

Challenge 2:

Gamification with Mirror+

Objective: Develop a strategic game that seamlessly integrates with a banking app, providing users with an engaging and fun experience while promoting increased transactions and adherence to basic RBI guidelines. The integration should enable game rewards to unlock features on the banking app, and vice versa, where payments made on the banking app unlock superpowers and tools in the game. Foster social capital through multiplayer challenges and create a virtuous cycle where users' in-game progress positively impacts their banking activities, enhancing their overall financial journey.

Participants are required to demonstrate the functionalities and features of their SDK by presenting a sample app. This will allow evaluators to witness first-hand how the SDK can be integrated and leveraged within the banking application, showcasing its potential and impact on user interaction and experience.

Case Study / Example -

- A popular Chinese grocery app that has introduced an engaging game to enhance user engagement and drive more transactions.
- The game allows players to earn points by making virtual purchases of grocery items within the app.
- These points can be redeemed for discounts and rewards within the game itself.
- Additionally, purchases made in the game contribute to earning credits that can be used for real-life purchases on the grocery app.
- The integration of the game and the grocery app creates a seamless experience where users are encouraged to shop, play, and enjoy the benefits in both the virtual and physical realms.
- This unique approach fosters increased user engagement, incentivizes transactions, and builds a stronger relationship between the users and the grocery app.

Key Points: (Optional)

1. **Game Concept:** Create a game app that enhances the banking experience, incorporating interactive elements, challenges, and rewards.

2. **User Progression:** Implement a leveling system based on users' transaction activities within the banking app, encouraging them to advance through different stages.
3. **Virtual Currency:** Introduce a virtual currency earned through transactions or specific banking activities, allowing users to make in-app purchases or access exclusive banking offers.
4. **Integration with SIB Mirror+ Application:** Develop an SDK-integrated game that seamlessly integrates within the existing SIB Mirror+ application, providing a cohesive and user-friendly experience.
5. **Rewards and Incentives:** Provide added benefits in the game for users who perform specific banking actions, such as frequent transactions or referrals. These actions within the banking app will unlock exclusive features within the game, enhancing the overall gaming experience for the users
6. **Social Integration:** Foster social capital and a sense of community by enabling users to connect with friends or fellow players, compare progress, and participate in multiplayer challenges.
7. **Virtuous Cycle:** Establish a positive feedback loop where users' social capital within the game app positively impacts their banking activities, unlocking additional benefits or personalized recommendations.
8. **Creative and Engaging Ideas:** Encourage participants to think beyond traditional banking concepts and incorporate fun elements like mini-games, quizzes, augmented reality, or virtual reality experiences related to finance.
9. **Push Notifications and Reminders:** Utilize push notifications to notify users about new game challenges, rewards, or time-sensitive banking promotions. Send reminders for pending transactions or upcoming events.
10. **Personalized Recommendations:** Leverage user data from the banking app to provide personalized game recommendations based on transaction history, financial goals, and interests.
11. **Security and Privacy:** Prioritize robust security measures to protect users' financial data and ensure secure transactions in both the game app and integrated banking app, adhering to basic RBI guidelines.
12. **Analytics and Insights:** Utilize data analytics to gain insights into user behavior, preferences, and gaming patterns, enabling refinement of game mechanics, targeted marketing strategies, and improved user experience.
13. **Feedback and Support:** Establish a feedback mechanism within the game app for users to provide suggestions, report issues, or seek assistance. Promptly address user feedback to enhance satisfaction and engagement.
14. **Adherence to RBI Guidelines:** Ensure the game app adheres to basic RBI guidelines, including secure transactions, customer data privacy, and compliance with regulatory requirements.

By combining these elements, participants can create a game app that revolutionizes the banking experience, incorporating innovative and engaging features while maintaining compliance with RBI guidelines. Let your creativity soar, and let's develop a game for our banking app that has never been seen before!

We encourage participants to think creatively and leverage gamification elements such as leaderboards, social play, and innovative game mechanics to enhance user engagement. The game should be intuitive, visually appealing, and user-friendly, ensuring that players of all ages and backgrounds can enjoy and benefit from the experience.

Game Submission: Teams should submit their game prototypes by the specified deadline. The submissions will be judged based on the following criteria:

(Round 1): Ideation and game concept.

1. Game Design: Visually appealing and user-friendly interface.
2. Game Content: Accurate and comprehensive information about financial literacy.
3. Game Mechanics: Effective use of gamification elements to engage and motivate users.
4. Game Integration: Seamless integration with South Indian Bank's banking app, Mirror Plus.

Deliverables:

1. Game App SDK: Participants are required to develop a comprehensive and well-documented game app SDK that can be easily integrated with the SIB mirror+ banking application.
2. Sample App: Participants should create a sample app that serves as a showcase for the game app SDK.
3. Gamification Elements: The sample app should effectively incorporate gamification elements to enhance user engagement, promote increased mobile banking usage and increase the customer's financial literacy. Participants should showcase innovative game mechanics, interactive challenges, rewards, and incentives within the app.
4. User-Friendly Interface: The sample app should feature an intuitive, visually appealing, and user-friendly interface. Participants should focus on designing an interface that is easy to navigate and understand, catering to users of all ages and backgrounds.
5. Documentation: Participants are required to provide detailed documentation of the game app SDK and the sample app. The documentation should include clear instructions on how to integrate the SDK into the

SIB mirror+ banking application, along with any necessary setup or configuration steps. It should also provide guidelines on using and customizing the sample app.

6. Presentation and Demo: Participants will be required to deliver a presentation and demo of their game app SDK and the sample app. The presentation should effectively showcase the features and functionalities

Through these deliverables, participants will demonstrate their technical expertise, creativity, and innovation in developing a gamification solution that enhances the banking experience. The aim is to create a seamless and engaging gaming app SDK that promotes user satisfaction, engagement, and financial well-being, while adhering to regulatory guidelines and ensuring the security of user data.

Evaluation Criteria for Gamification Challenge:

1. Gamification Elements: Evaluate the incorporation of gamification elements within the game app SDK and the sample app. Consider the variety, creativity, and effectiveness of game mechanics, challenges, rewards, and incentives in enhancing user engagement, promoting increased mobile banking usage and to increase the customer financial literacy. **(25%)**

2. User Experience: Assess the user experience and interface design of the sample app. Evaluate the intuitiveness, visual appeal, ease of navigation, and overall usability of the app, ensuring it caters to users of all ages and backgrounds. Consider how well the app presents and promotes gamification elements to users. **(20%)**

3. Functionality and Completeness: Evaluate the functionality and completeness of the game app SDK and the sample app. Assess whether all gamification elements, rewards, and incentives are fully implemented and working as intended. Consider the seamless integration with the banking app and the successful utilization of its functionalities. **(15%)**

4. Innovation and Creativity: Evaluate the level of innovation and creativity demonstrated in the game app SDK and the sample app. Consider the novel approaches, unique features, and originality in leveraging gamification to enhance the banking experience. Look for innovative ideas, out-of-the-box thinking, and creative solutions to engage users. **(25%)**

5. Presentation: Evaluate the participants' presentation skills during the hackathon. Assess their ability to effectively articulate the gamification elements, explain the technical aspects of their solution, and highlight the value proposition of their game app SDK and the sample app. **(10%)**

- 6. Collaboration and Teamwork:** Consider the level of collaboration and teamwork demonstrated by the participants. Evaluate their ability to work effectively as a team, leverage each member's strengths, and showcase effective communication and coordination throughout the hackathon. Assess the participants' ability to divide tasks, delegate responsibilities, and deliver a cohesive and integrated solution. (5%)

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