D9D9D9



#EBEBEF



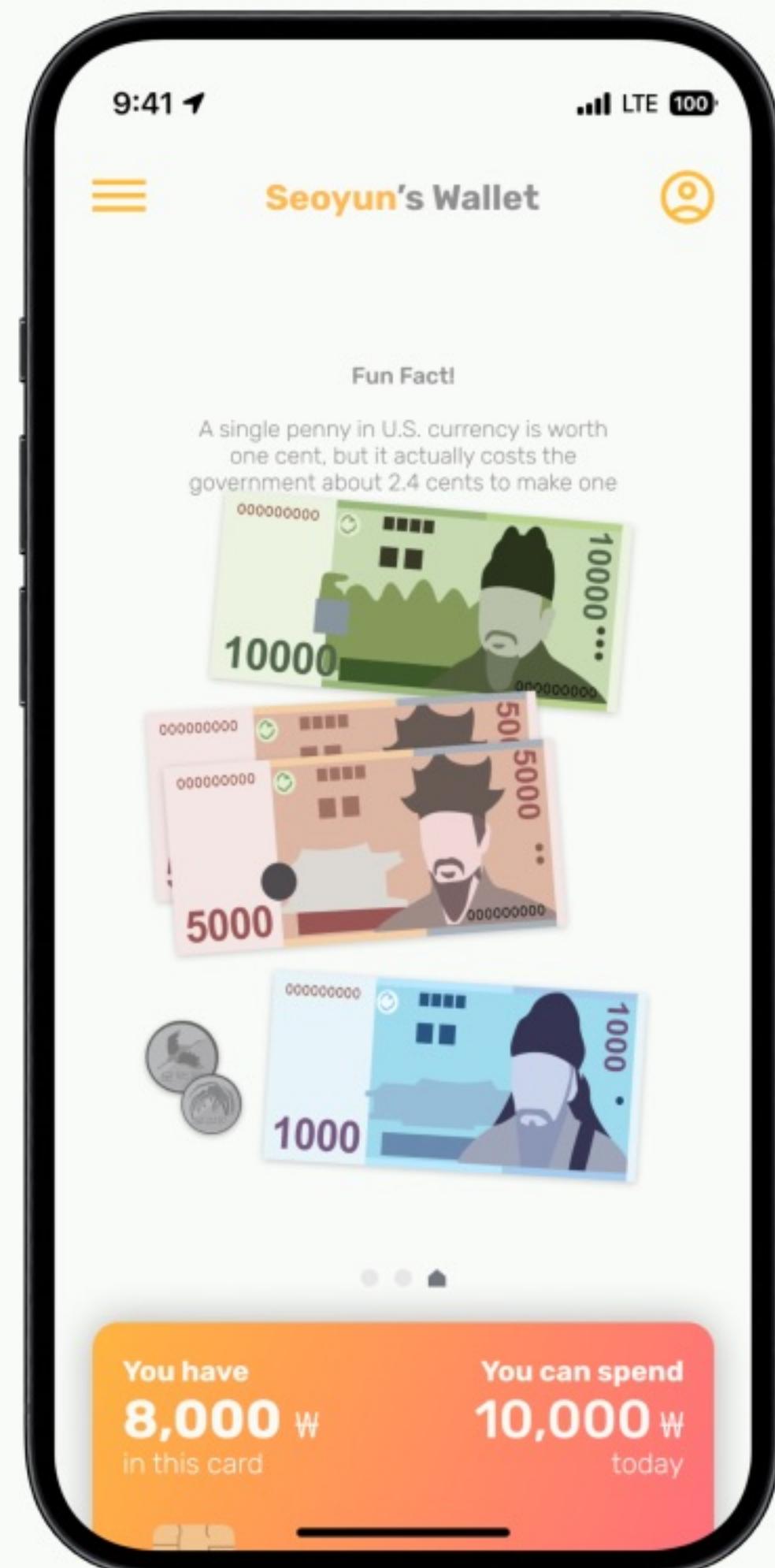
#F9FBF8

Physical Product





Home Page.



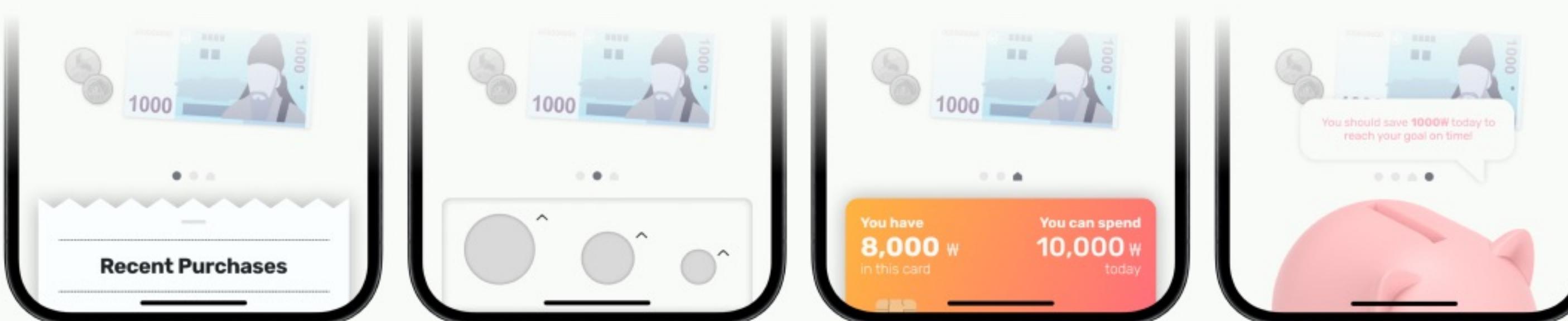
Wallet

Filled with draggable bills and coins representing the amount the child currently has in their bank account

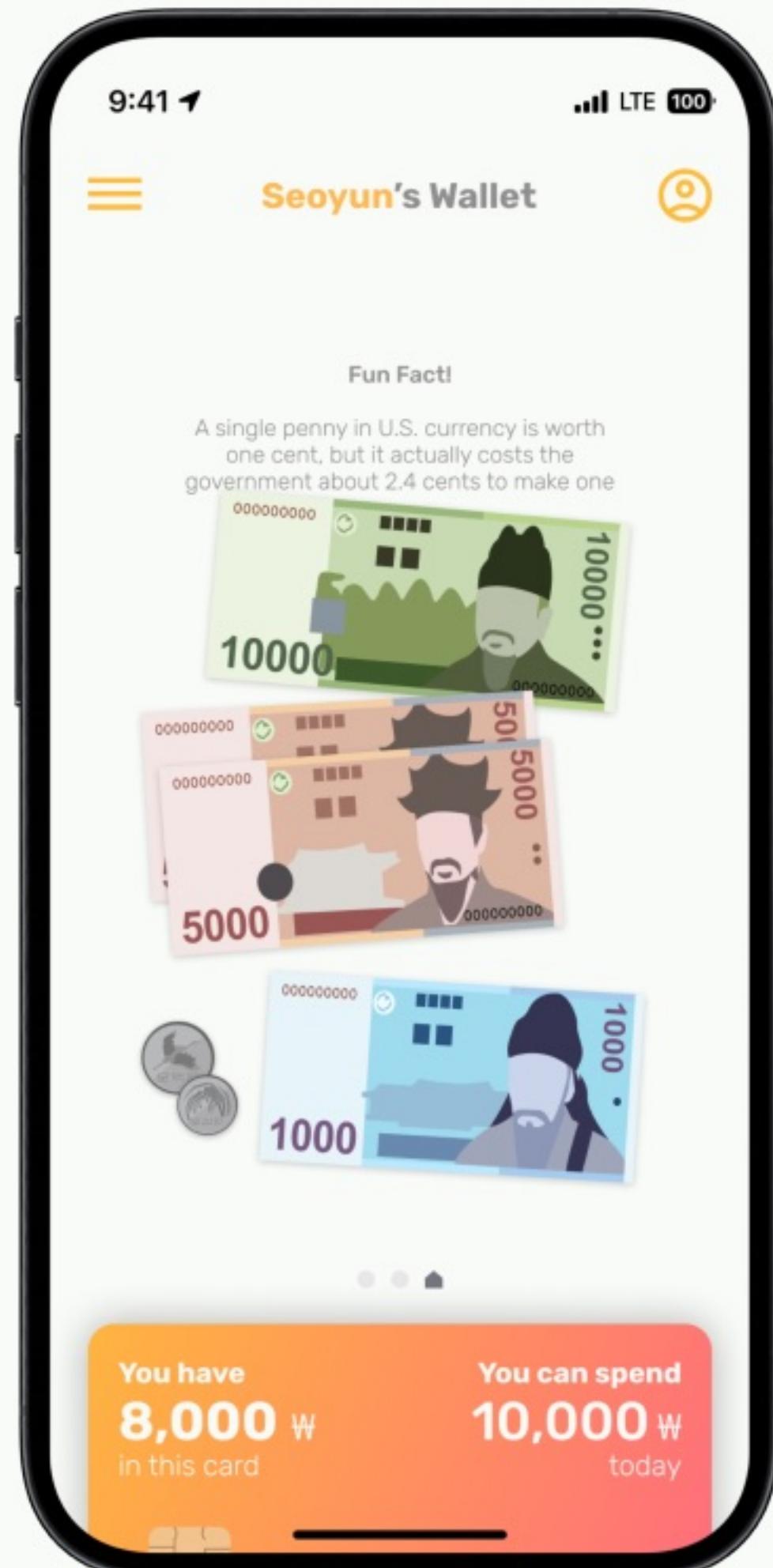
Drop shadows on the bills and coins make use of the existing mental model that the objects are draggable

Bottom Navigation

Swipe left or right to navigate between components and click on each to view details

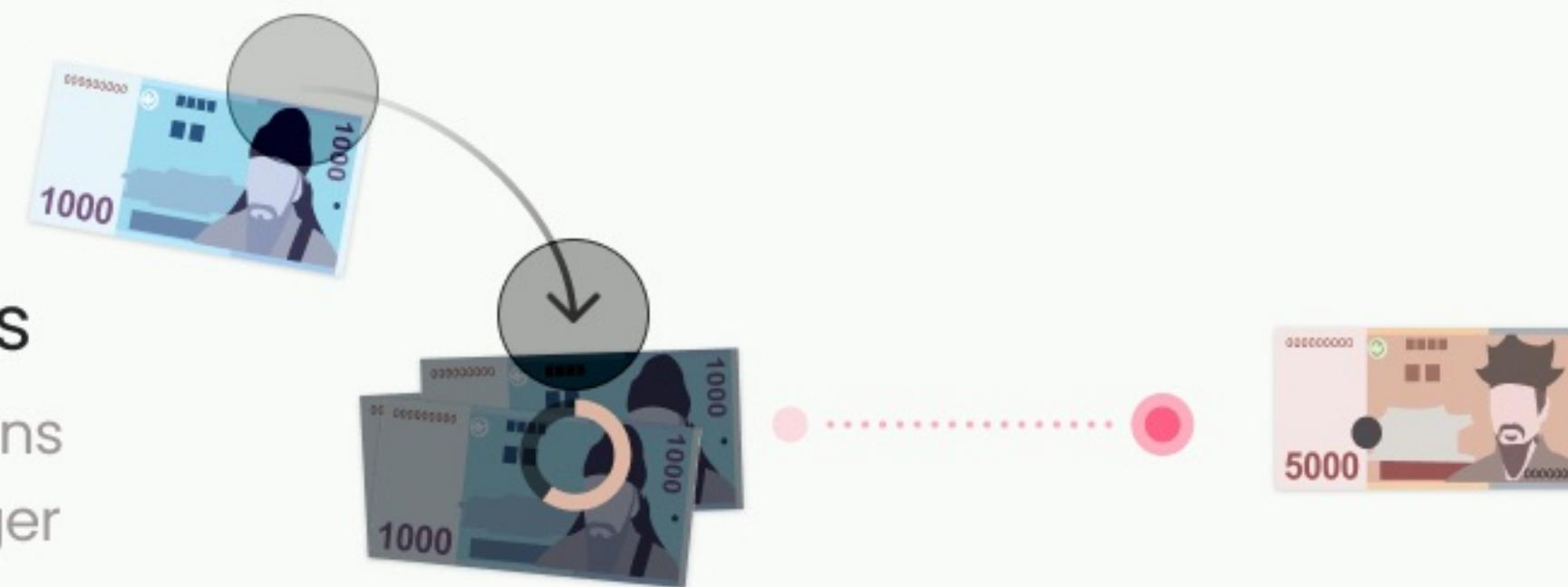


Wallet.



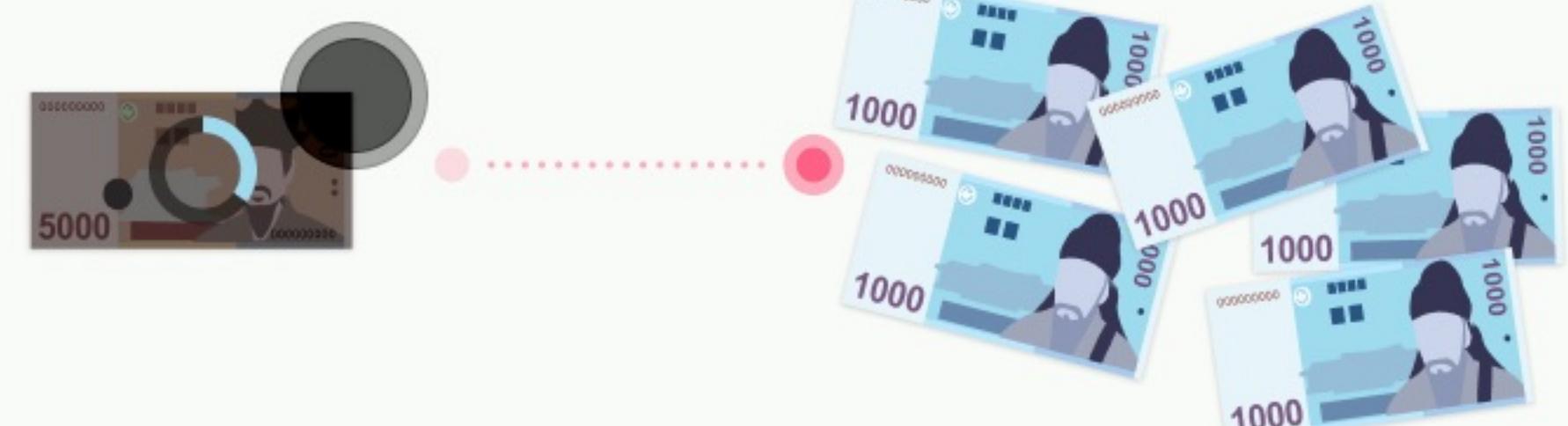
Interaction with Bills and Coins

Bills and coins in the wallet can be interacted with in several ways



Combining Bills or Coins

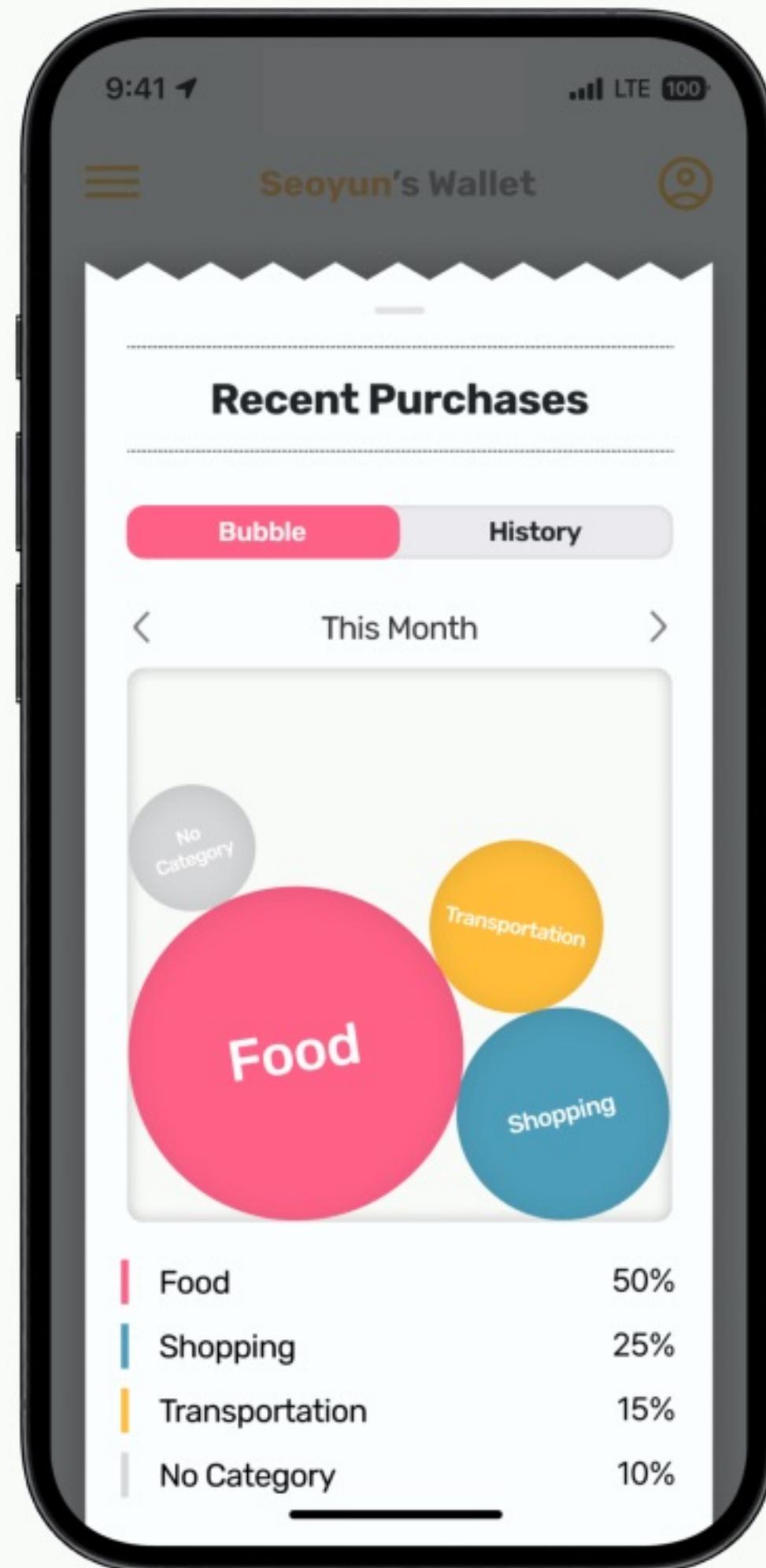
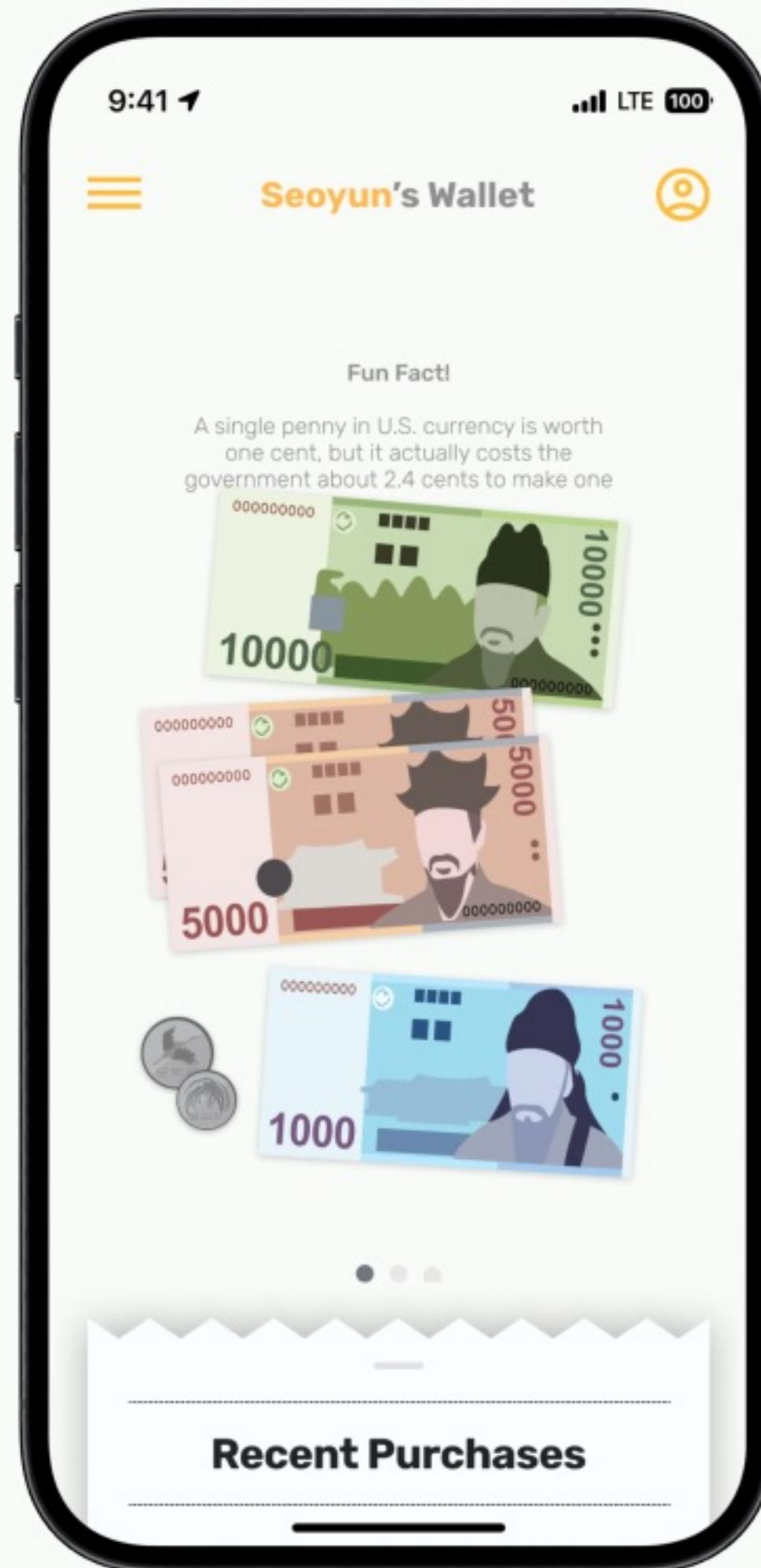
Long press and drag bills or coins together to combine into a larger bill or coin



Dividing Bills or Coins

Long press a bill or coin to break it down into smaller bills

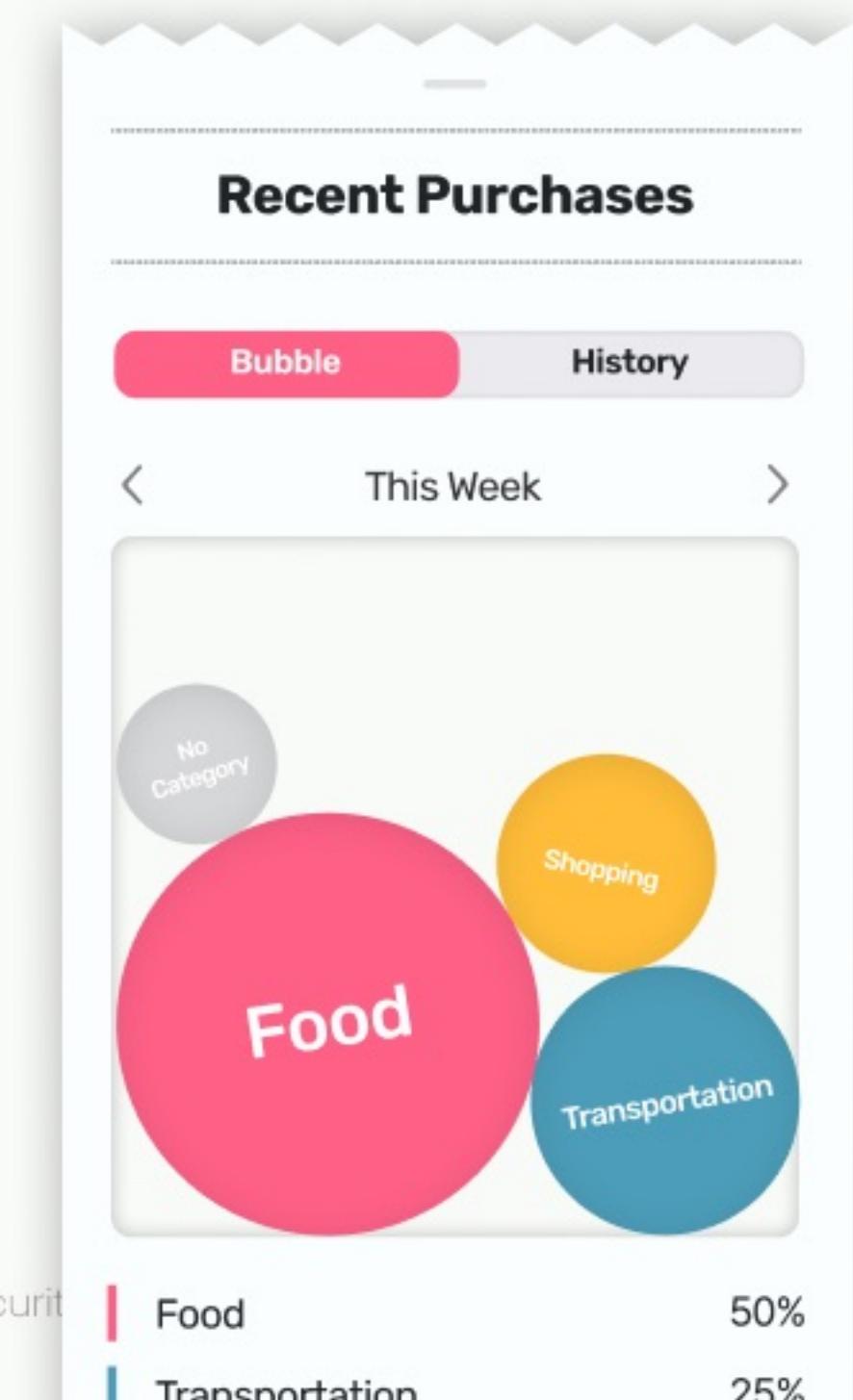
Spending.



Purchase History

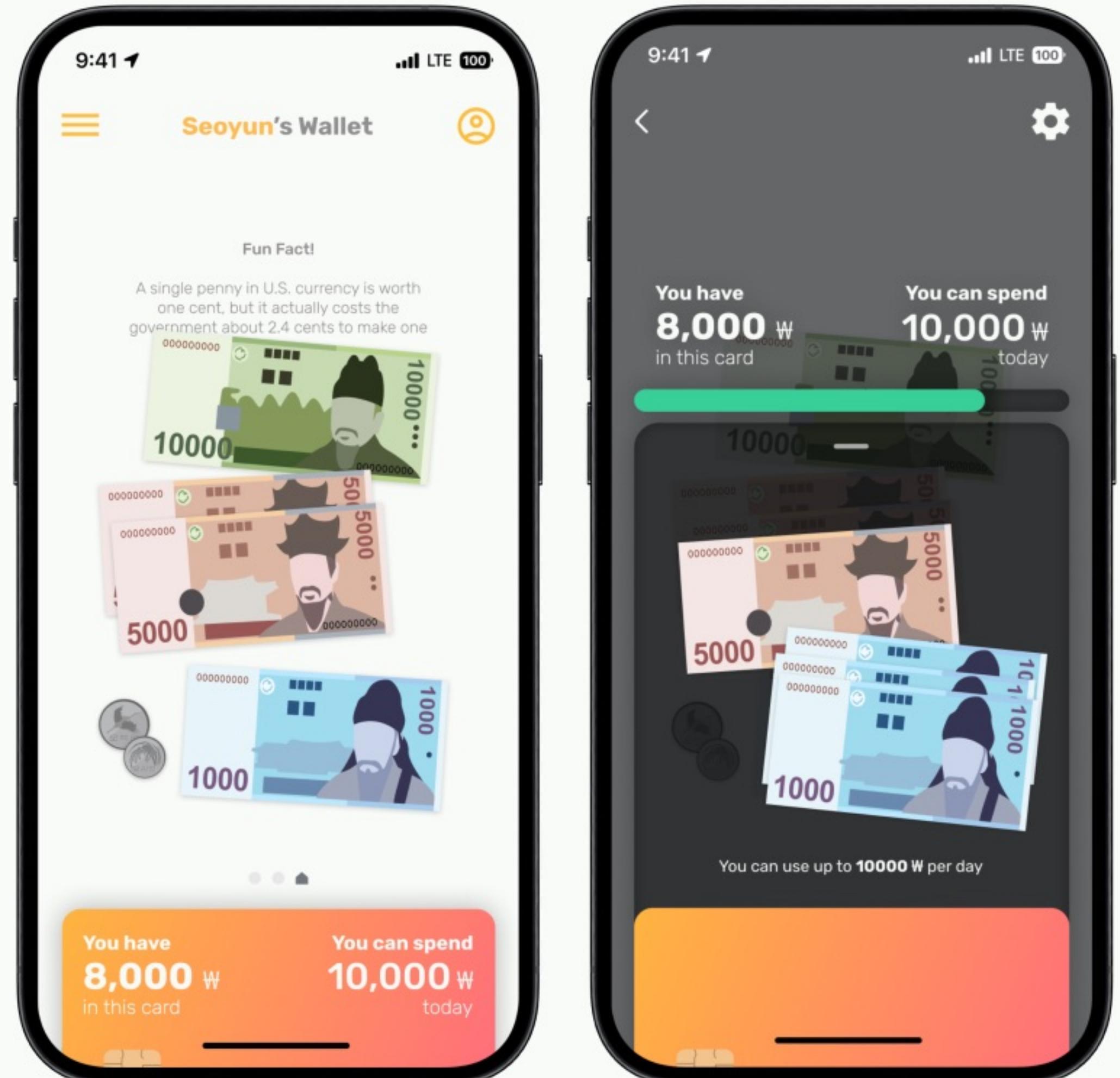
Can easily find any recent transactions and has the ability to filter by week, month, and year

Designed after a receipt slip to make it more familiar to child's understanding of the world



Recent Purchases		
	Bubble	History
November 15, 2023	11:00 am	-2,000W
GS25		
November 12, 2023	04:35 pm	-1,500W
Art Box		
November 8, 2023	05:39 pm	-3,000W
GS25		
November 1, 2023	04:02 pm	-4,100W
CU Mart		
October 28, 2023	09:03 am	-1,300W
Yuseong Station		
October 25, 2023	05:21 pm	-2,000W
Art Box		
October 22, 2023	01:36 pm	-1,300W
GS25		
October 20, 2023	10:24 am	

Card.



Balance Information

Displayed on the card is the amount in the child's account and how much of their daily limit is remaining to be used

Use of visually interesting, but simple UX to increase the usability for kids

Card Drawer

Drawer pops up from the card to show the balance inside in the visual form of cash

The drawer is hovering on the wallet to enable the user drag the money outside the card



Piggy Bank.



Tag Your Phone

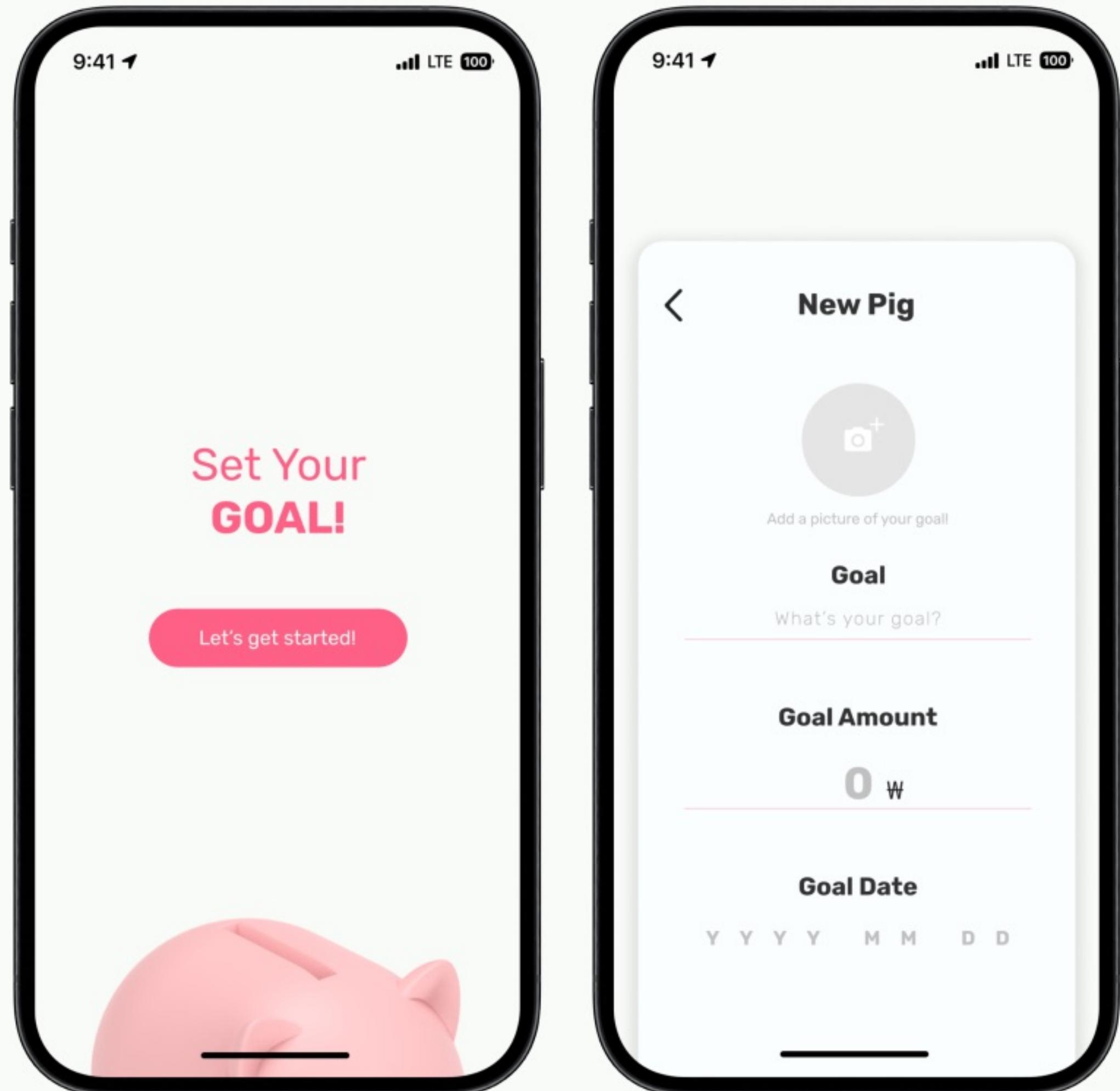
Tag phone on the physical piggy bank making a pig component to appear on the bottom navigation of their phone

On the phone the child can begin planning their goals and saving

For young users, [digital] interface use is often developmentally inappropriate and can be a stumbling block to interactive learning. Exploring and manipulating physical objects is a key component of young children's world and of their learning.

Revelle et al, 2005

Setting Goals.



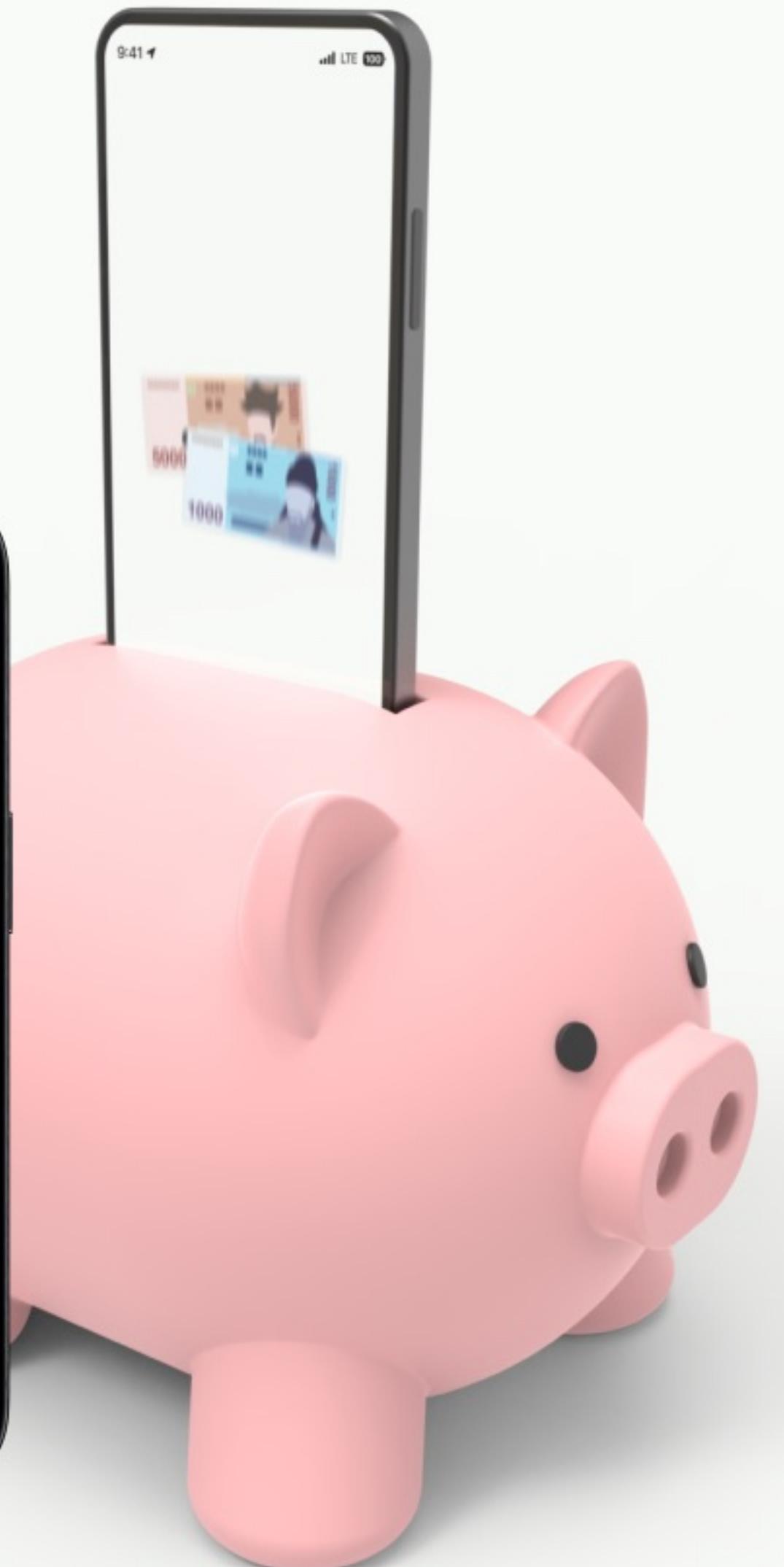
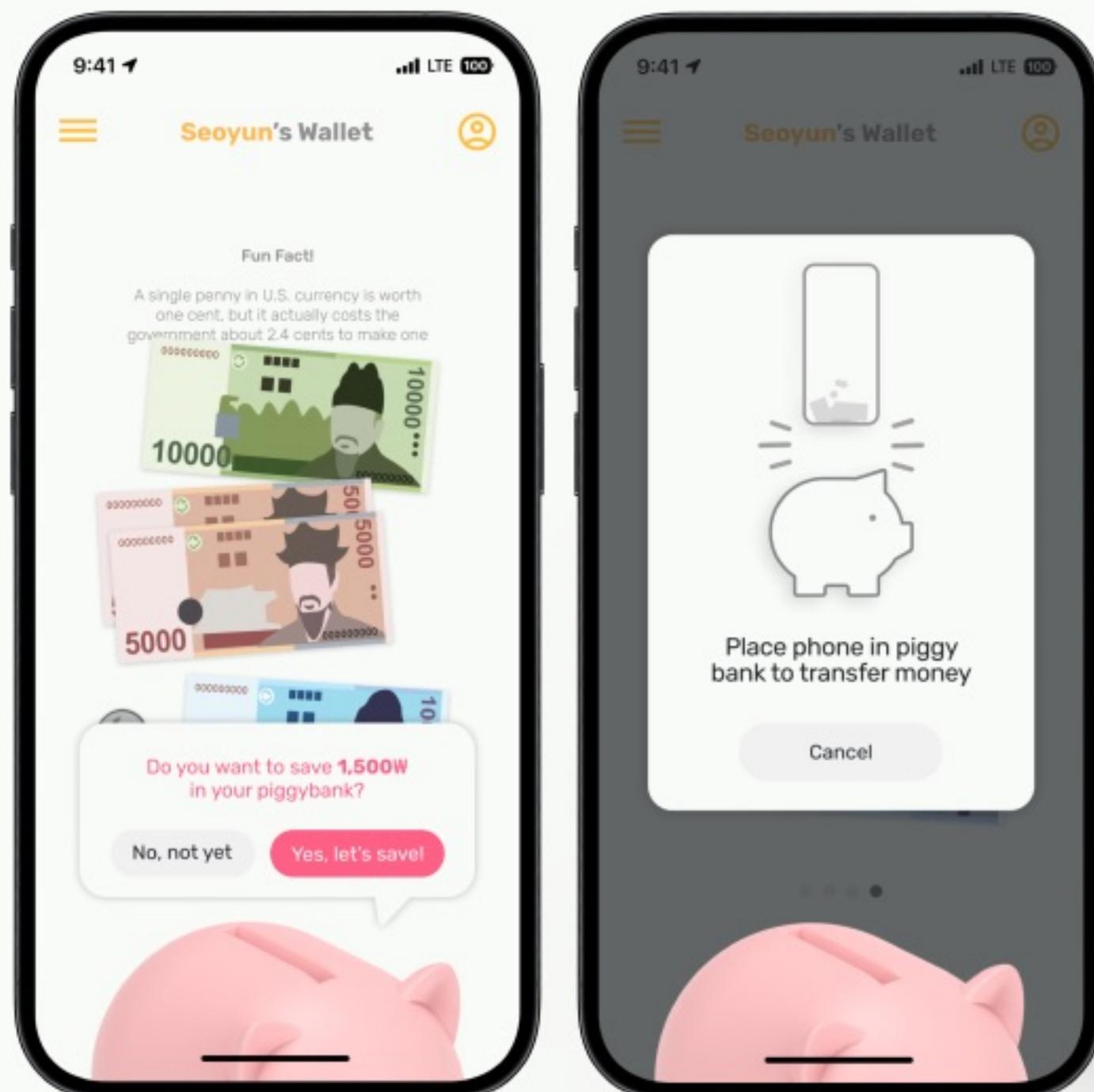
Creating Goals

To encourage savings and give them a sense of purpose, the child is able to choose any item they are hoping to purchase and set the amount needed and when they hope to achieve it

Individuals who vividly put down their goal are 1.2-1.4 times more likely to successfully accomplish their goals

Murphy, 2018

Saving.



Piggy Bank Interaction

When organizing money into spending, short term savings, and savings towards their goal the child can save in their physical piggy bank

Saving their goal money in the physical piggy bank gives a sense of accomplishment, but also distance, knowing they cannot spend that money

Compound Interest.



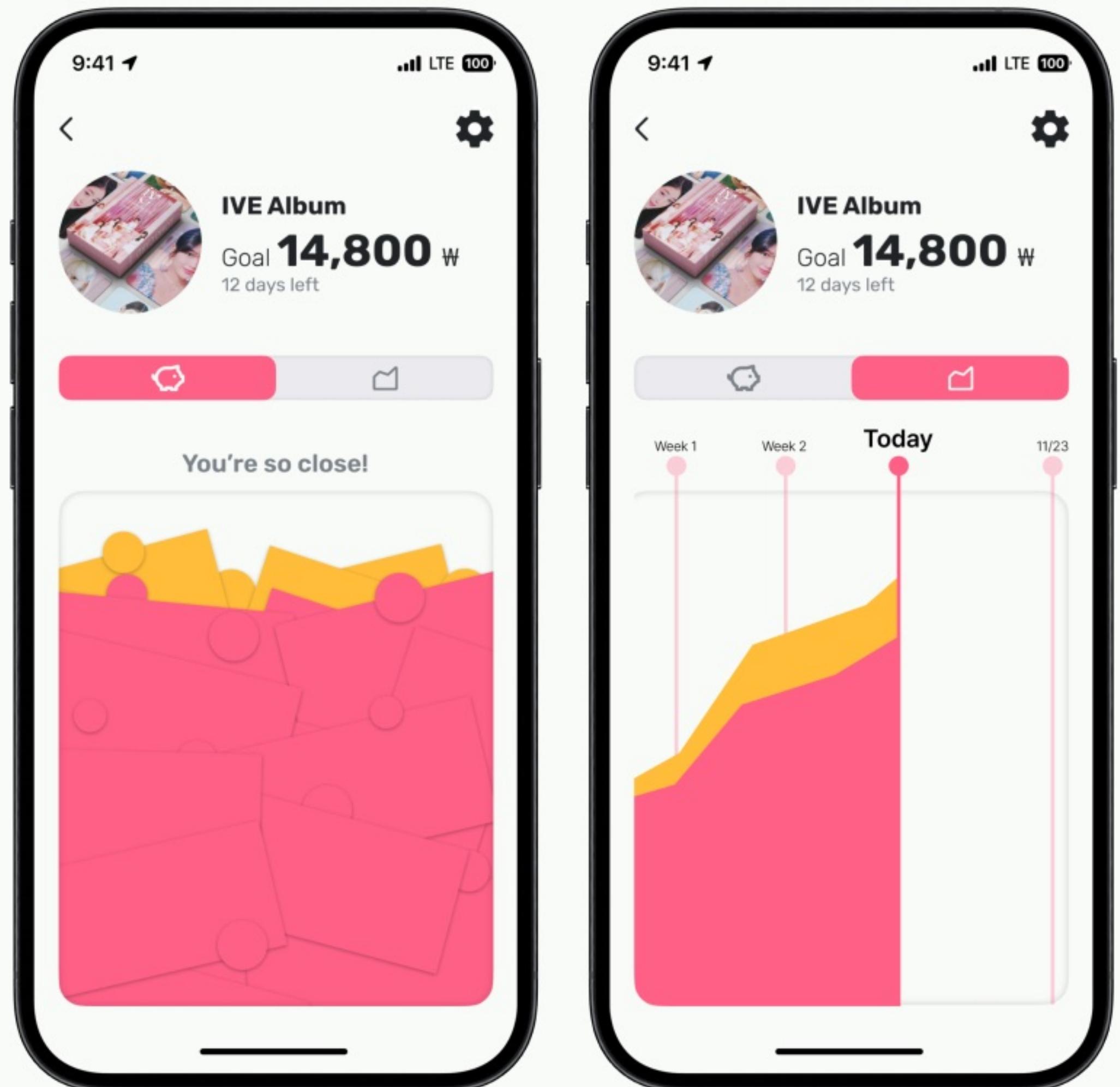
Earning Interest

Compound interest is a simple concept that children can easily grasp as their first introduction into the more complex financial world

Compound interest is simulated in conjunction with their parents through their long term savings goal

The fun animation brings excitement and attention to the new concept making it easier to learn

Achieving Goals.



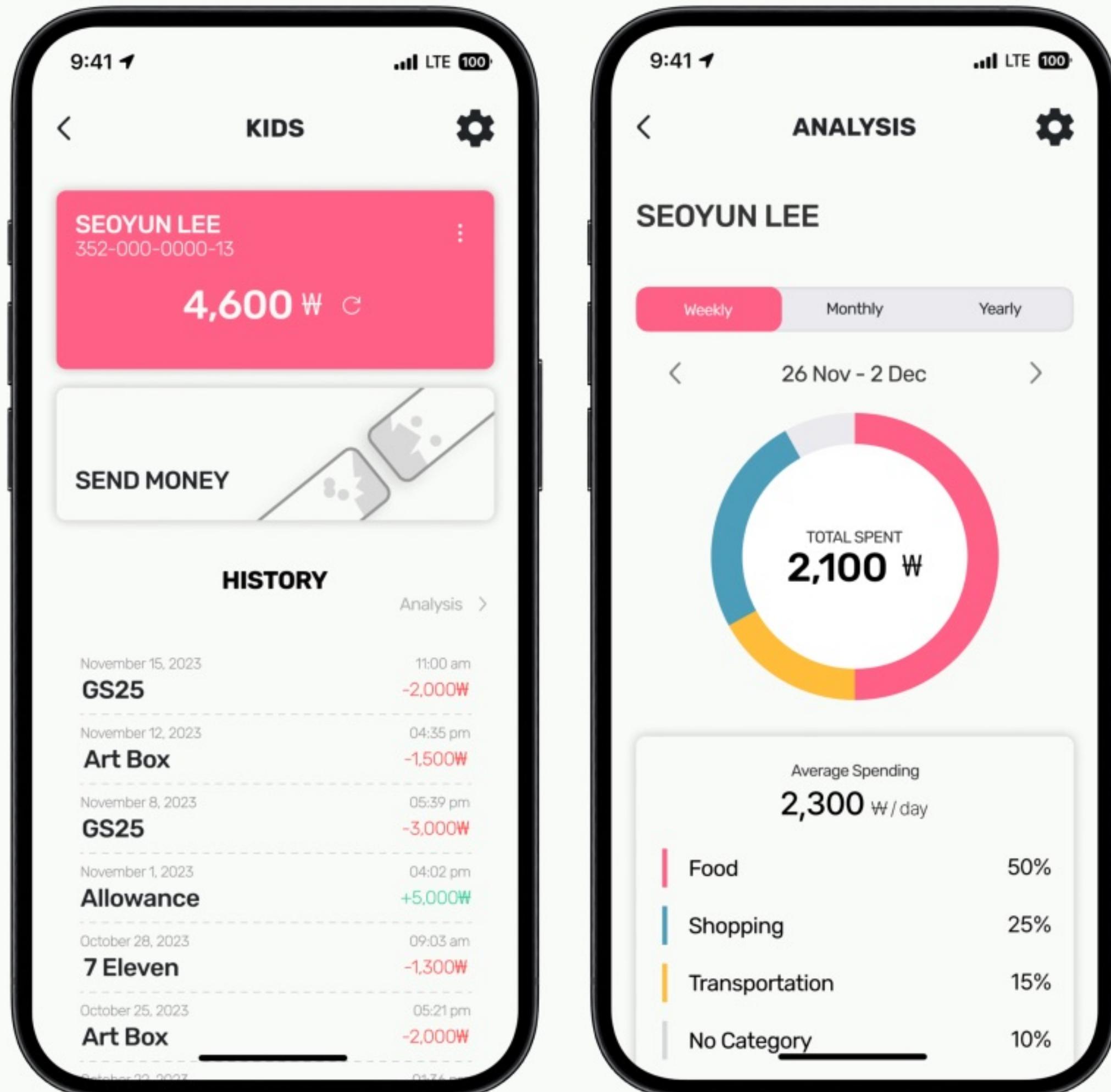
Goal Progress

Able to check on progress towards set long term goal with a visual graph

Money is categorized into actual money saved (represented in pink) and the money earned from the simulated compound interest (represented in orange)



Dashboard.



Spending History

Parents are able to easily track their child's spending by viewing what's currently in their account and their recent transactions

These transactions are also broken up by categories and visually shown in a circle graph to determine where their child is spending most of their money

Transfer.

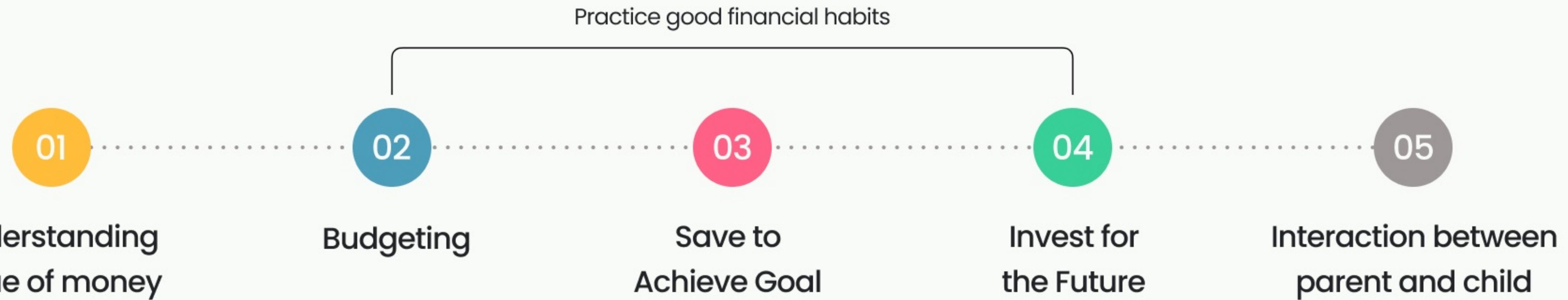


Sending Money

Within the child's analysis screen, parents are also able to quickly send money to their child

After confirming the amount, the parents is prompted to bring their phone close to their child's, where the number is transformed into bills so they are able to visually see the money being added to their wallet

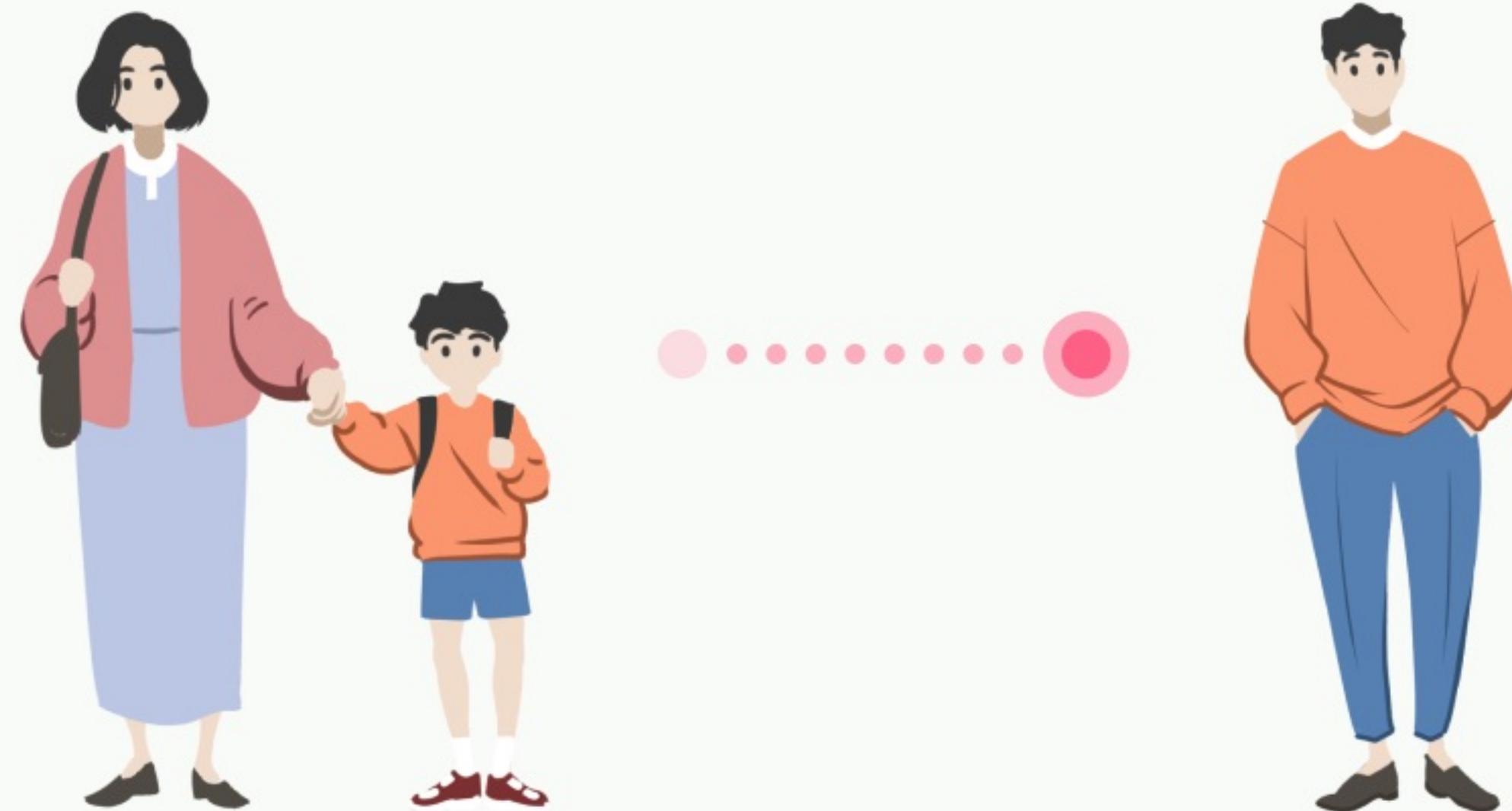
Individual Impact.



Social Impact.

Easily Accessible

Parents using the NH Finance app have easy access to parental features, which in turn means they are able to retain existing users. They help turn kids into future NH users.



High Financial Literacy

An influx of new users with high financial literacy. They are expected to be able to quickly grasp the benefits of "investing", such as trading stocks or buying bonds.

Attract the generation of tomorrow

Thank You!

