

Journey Map

SCENARIO

Anna (mother) and Ivan (son) live in Fresh Meadows, NY. Ivan is beginning to grasp the value of money, but he is not financially independent and has trouble understanding the concept of saving. Ivan has begun doing chores for an allowance and finally has his own money to spend. Ivan's motivation behind chores and allowance are monthly trips to the toy store; finally it is that time of the month. Anna has relied on real-life experiences like chores to teach Ivan about money, but believes he would benefit from more learning resources.



Anna, 44



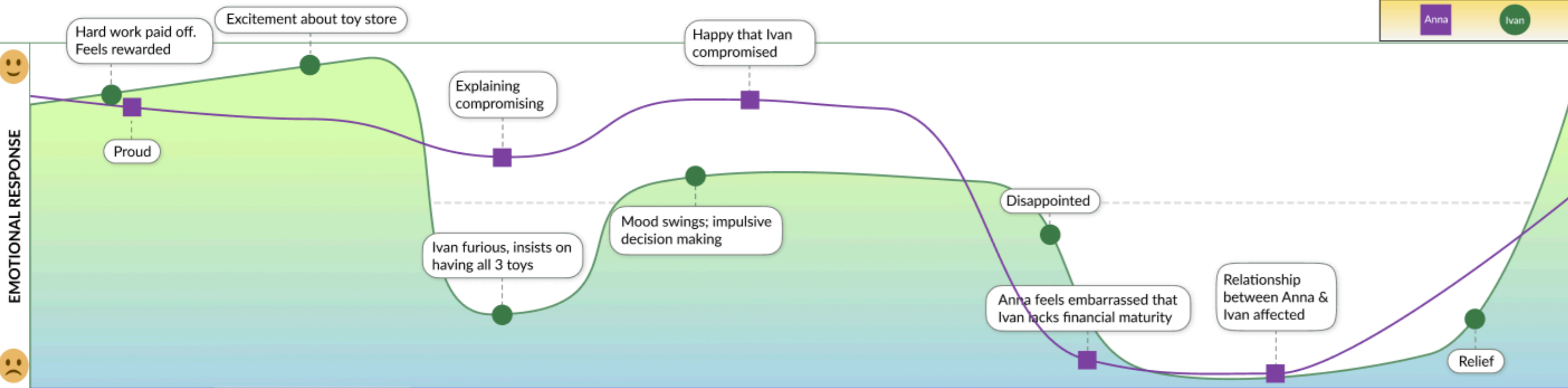
Ivan, 7

PHASES

SAVING

SPENDING

REGRET & RECOVERY



ACTIONS

- Ivan completes chores
- Earns \$10 from Anna

1

- Anna & Ivan drive to toy store

2

- Ivan chooses 3 toys
- Only has enough money for 1 toy

3

- Ivan changes his mind, chooses completely different item

4

- Ivan checks out with cashier

5

- Ivan gets upset
- He second guesses his decision
- He wants more money

6

- Ivan complains rest of day
- Anna hands Ivan an iPad game

OPPORTUNITIES

- Offer fun educational resources for financial literacy and earning virtual money

- Game related to money for Ivan to play during drive

- Ivan relies on virtual calculator

- Teach how to compromise spend, how to be less impulsive when spending, and how to strategize financial decisions

- Ivan very interested in cashier process
- Ivan learns about transactions

- Anna seeks to improve Ivan's financial literacy

- Fun iPad game to cool down Ivan

- Financial literacy game

TOUCHPOINTS

- Ivan learns value of earning \$; seeks out more
- Anna motivated to teach Ivan more

- Ivan plays games on iPad during car ride

- iPad calculator

- Method of payment
- Process of transaction

- iPad

Key Insights

- Children feel rewarded when working to make money
- Children feel an urge to spend money
- Children are often impulsive in decision-making
- Children have fluctuating moods/emotions
- Children are curious and are actively seeking to learn new things
- Games & technology play a large role in children's lifestyle and used to ease emotions