

# product | virtual piggy bank

## ● behavior/attitude

- self importance
- entitlement

## ● location

- personal computer

## ● look & feel

- digital widget
- looks like piggy bank

## ● user/role/functionality

- links to bank account
- input "goal"
- asks questions regarding desirability of object
- always tells user they deserve the object

## ● implementation

- flash & actionscript

