

Proverbial Wallet



Opportunity

We have trouble controlling our consumer impulses, and there's a gap between our decision and the consequences. When we pull a product off the shelf, do we know what our bank account balance is, or whether we're over budget for the month? Our existing senses are inadequate to warn us.

Solution

The Proverbial Wallet gives us that financial sense at the point of purchase by un-abstracting virtual assets. Tactile feedback reflecting your personal balances and transactions develops a subconscious financial sense. It will guide you towards responsible decisions at the point when you take out your wallet to pay.

Function

Peacock

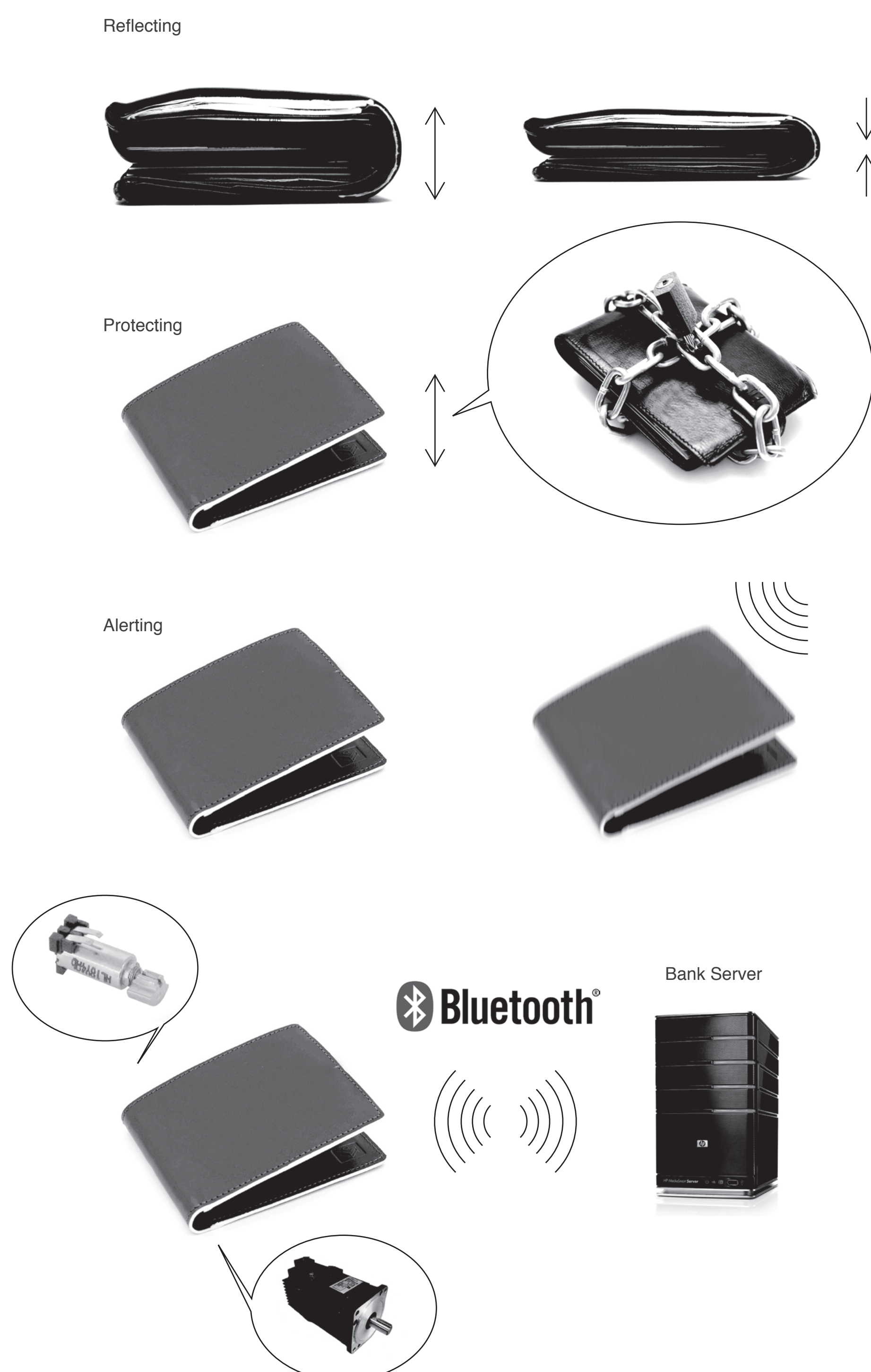
The wallet appears to grow and shrink using a servo to reflect the balance in your accounts. Your assets will be on display to attract potential mates.

Mother Bear

The wallet protects the money within it when you need to be thrifty with a shorted motor in the hinge that resists opening. It promotes saving to weather out financial winters.

Bumblebee

The wallet buzzes through a vibrator motor whenever your bank processes a transaction. This encourages a conscious connection between handing over your credit card and your hard-earned money being harvested from the bank, and alerts you to fraud when you get a buzz without making a purchase.



How it works

The wallet connects via Bluetooth to your cell phone, which gets information about transactions and account balances from your bank. Motors are then employed to vibrate, resist the opening of, and change the size of the wallet.