

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)

Badge Collection


Login Streaks


 **Bronze Login**
Achieved 1 week login streak
Earned on 3/24/2025

 **Silver Login**
Achieved 8 week login streak

 **Gold Login**
Achieved 12 week login streak

Savings Champion

 **Savings Master**
Master of expense tracking
Earned on 3/24/2025

 **Theme Collector**
Unlocked exclusive profile theme

(p1. Bage Collection example)

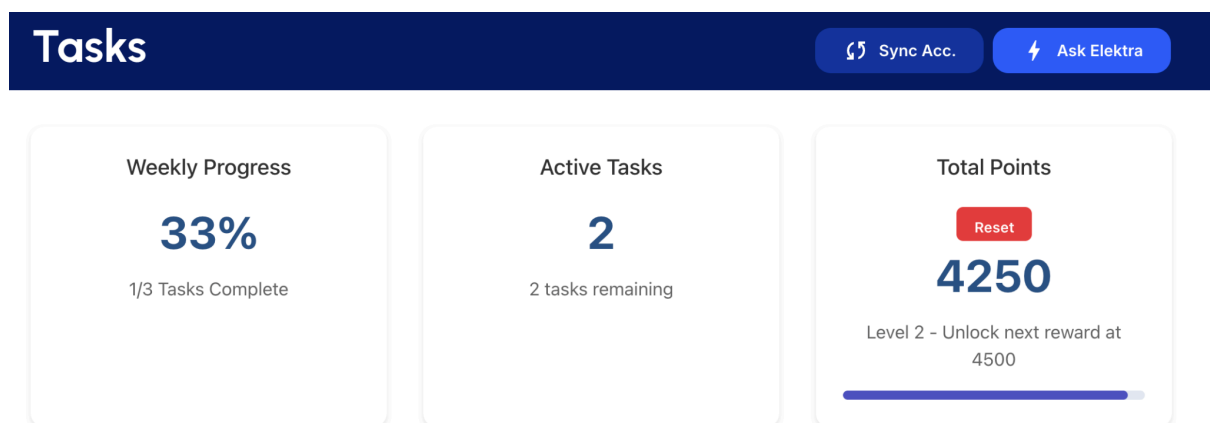
- ☐ Points system
- ☐ Achievement badges (Bronze/Silver/Gold)
- ☐ Streak counters for consistent login/activity
- ☐ Tiered achievement paths
- ☐ Daily challenges
- ☐ Progress bars/visualization
- ☐ Other (please specify): _____

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
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Daily Engagement & Habits

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

Task Activity

Weekly Login	Budget Check-in	Track Expenses
<div><div>+50 points</div><p>Log in to your account at least once this week to maintain your streak</p><div>Current Streak: 2weeks Best: 2 weeks</div><div>Rewards:<ul style="list-style-type: none">Bronze Complete 1 week of loginSilver (Current) Complete 8 weeks of login consecutivelyGold Complete 12 weeks of login consecutively</div><div>Completed</div></div>	<div><div>+300 points</div><p>Review your budget to stay on track</p><div>Current Streak: 1weeks Best: 2 weeks</div><div>Rewards:<ul style="list-style-type: none">Bronze (Current) Complete 1 week of budget checkin consecutivelySilver Complete 8 weeks of budget checkin consecutivelyGold Complete 12 weeks of budget checkin consecutively</div><div>Not Completed</div><div>Complete Task</div></div>	<div><div>+500 points</div><p>Click "Sync Acc." in the header to automatically track your expenses.</p><div>Current Streak: 1weeks Best: 2 weeks</div><div>Rewards:<ul style="list-style-type: none">Bronze (Current) Complete 1 week of expense tracking consecutivelySilver Complete 8 weeks of expense tracking consecutivelyGold Complete 12 weeks of expense tracking consecutively</div><div>Not Completed</div><div>Complete Task</div></div>

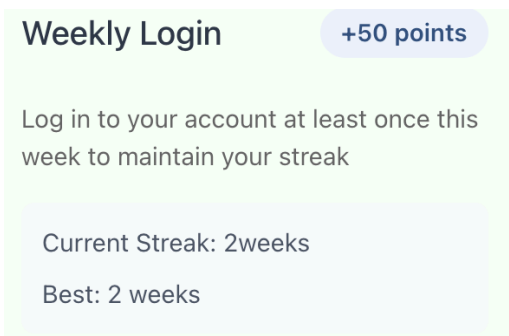
(p3. Task Card)

- ☐ 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
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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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual appeal of badges and rewards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Usefulness of progress tracking features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balance between fun and financial purpose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall gamification experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

(Open-ended response)

