Version 1. Gamification Experience

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)

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

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 and Rewards

4. Which type of point system would you prefer?

   - 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 from 1-5)

   - 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

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

   - ○ Expense tracking/logging
   - ○ Reviewing daily spending summaries
   - ○ Setting/reviewing financial goals
   - ○ Reading short financial tips/education
   - ○ Budget check-ins

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. Would streak counters (tracking consecutive days of activity) motivate you to log in more consistently?

   - ○ Yes, significantly
   - ○ Yes, somewhat
   - ○ Neutral
   - ○ Not really
   - ○ Definitely not

Visual Elements

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

    - ○ Numerical counters (33% complete)
    - ○ Visual progress bars
    - ○ Filling up containers/collectors
    - ○ Milestone markers
    - ○ Character/avatar advancement

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

    - ○ Extremely important

- ○ Very important
- ○ Moderately important
- ○ Slightly important
- ○ Not important

Additional Feedback

12. What concerns would you have about gamification elements in a financial app?
13. On a scale of 1 to 5, how would you rate the following aspects of the ElektraFi gamification system? (1 = Poor, 5 = Excellent)
- Motivational value of the points system: 1 2 3 4 5
- Visual appeal of badges and rewards: 1 2 3 4 5
- Usefulness of progress tracking features: 1 2 3 4 5
- Balance between fun and financial purpose: 1 2 3 4 5
- Overall gamification experience: 1 2 3 4 5

Version 2. 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)

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

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 🔒

3. How frequently would you be willing to log in to complete financial tasks if rewards were offered?
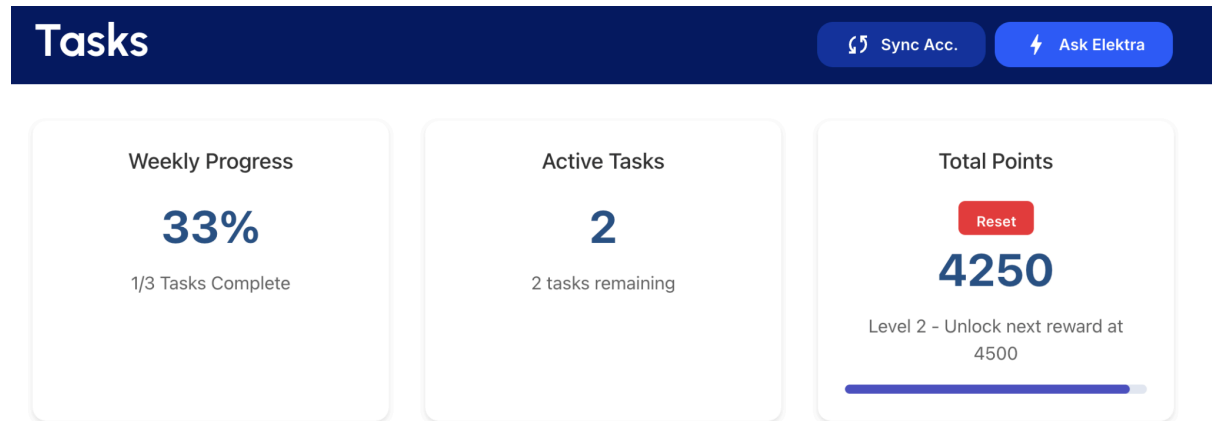
☐ Multiple times daily
☐ Once daily
☐ 3-5 times per week
☐ 1-2 times per week
☐ Less frequently

Points & Rewards

4. Which type of point system would you prefer?

☐ 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)

📸 *(Insert screenshot of point tracking system here)*

Tasks

⟳ Sync Acc.   ⚡ Ask Elektra

Weekly Progress	Active Tasks	Total Points
33%	**2**	Reset
1/3 Tasks Complete	2 tasks remaining	**4250**
		Level 2 – Unlock next reward at 4500

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)

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

Task Activity

Weekly Login   +50 points

Log in to your account at least once this week to maintain your streak

Current Streak: 2weeks
Best: 2 weeks

Rewards:

Bronze
Complete 1 week of login

Silver   Current
Complete 8 weeks of login consecutively

Gold
Complete 12 weeks of login consecutively

Completed

Budget Check-in   +300 points

Review your budget to stay on track

Current Streak: 1weeks
Best: 2 weeks

Rewards:

Bronze   Current
Complete 1 week of budget checkin consecutively

Silver
Complete 8 weeks of budget checkin consecutively

Gold
Complete 12 weeks of budget checkin consecutively

Not Completed

Complete Task

Track Expenses   +500 points

Click "Sync Acc." in the header to automatically track your expenses.

Current Streak: 1weeks
Best: 2 weeks

Rewards:

Bronze   Current
Complete 1 week of expense tracking consecutively

Silver
Complete 8 weeks of expense tracking consecutively

Gold
Complete 12 weeks of expense tracking consecutively

Not Completed

Complete Task

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?

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

Weekly Login   +50 points

Log in to your account at least once this week to maintain your streak

Current Streak: 2weeks

Best: 2 weeks

Visual Elements & Design

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

☐ Numerical counters (e.g., 33% 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)