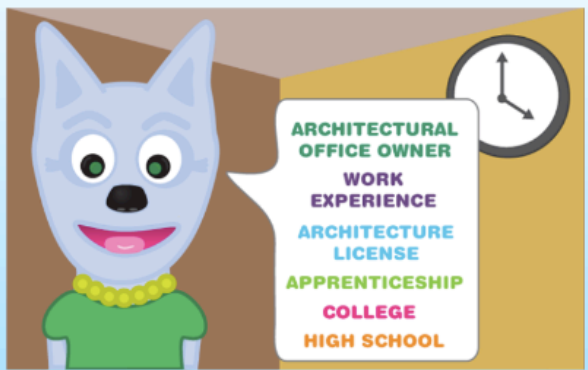


Bank-It: A Mobile Financial Literacy Game

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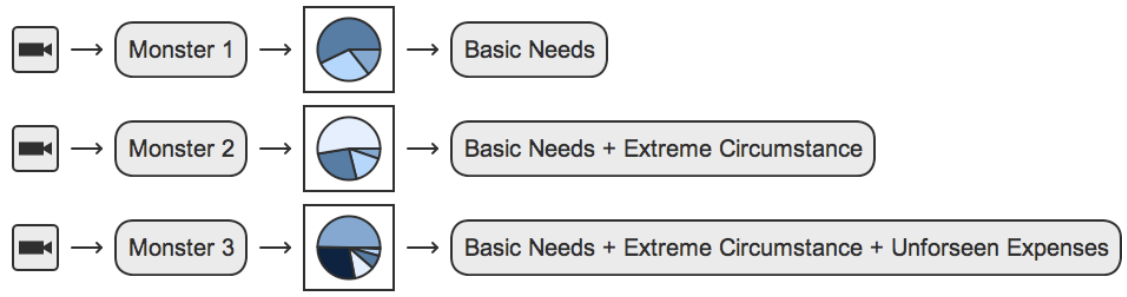
- Players watch an intro video on their mobile phone.
- Players are Financial Planners at Bank-It Financial. They have been 'hired' to manage their Monster-clients' finances.
- Each Monster-client has an increasingly more difficult financial situation that the Player must manage. Levels 1-3.
- Players learn about the monster's career, life situation, income, expenses and spending habits.
- Based on the info the Player finds out about the Monster-client, they are expected to create a reasonable Budget.
- Based on the Budget that the Player creates, different storylines are played out on the mobile device.
- During the game, Players encounter surprise 'Life Events'. The Player must make choices on behalf of their Monster-client.
- Players build financial skills by viewing videos, developing reasonable budgets, and dealing with the ramifications of their choices.
- Players Learn by Teaching; they teach their Monster-client to manage their finances and stick to a budget.



- 3 Monster-client Characters – 3 Life Scenarios
- **Monster 1: Angela.**
 - Life Situation: Middle Class, Median Income, Husband & no kids
 - Goal: Balance the budget to meet Angela's **Basic Needs**
- If successful, Players are presented with Monster 2.
- **Monster 2: Casey.**
 - Life Situation: Lower Class, Low Income, Husband and 2 kids
 - Goal: Balance the budget to meet Casey's **Basic Needs + Extreme Circumstance**
- If successful, Players are presented with Monster 3.
- **Monster 3: Rebecca.**
 - Life Situation: Upper Class, High Income, Pop Singer, No Husband/Kids
 - Goal: Maintain a balanced budget to meet Rebecca's **Basic Needs + Extreme Circumstance + Unpredictable Life Events** which occur
- **Winners!** Players who keep Rebecca out of debt and handle her crazy schedule and unpredictable financial scenarios are the Bank-It Winners.



3 Levels Each Level Has More Complex Budget & Decision-Making



Mobile devices are quickly becoming the predominant platform for entertainment and communication between young adults in the U.S. While mobile gaming is a prominent activity among 12 to 17 year-olds (as 48% use a cell phone to play games, (Lenhart et al., 2008) and urban minority girls in this age group are likely to play games on these devices (Purcell et al., 2010), girls in this population are most likely to use mobile devices for maintaining social communications (Lenhart et al., 2008). The app *Bank-It* is designed to incorporate the social communications aspect of mobile computing that are successful among the target population with game mechanisms (challenges, goals, feedback, and safe play space) that will make instruction of Financial Literacy an engaging, motivating, and fun experience (Deterding, 2011).

Can an engaging mobile game be used to both teach the fundamental Financial Literacy concept of income & debt management, and change Financial Behavior (Hung et al., 2009) among the teenage demographic (young urban females) who are, according to the PACFL (2008), ‘at risk’ of economic hardship due to inadequate Financial Education? *Bank-It*, a mobile game for providing informal Financial Literacy instruction to young urban minority girls, is being developed to provide a mobile experience for engaging in and learning about fundamental banking skills. Specifically, the app is being designed to provide instruction on such critical basic financial topics as judgment and decision-making based on income and expenses and debt literacy (Lusardi & Tufano, 2008).

Using the Conceptual Model of Financial Literacy (see Hung et al., 2009), *Bank-It* is designed to develop Financial Knowledge through active money management and Financial Skills in a mobile game. Challenges are explicitly stated during interactive sessions and participation is reinforced through goal attainment. In the Financial Literacy literature it is often stated that the goal of financial literacy is to improve Financial Knowledge such that the individual will change her or his Financial Behavior (PACFL, 2008; Hung et al., 2009). We are currently collecting pilot data on how an ‘off-the-shelf’ finance-related mobile game can be used to inform our design considerations for *Bank-It*, and quantify Financial Behavioral trends among users.

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