

Providing Direction for a Gamified Strategy: A Case Study

Doorways to Dreams (D2D) Fund worked with a large African financial institution to create the strategy and action plan for a gamified savings portal.

Executive Summary

A financial institution wanted to create and launch an interactive youth savings web portal that would both meet its business needs and build users' financial capability. Like many companies that work with D2D, the client wanted to 1) Develop a better understanding of gamification, 2) Gain insight on how these tools might be used, and 3) Create an effective strategy and plan for building a gamified portal.

Vision & Strategy

The client engaged D2D's advisory team to identify how gamification could help the company achieve their strategic business objectives—reach an untapped market, solidify their position as an innovative leader, and increase customer loyalty. D2D facilitated multiple workshops with key executives from business units across the bank in order to build consensus regarding an internal vision for the design and development of a portal that would successfully drive behavior change. The D2D team translated this vision into a feasible gamified framework for the site. The framework detailed how a customer would interact with the portal and described gamified components such as challenges, badges, and dynamic visuals.

Guidance for Implementation

With the framework developed, D2D delivered an implementation strategy and action plan for the portal technology design and development process. D2D then assisted with the first steps of the action plan by creating a process for evaluating and selecting designers and developers. Key deliverables that supported the client's work included criteria for vendor selection, content for an RFP, and outlines of contract and vendor management strategies. D2D's extensive experience with technology vendor management enabled them to provide the guidance to ensure that the project would attract innovative, creative talent—vendors who may not typically work with financial institutions but who have the skills to build a successful, cutting-edge tool.

Partnership to Deliver Impact

For ten years, D2D has been using games and gamification to promote positive financial behavior. By leveraging this experience, D2D helps organizations understand the value proposition that gamification offers. With an eye towards improving competitive advantage and driving business value, D2D's methodology focuses on bridging the gaps between consumer, product, and technology and crafts a unique strategy that is tailored to meet a company's goals. These companies save time and money by working with a team that has experience navigating the complexities of bringing innovative products and services to market. Moreover, they go on to execute their plans with a cohesive vision and clear expectations of the future.

Mission-Driven Advisory Team

As gamification's capacity to influence consumer behavior becomes increasingly accepted, more financial institutions are interested in building gamified tools to engage their customers and drive business and financial capability outcomes. D2D is a nonprofit that specializes in designing, piloting, and scaling financial service innovations that improve the financial security of vulnerable consumers. Beyond achieving consumer impact, partnerships with financial institutions allow D2D to move forward its strategic vision of a financial system in which players actively invest in opportunities for all consumers. **Learn more by visiting www.d2dfund.org or following @D2DFund on Twitter.**

KEY STEPS:



Build internal consensus about value and goals



Demonstrate how gamification drives desired behavior



Create materials to help client design and build

