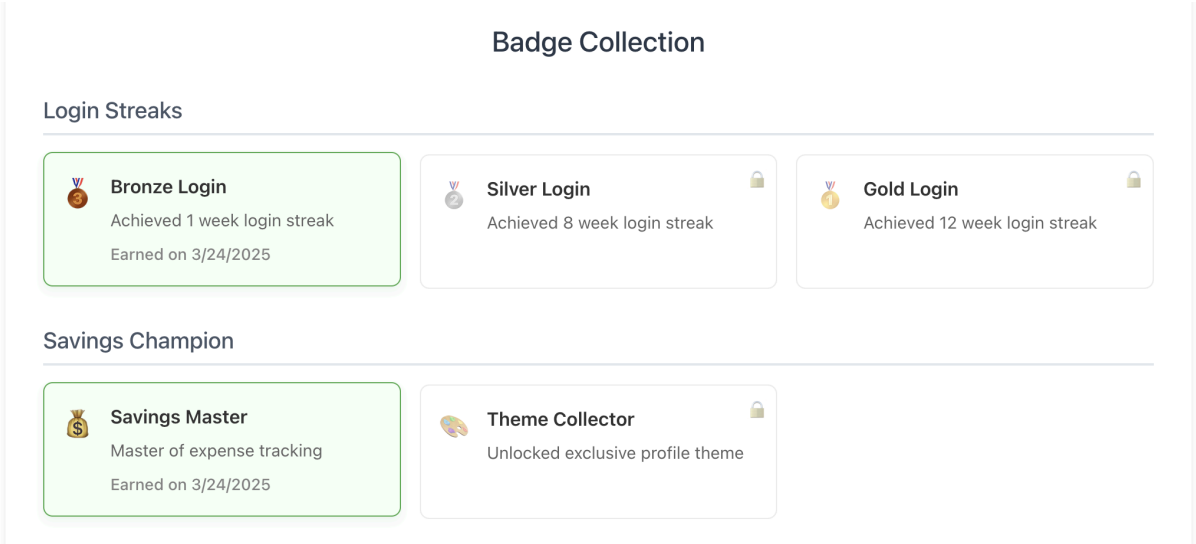
ElektraFi Gamification Experience Survey

Gamification & Engagement

1. How interested are you in earning points/rewards for completing daily financial tasks?

⬜ Very interested
⬜ Somewhat interested
⬜ Neutral
⬜ Not very interested
⬜ Not at all interested

2. Which gamification elements would motivate you most to engage with financial tasks? (Select all that apply)



(***p1. Bage Collection example***)

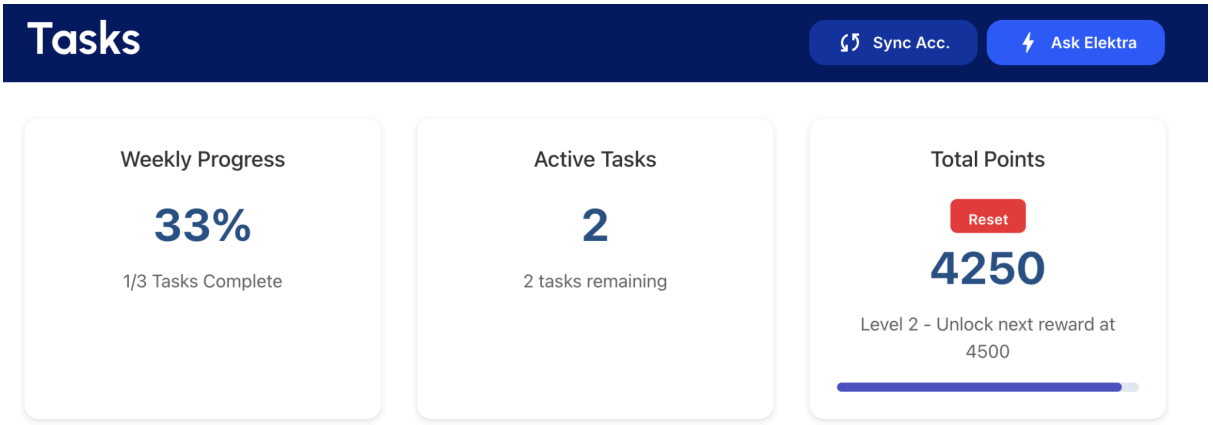
⬜ Points system
⬜ Achievement badges (Bronze/Silver/Gold)
⬜ Streak counters for consistent login/activity
⬜ Tiered achievement paths
⬜ Daily challenges
⬜ Progress bars/visualization
⬜ Other (please specify): _____

3. How frequently would you be willing to log in to complete financial tasks if rewards were offered?

⬜ Multiple times daily
⬜ Once daily
⬜ 3-5 times per week
⬜ 1-2 times per week
⬜ Less frequently

Points & Rewards

4. Which type of point system would you prefer?



(***p2. Progress Tracking example***)

⬜ Simple points (e.g., 10 points per task)
⬜ Tiered points (more difficult tasks = more points)
⬜ Combo points (bonus for completing related tasks)
⬜ Streak-based (increasing points for consecutive days)

5. What rewards would motivate you to consistently complete financial tasks? (Rank in order, 1 = most motivating, 5 = least motivating)

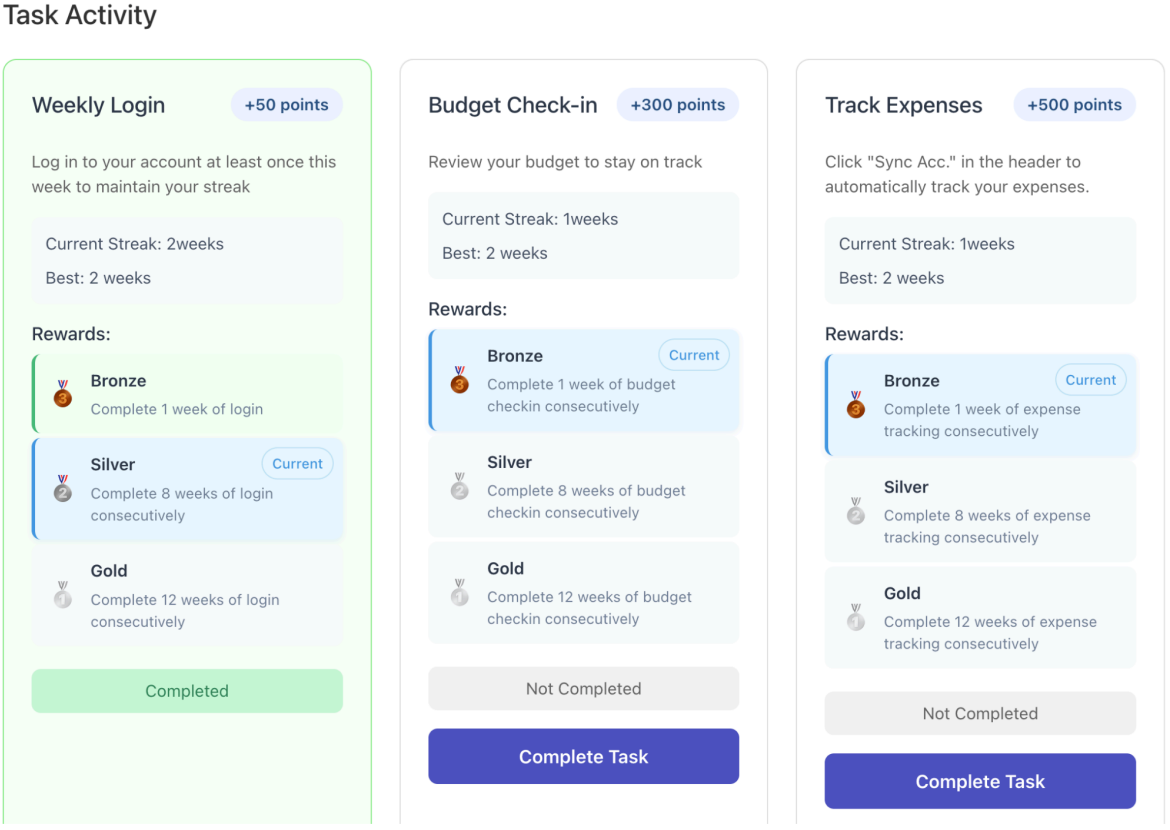
⬜ Virtual achievements (badges, trophies)
⬜ In-app status/recognition
⬜ Unlocking new features/tools
⬜ Real financial benefits (interest rate bonuses, fee waivers)
⬜ Educational content/resources

6. How important is immediate feedback (points awarded instantly) after completing a task?

⬜ Extremely important
⬜ Very important
⬜ Moderately important
⬜ Slightly important
⬜ Not important

Daily Engagement & Habits

7. What types of daily financial tasks would you be most likely to complete? (Select all that apply)



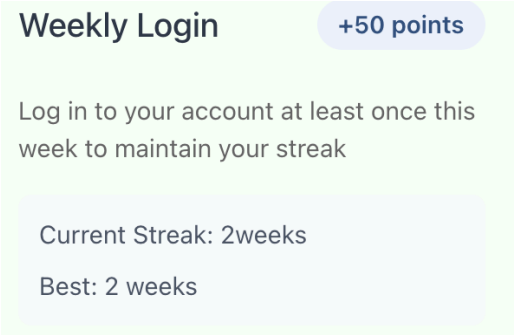
(***p3. Task Card***)

⬜ Expense tracking/logging
⬜ Reviewing daily spending summaries
⬜ Setting/reviewing financial goals
⬜ Reading short financial tips/education
⬜ Budget check-ins
⬜ Other (please specify): _____

8. How many minutes would you be willing to spend on daily financial tasks?

⬜ Less than 2 minutes
⬜ 2-5 minutes
⬜ 5-10 minutes
⬜ More than 10 minutes

9. How do streak counters influence your engagement?



(***p4. Streak-tracking example***)

⬜ Highly motivating
⬜ Somewhat motivating
⬜ Neutral
⬜ Not very motivating
⬜ Not motivating at all

Visual Elements & Design

10. Which visual indicators of progress would you find most motivating?

⬜ Numerical counters (e.g., 20% complete)
⬜ Visual progress bars
⬜ Filling up containers/collectors
⬜ Milestone markers
⬜ Character/avatar advancement
⬜ Other (please specify): _____

11. How important is the visual design of badges and rewards to your motivation?

⬜ Extremely important
⬜ Very important
⬜ Moderately important
⬜ Slightly important
⬜ Not important

Overall Feedback

12. What concerns (if any) do you have about gamification elements in a financial app?

(Open-ended response)

13. On a scale of 1 to 5, how would you rate the following aspects of the ElektraFi gamification system?

(1 = Poor, 5 = Excellent)

Feature	1	2	3	4	5
Motivational value of the points system	⬜	⬜	⬜	⬜	⬜
Visual appeal of badges and rewards	⬜	⬜	⬜	⬜	⬜
Usefulness of progress tracking features	⬜	⬜	⬜	⬜	⬜
Balance between fun and financial purpose	⬜	⬜	⬜	⬜	⬜
Overall gamification experience	⬜	⬜	⬜	⬜	⬜

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14. Any additional feedback on how we can improve ElektraFi's gamification experience?

(Open-ended response)