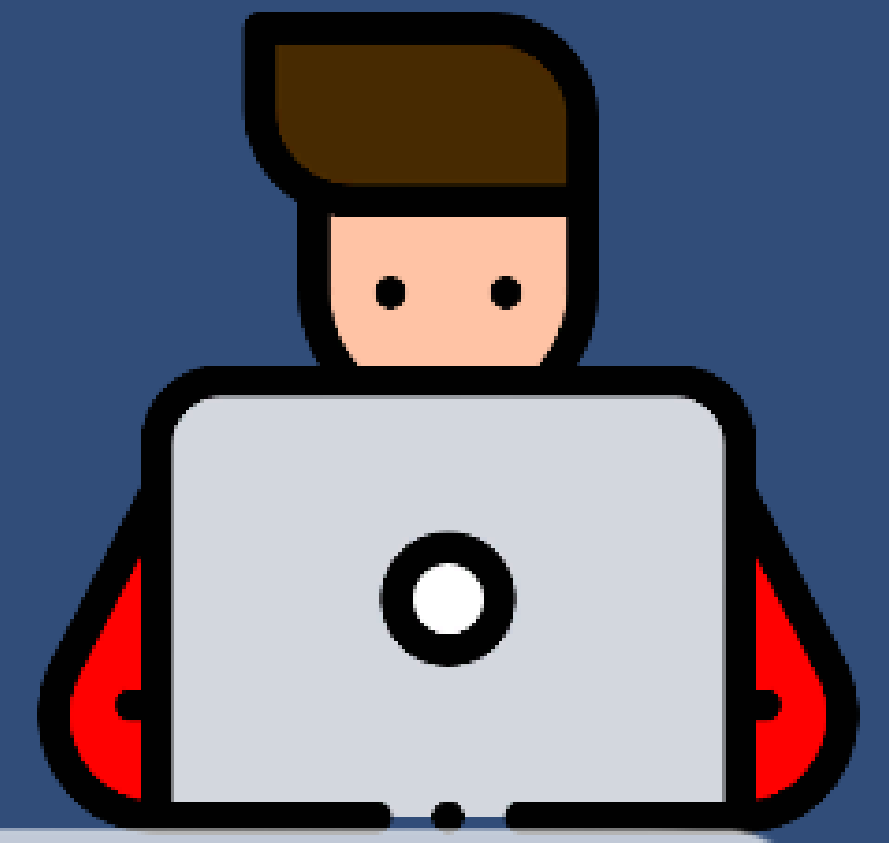


I think I'd like to stay in Toronto, and take the job at Enquire.

I honestly have no idea which one I should choose.

# GAMIFICATION IN THE BANKING SECTOR



Reg (player)

Um. That's ok. Actually, I was calling because I was hoping for your advice. (**He relates his situation**) And now...

## Department:

English Language and Literature

## Project type:

Industry Partnership

## Project funded by:

Scotiabank

## Project co-researchers:

**Stage 1 Research Team:** Dr. Kevin Barton, Psychology; Shawn DeSouza-Coehlo, English Language and Literature; Dr. Sophie Kenny, Kinesiology and Health Sciences; Dr. Gustavo Tondello, Computer Science. **Stage 2 Research Team:** Karina Arrambide, Systems Design Engineering; Mel Edens, Systems Design Engineering; Dr. Michael Hancock, English Language and Literature; Alessandra Luz Ferreira, Computer Science; Marco Moran-Ledesme, Systems Design Engineering.

**Faculty Supervisors:** Dr. Ben Feng, Statistics and Actuarial Science; Dr. Mark Hancock, Management Sciences; Dr. Lennart Nacke, Stratford School of Interactive Design and Business, Communication Arts



## DR. NEIL RANDALL

Scotiabank and the Games Institute partnered together on a project that utilizes game simulations and gamification to impact saving behaviours. The Games Institute developed a gamified experience for customers using Scotiabank's apps and websites to drive financial behavioural change. Designers implemented a "choice-and-consequence" system that simulated multiple financial decisions throughout a person's life. This process was challenging as the simulation can only represent a limited number of choices and impacts, which need to feel realistic.

To create the game platform and scenarios, the designers used Scotiabank's "Behavioural Archetypes", i.e., people in different financial situations. The players start the game by self-selecting one of the archetypes and proceeding with the relevant lifestyle scenario. One scenario involves a simulation of a new graduate moving to a city in response to a job offer. The game simulates numerous decisions related to savings behaviour, spending behaviour, and planning. The team's goal is for the game to impact user behaviour through a deeper understanding of the consequences of their financial decisions.

**Interesting fact:** The designers modelled the game after the structure of "Choose Your Own Adventure" novels. The researchers and designers combined their differing expertise around gamification, choice-and-consequence games, user expertise, and player behaviour to create a unique experience that improves financial literacy.