

# DIGITAL INCENTIVE

## A RETIREMENT EXPLORATION TOOL

DESIGNED FOR

# TOWARDS A BETTER FINANCIAL FAR FUTURE

# GEN Z

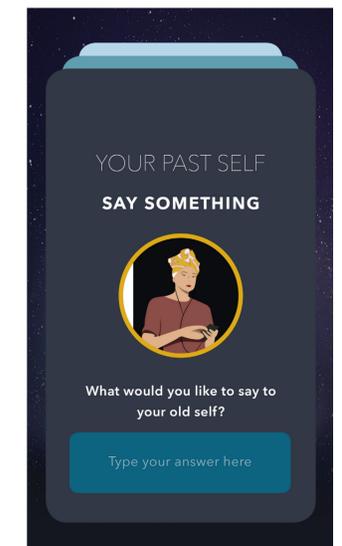
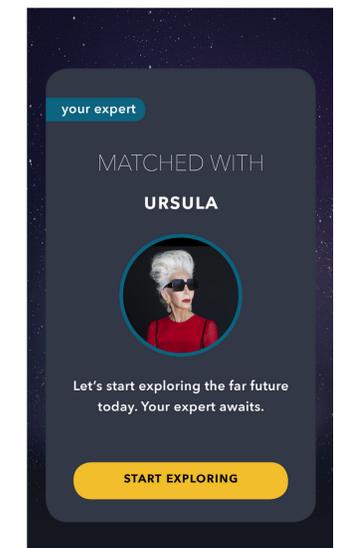


Encouraging young generations to long-term saving, even if for small amounts, provides opportunities to significantly improve retirement outcomes and anticipate the future of investment behaviour. The challenge, however, is to effectively engage young people below the age of 22, to participate.

INFINITY is an exploration tool aiming to increase young people's awareness for the far future through motivation, engagement, reflection and perspective-taking together with retirement expert. The expert's role is to support users in their needs.

The tool gently guides users through several steps, to connect the past and the future through memories and dreams, and move towards the future.

The exploration tool triggers users throughout the product flow to perform small tasks and engage in conversations with their like-minded retirement expert. The design intends to have users reflect and explore other perspectives regarding retirement and act on it, instead of postponing.



Hala Talib  
Digital Incentive for Generation Z Towards a Better Financial Far Future.  
04-04-2019  
MSc. Strategic Master Design

**Committee** Prof. dr. Stappers, P.J.  
MSc. Dehli, S.R.  
Dennis Boesser  
**Company** Yellowtail