



Mindful Money

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Neurodiversity

is the concept that brain differences are natural variations. **Some people's brains simply work in a different way.** For at least 20% of the adult population in the UK.

Have you ever been spending money impulsively?

SHOPPING BAG (27)



17.99 GBP



7.99 GBP

ADHD & ASD

27%

Gen Z
40%



Overview

ADHD

A condition that affects people's behaviour. People with ADHD can seem restless, may have trouble concentrating and may act on impulse.

ASD

A developmental disability caused by differences in the brain. People with ASD often have problems with social communication and interaction, and restricted or repetitive behaviours or interests.

User interview

“Our world is one degree *tilted*”

“I feel like I spend on such **unnecessary things** and it's so **in the moment** that I **do not think of the consequences** about it like.”

“I might have a potential **bill** coming by the end of the month which I might **not realize about it** at all.”

“I brought the premiums subscription and it was an auto pay and I completely **forgot** about it.”

“**Future planning** if I wanna take a trip. I cannot ever save for it.”

“It's the consequences, **consequence which I did not think about** at all while subscribing or reading the terms and conditions.”

“I **don't care about what's gonna happen tomorrow**. I care about if I'm going to have fun tonight.”

1
Insights

Neurodivergent and neurotypical individuals share the desire for financial wellness but often **struggle with motivation to plan** and **self-discipline** in the face of immediate desires.

12/12

▼ 12/12 interviewees, both neurotypical and mentioned their desire to management

“Understanding and having the ability to deal with finance is a sign of maturity”

80% Don't know where to start
60% Feel like they don't have enough knowledge

Top Reason **for not having the plan**

2/12 Neurodivergent interviewee they have a plan for their finance

10/12

12/12 interviewees, both neurotypical and neurodivergent mentioned their having a hard time keep up with their spending
Top Reason for not **keeping up with a plan**

Immediate Pleasure

Impulse

Don't track expense

Peer Pressure

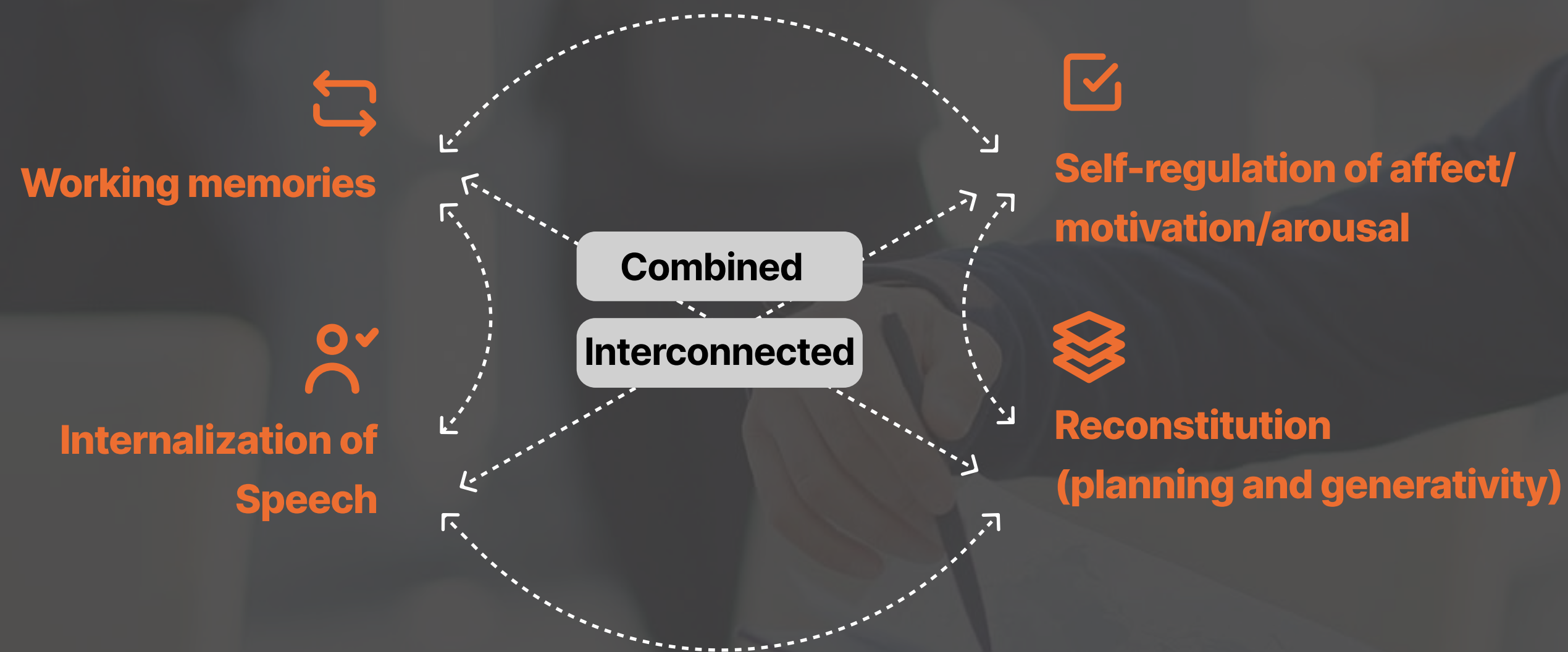
Opportunities

Making the regulation process as seamless as possible, develop some indirect mechanism to intervene impulsive behavior

Impulsive spending is often attributed to **executive dysfunction** in financial behavior, which arises from a combination of diminished self-control and the inability to formulate effective plans

What is Executive Function

describes a set of cognitive abilities that control and regulate other abilities and behaviors. Executive functions are necessary for goal-directed behavior.



Neurodiversity Condition make it worse

48% Those with ADHD are four times more likely to impulse-spend often than someone who doesn't have it (12%)

60% of those surveyed who are living with ADHD said they believe it has a direct cost implication for them because of its impact on day-to-day money management, which they estimated amounted to just over **£1,600** a year on average.



What are disadvantages and consequence in finance if executive dysfunction ?

*"I can relate to the **satisfaction & extreme joy** they feel when they add something to cart immediately after seeing it and paying for it without realising that there's no guarantee that they will use it."*



Seeking for instant pleasure and one wrong decision can result in disastrous consequences.



Having a hard time saving money and make plans for the future



Delay bills, forget about subscription will end up in fees and crumble of credit

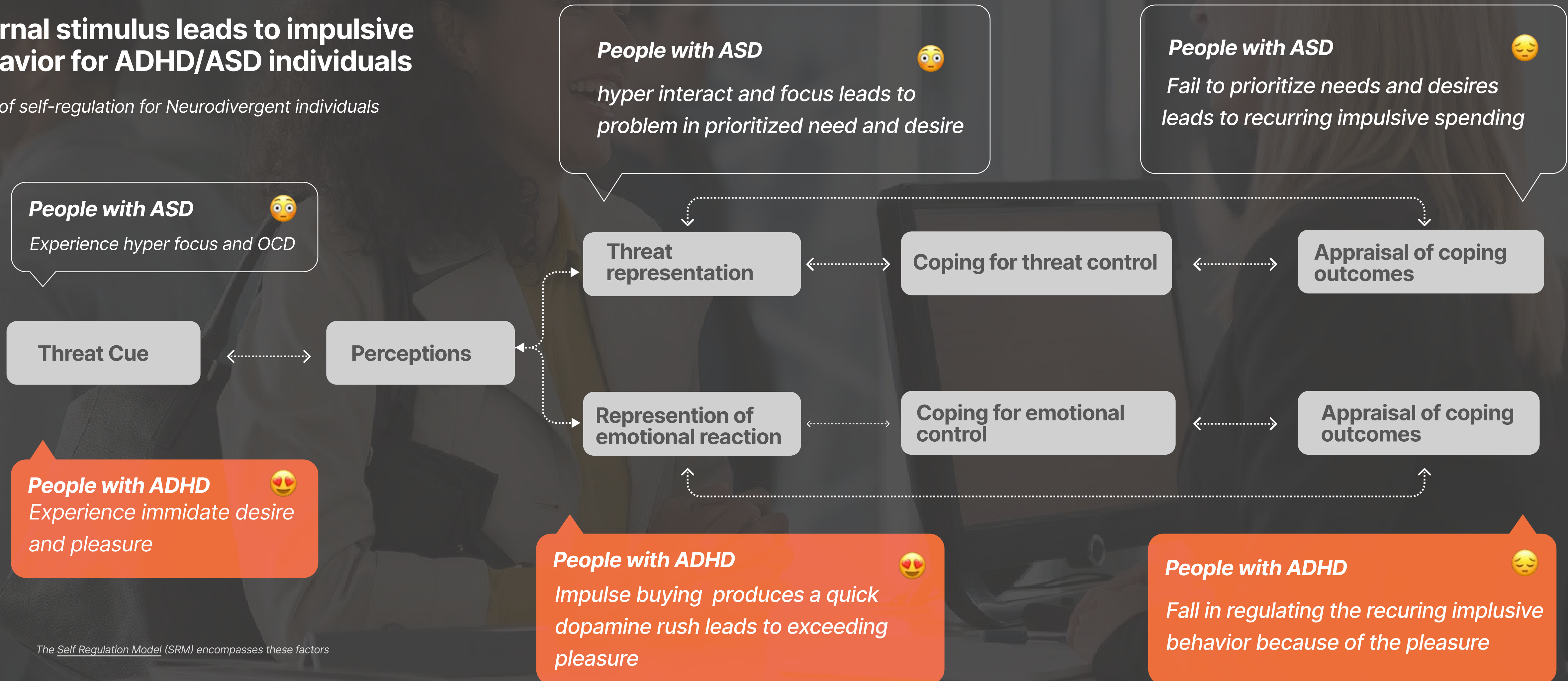
Opportunities

Focus on provide a combined solution using planning to regulate behavior on impulsive spending is possible

Impulsive spending as a shared problem, people with adhd and asd suffer from **internal impulse** while Genz individuals are highly influenced by **external stimulus**

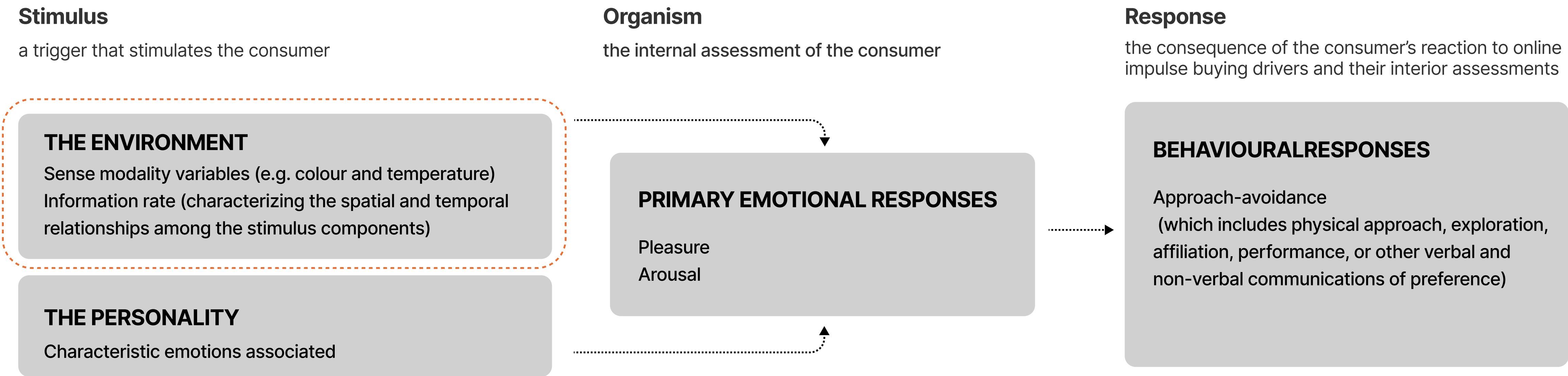
Internal stimulus leads to impulsive behavior for ADHD/ASD individuals

Model of self-regulation for Neurodivergent individuals



External stimulus leads to impulsive behavior for neurotypical individuals

SOR framework



▲
Top Triggers for impulsive spending for GenZ

- ! Homophile and attractiveness**
are characteristics of social media celebrities that establish attachment with followers.
- ! The desire to trendy**
GenZ holds a high awareness on their self images which will leads to a consistent peruse on trends

SOR framework - Mehrabian and Russell

Opportunities

1. Establish ways to help prioritize desire and regulate impulse associated behavior
2. Tackling two system both tackling the internal and external stimuli

Problem statement

Gen Z individuals commonly struggle with **impulsive spending**. However, individuals with ADHD/ASD are more prone to becoming victims of impulsive behaviour due to their unique **cognitive differences**, which leads to **less executive function**, such as difficulties regulating certain abilities, skills, and self-control.

Archetype



Tigger keep buying

- 23
- Have income
- London
- ADHD & ASD

Executive function

Working memory



Planning



Time management and organisation



Self-control and self-monitoring



Anxious Piglet

- 24
- Semi Self-independent
- London
- Neurodivergent individuals

Executive function

Working memory



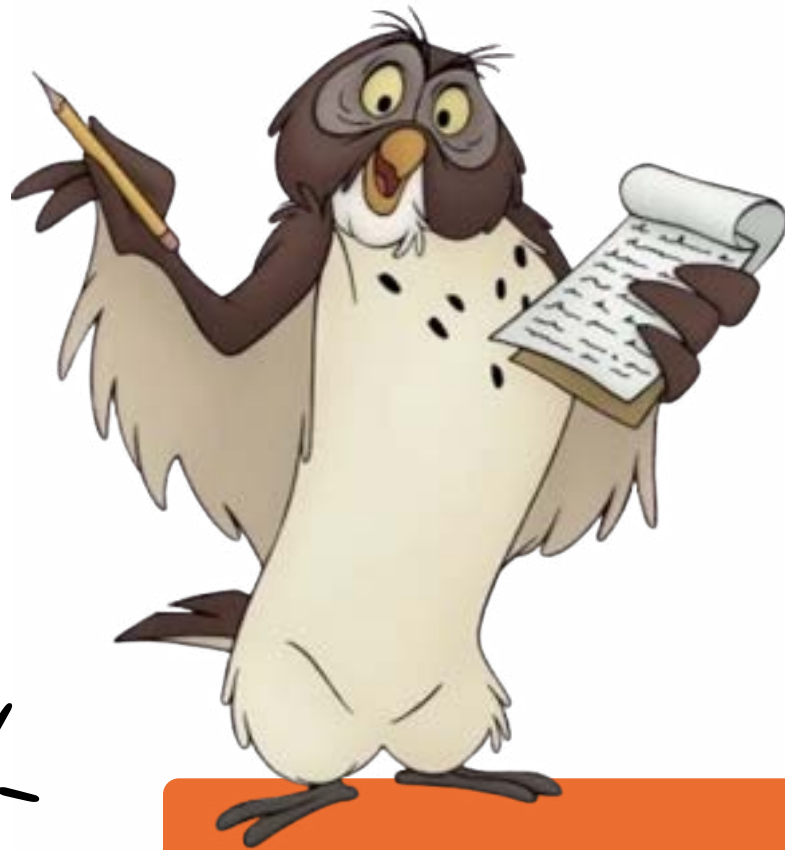
Planning



Time management and organisation



Self-control and self-monitoring



Owl like planning

- 25
- Self-independent
- London
- Neurotypical individuals

Executive function

Working memory



Planning



Time management and organisation



Self-control and self-monitoring



Target user



Tigger keep buying

Key users

People with ADHD/ASD suffering from **impulsive spending** issues



Anxious Piglet

Special users

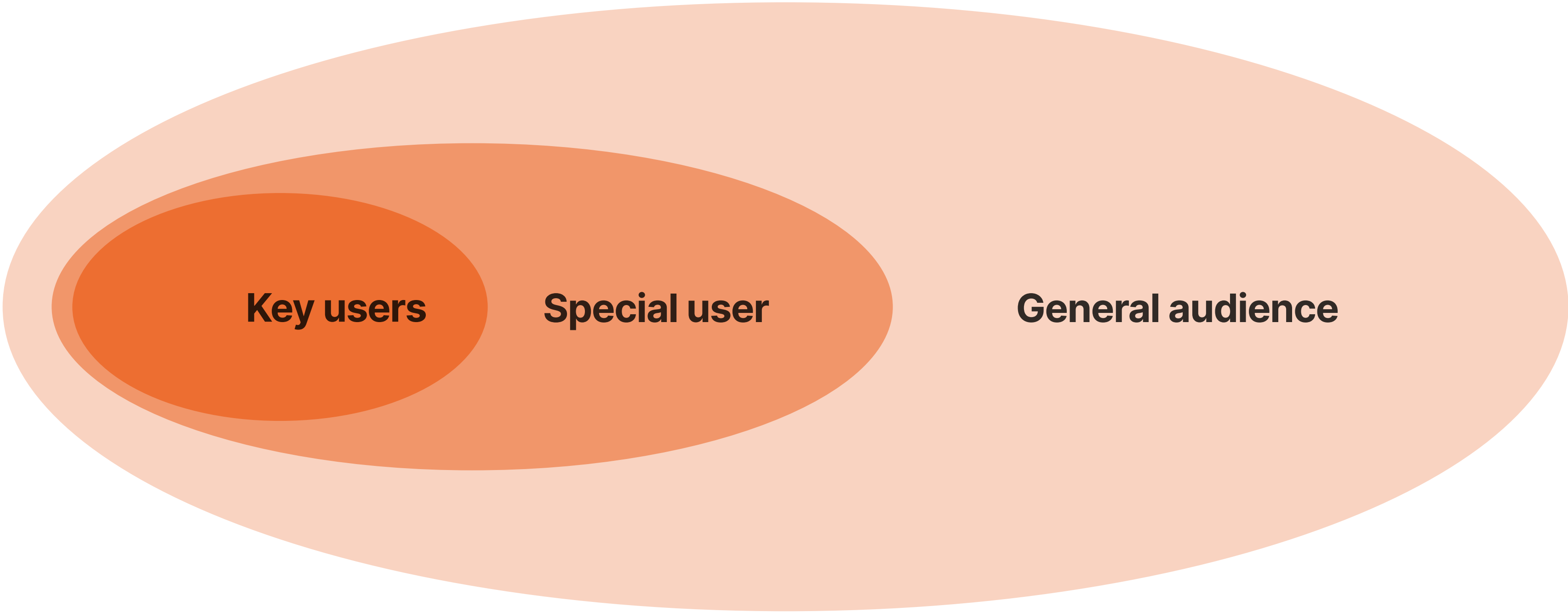
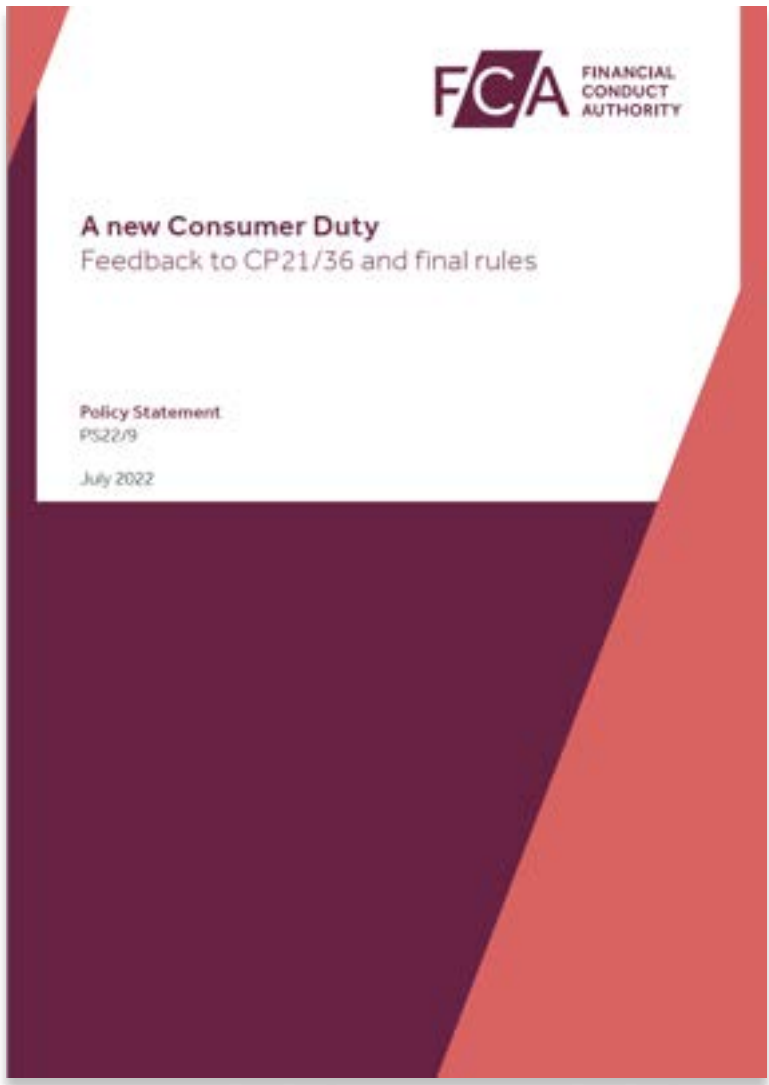
People on the Neurodivergent spectrum need support on other **user friendly support**



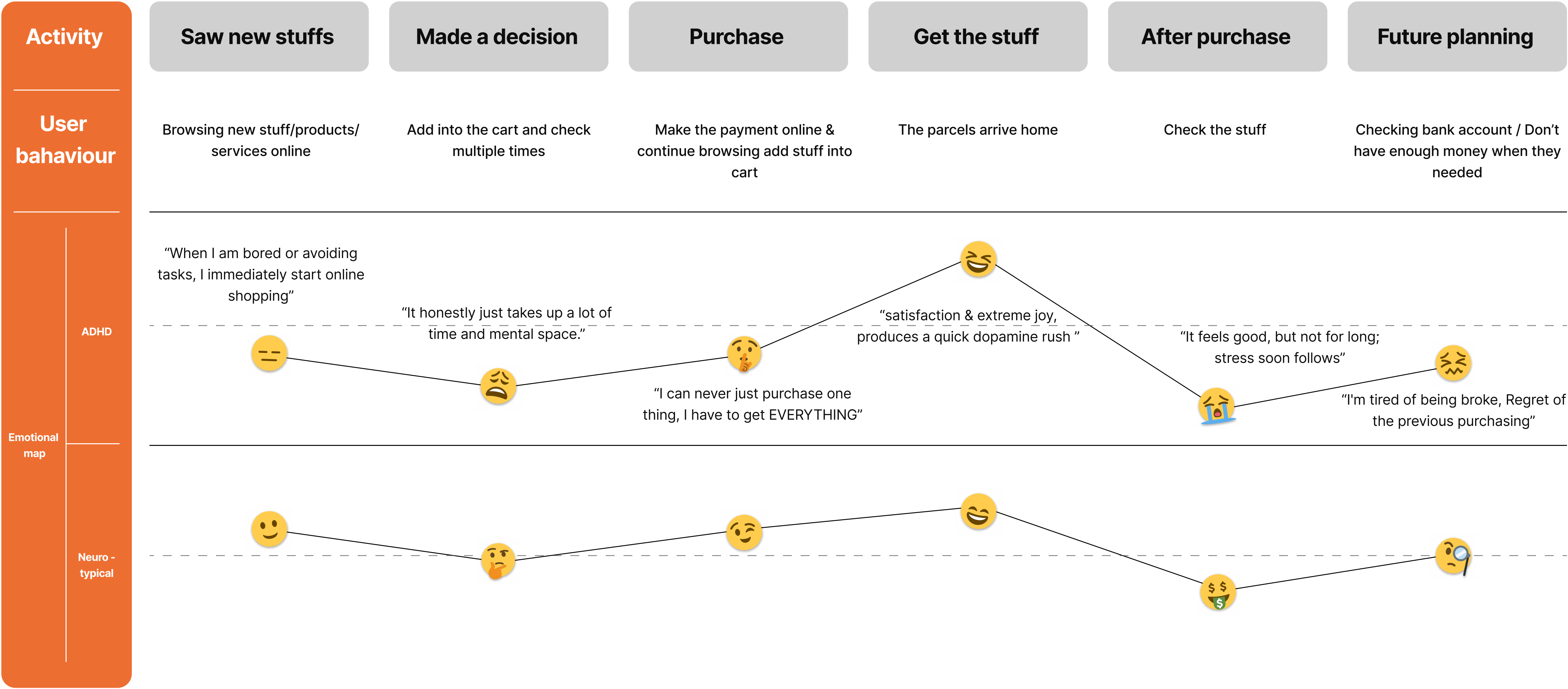
Owl like planning

General users

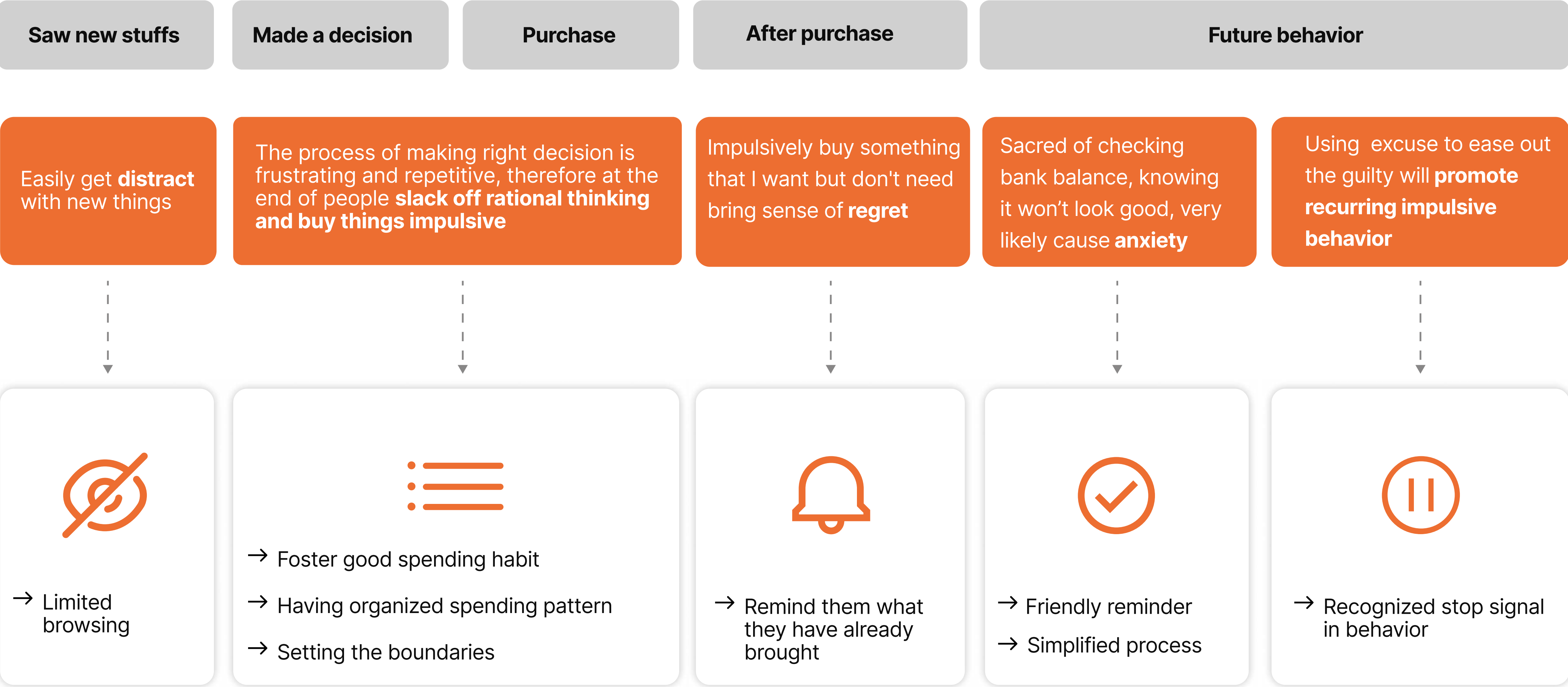
All the Genz Who walking out of campus and try to learn spend money wisely in a long run and **want to manage their money**



Journey map



Pain point & Opportunity



Goal

Promote self control on spending in order to build a long term financial plan.



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Promote self control on spending in order to build a long term financial plan.

Practising self-control should lead to broad improvement in other areas of executive function.



Ideation / service concept

Positive punishers

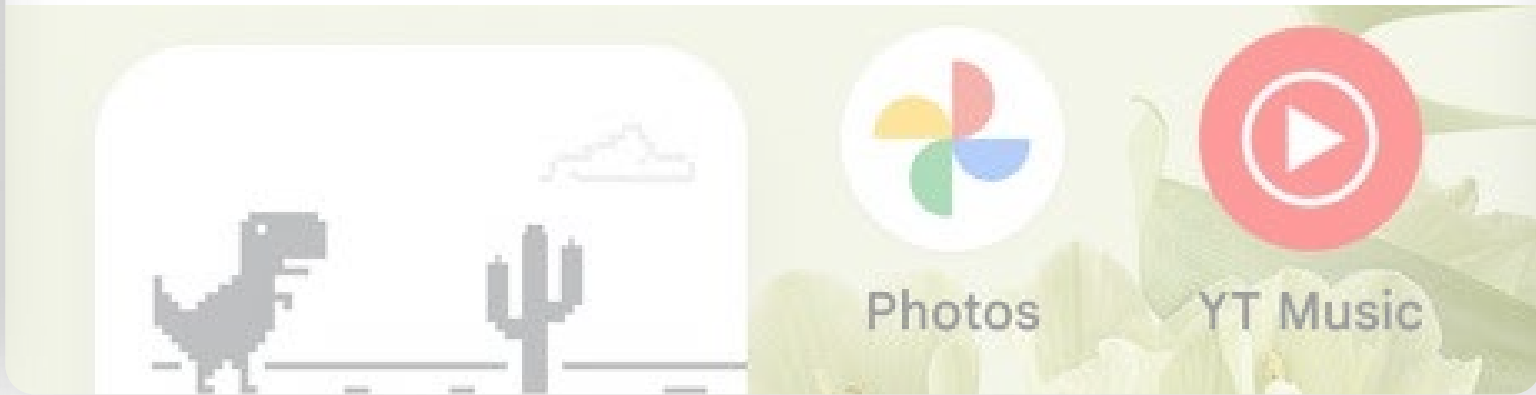
Generate your spending habits, salary to sending warnings



Positive reinforcers/
punishers

Create gamification to create an emotional connection

- digital pocket pet



Positive
reinforcers

Create community

- helping each other completing long-term goals



Saw new stuffs

Made a decision

Purchase

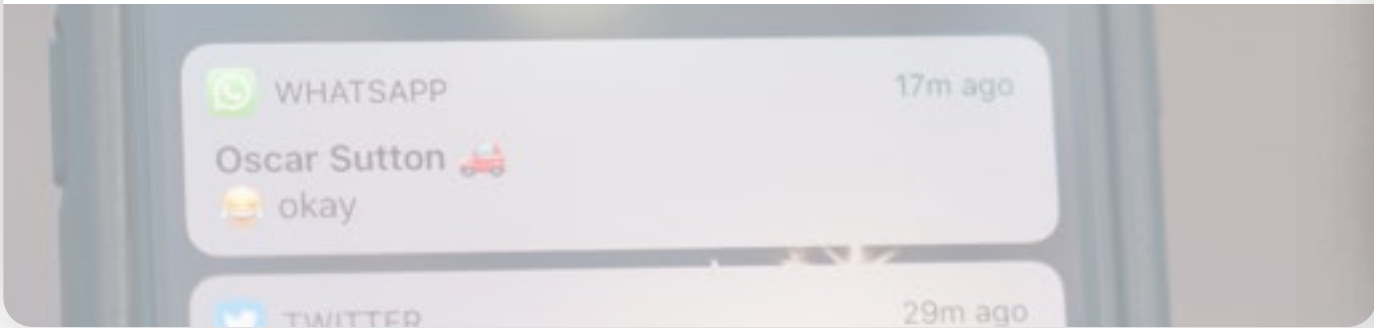
After purchase

Future behavior

Positive reinforcers

Notification to create a barrier

- meditation
- to do list



Negative reinforcers

Delete your shopping cart if there are too many items



Negative punishers

Setting a long-term goal like a reward

