



Daily Politics Quiz

Gamification of historical and modern politics for audiences with a bit of competitive streak.

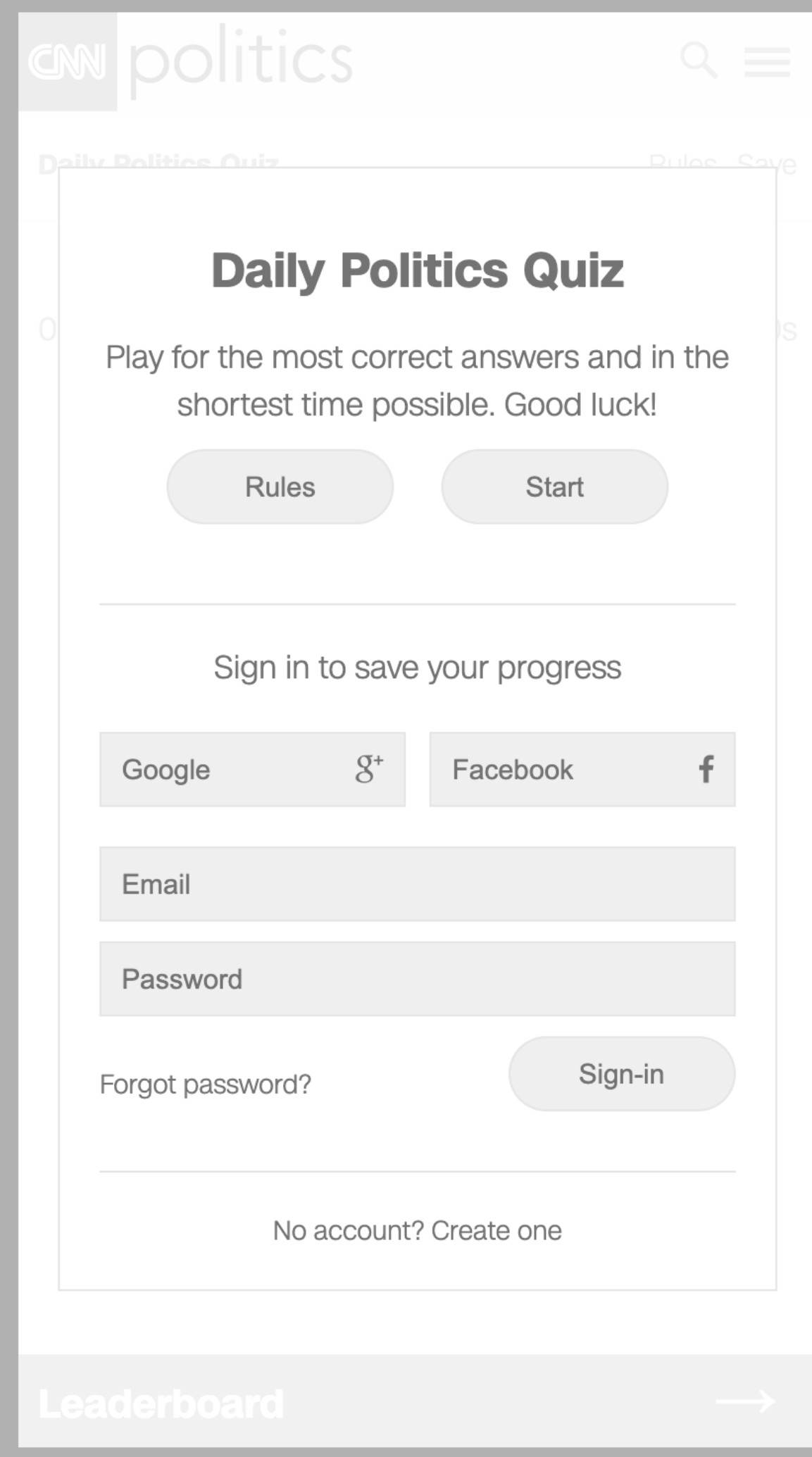
The world of politics can be daunting and overwhelming, particularly in our current political climate. By leveraging gamification, we are able to reach new audiences that otherwise would not engage in political news and history while motivating loyalty among our existing audiences.

Audiences play for the most correct answers in the shortest time possible, see how they rank against others on the interactive Leaderboard, and come back daily to beat their quiz time of the previous day.

Screen

Startup Modal (A)

- The end-user is not signed in
1. The end-user lands on quiz
 2. The system presents the sign-in modal



The image shows a mobile app interface for the 'Daily Politics Quiz'. At the top, the 'CNN politics' logo is on the left, and a search icon and a menu icon are on the right. Below the header, the title 'Daily Politics Quiz' is centered. Underneath the title, a message says 'Play for the most correct answers and in the shortest time possible. Good luck!'. There are two buttons: 'Rules' and 'Start'. A horizontal line separates this section from the sign-in section. The sign-in section starts with the text 'Sign in to save your progress'. Below this are two buttons for social login: 'Google' with the Google+ icon and 'Facebook' with the Facebook 'f' icon. Under these are two input fields for 'Email' and 'Password'. To the left of the 'Sign-in' button is a link for 'Forgot password?'. At the bottom of the sign-in section is a link for 'No account? Create one'. A footer bar at the very bottom contains the word 'Leaderboard' and a right-pointing arrow.

CNN politics

Search Menu



Daily Politics Quiz Rules Save

Daily Politics Quiz

Play for the most correct answers and in the shortest time possible. Good luck!

Rules Start

Sign in to save your progress

Google  Facebook 

Email

Password

[Forgot password?](#) [Sign-in](#)

[No account? Create one](#)

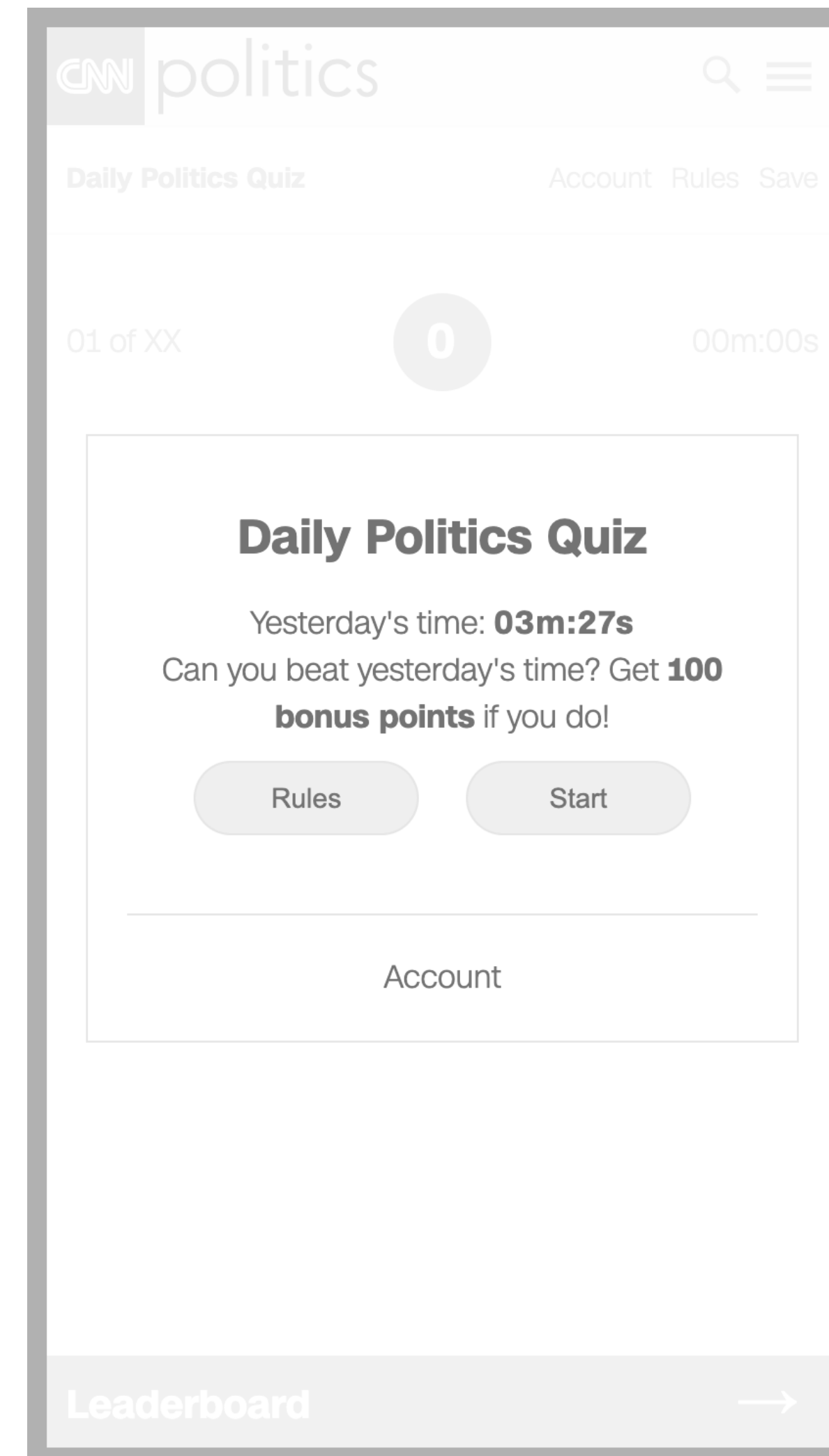
Leaderboard →

Screen

Startup Modal (B)

- The end-user is signed in
 1. The end-user lands on quiz
 2. The system presents the start modal

For end-users who have played previously, the start modal displays the last played game's time and incentive.



User Flow

Sign-in via email (A)

- The end-user is not signed-in, has account
1. The end-user enters email and password
 2. The end-user taps "Sign-in"
 3. The system presents the signed-in start modal

CNN politics

Daily Politics Quiz Rules Save

Daily Politics Quiz

Play for the most correct answers and in the shortest time possible. Good luck!

Rules Start

Sign in to save your progress

Google g+ Facebook f

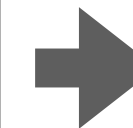
Email

Password

Forgot password? Sign-in

No account? Create one

Leaderboard →



CNN politics

Daily Politics Quiz Account Rules Save

01 of XX 0 00m:00s

Daily Politics Quiz

Yesterday's time: **03m:27s**
Can you beat yesterday's time? Get **100 bonus points** if you do!

Rules Start

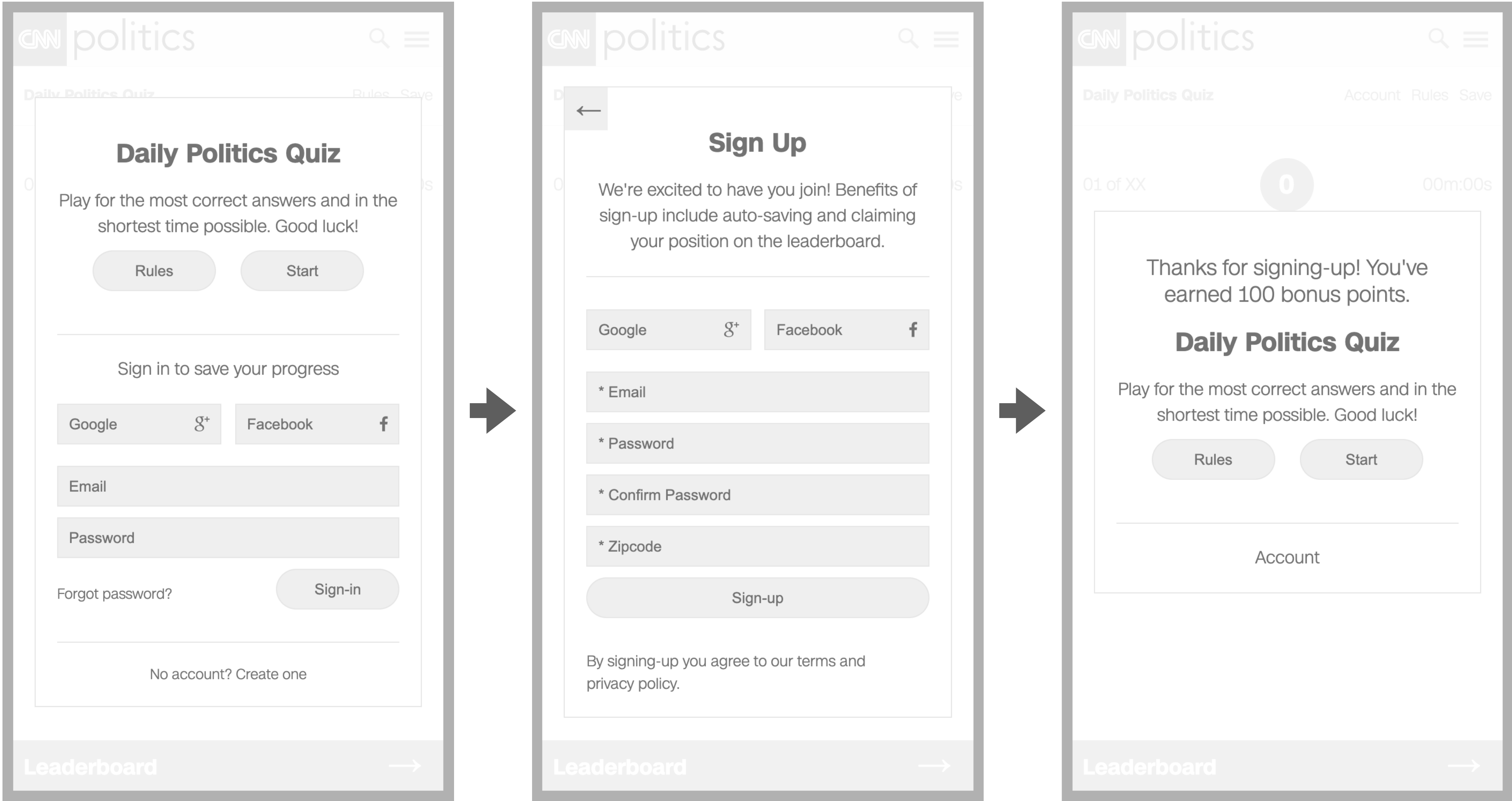
Account

Leaderboard →

User Flow

Sign-up via email (B)

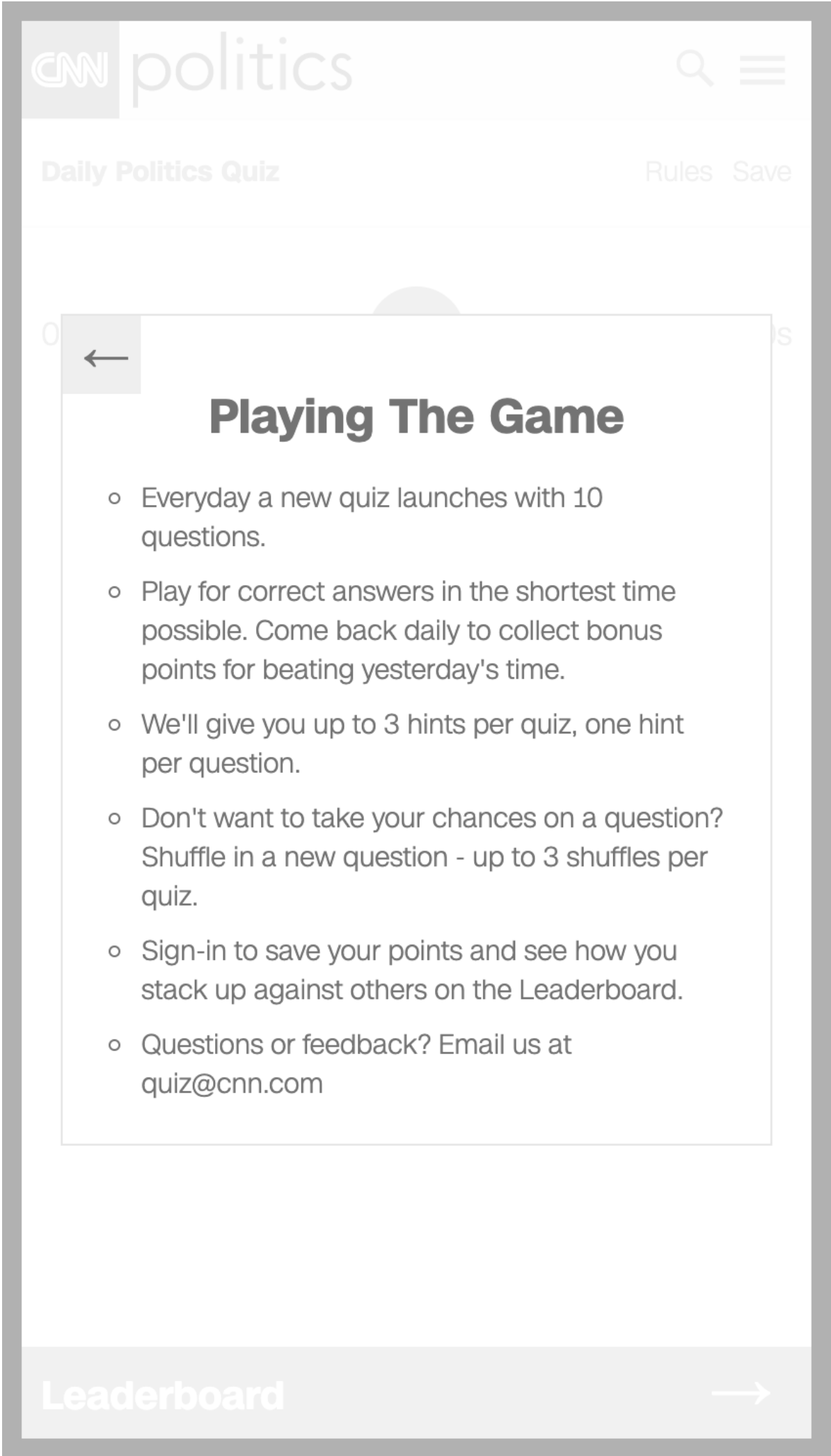
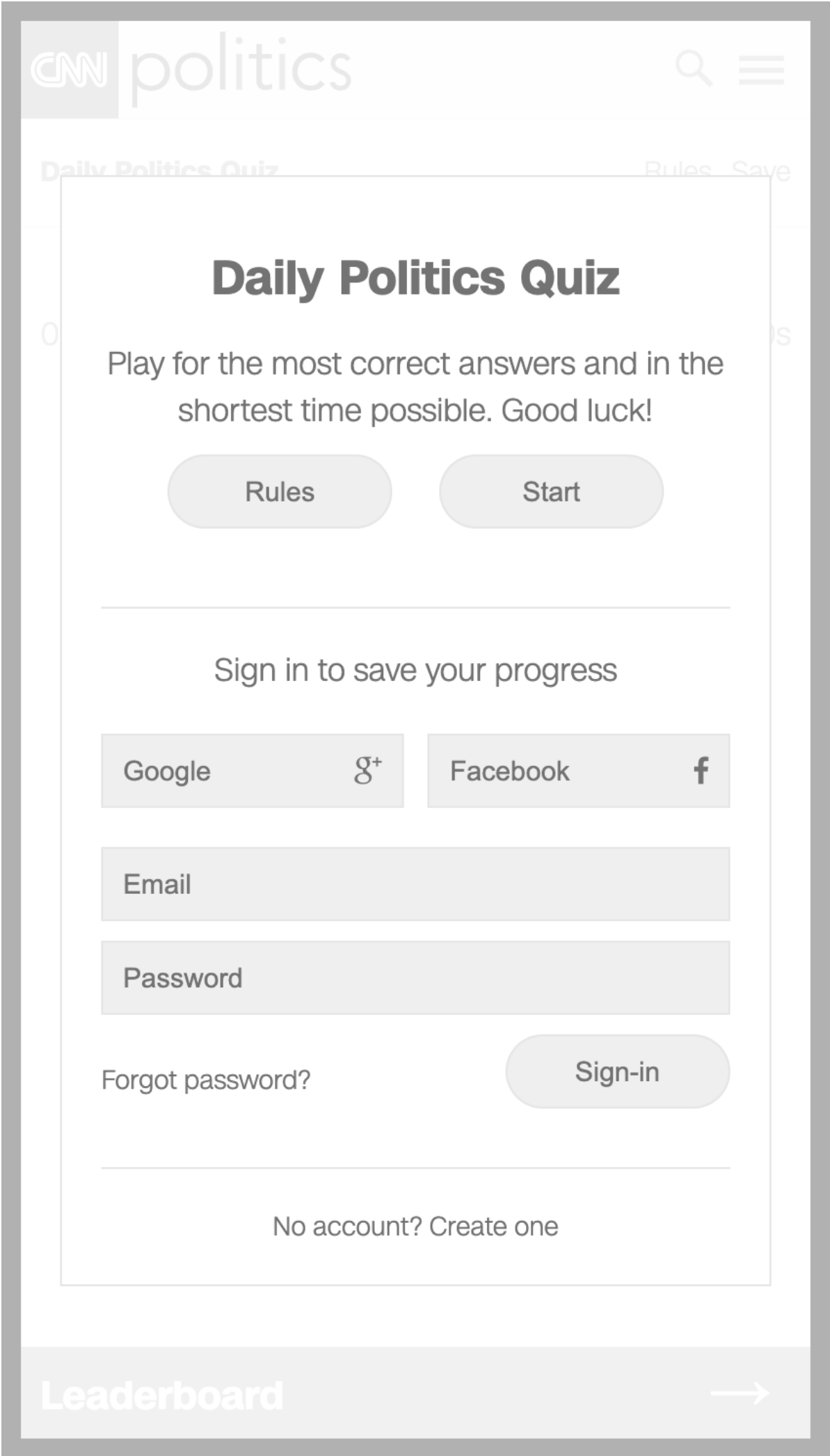
- The end-user is not signed-in, doesn't have account
- 1. The end-user taps "No account? Create one"
- 2. The system presents the sign-up modal
- 3. The end-user enters their email, password and zip code
- 4. The system presents the signed-in start modal



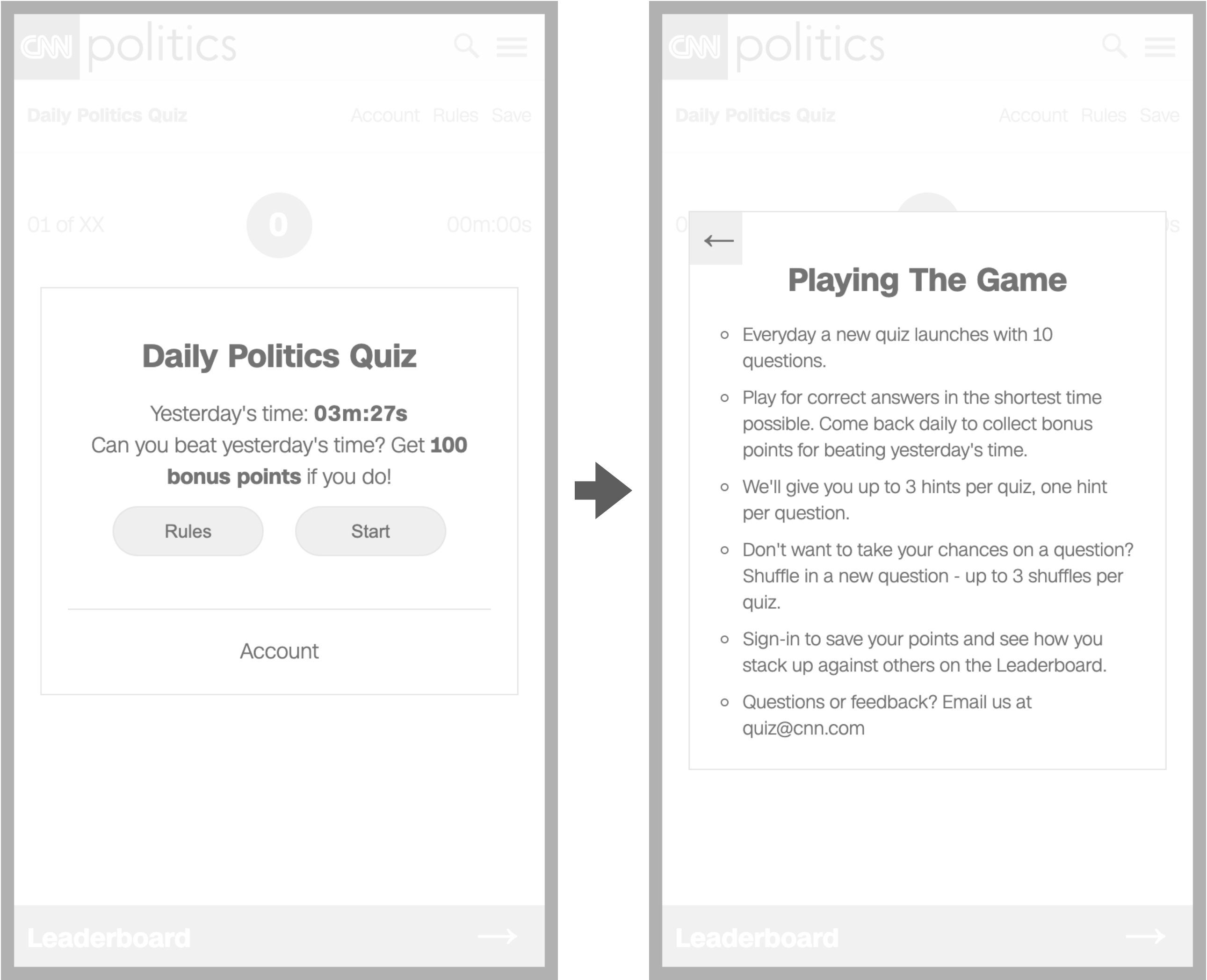
User Flow

Rules (A)

- The end-user is not signed-in
- 1. The end-user taps “Rules”
- 2. The system presents the rules modal



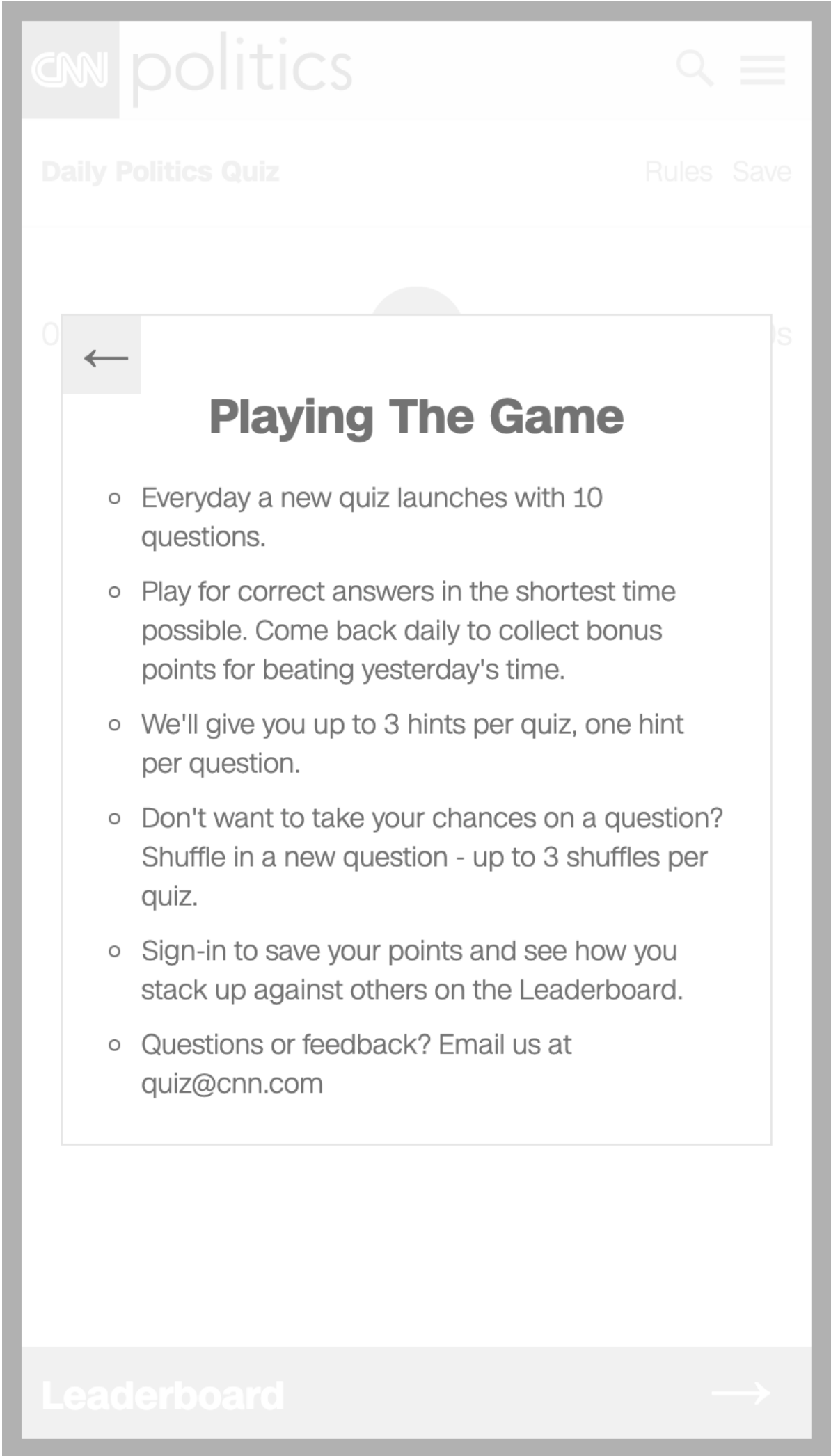
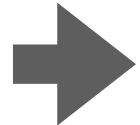
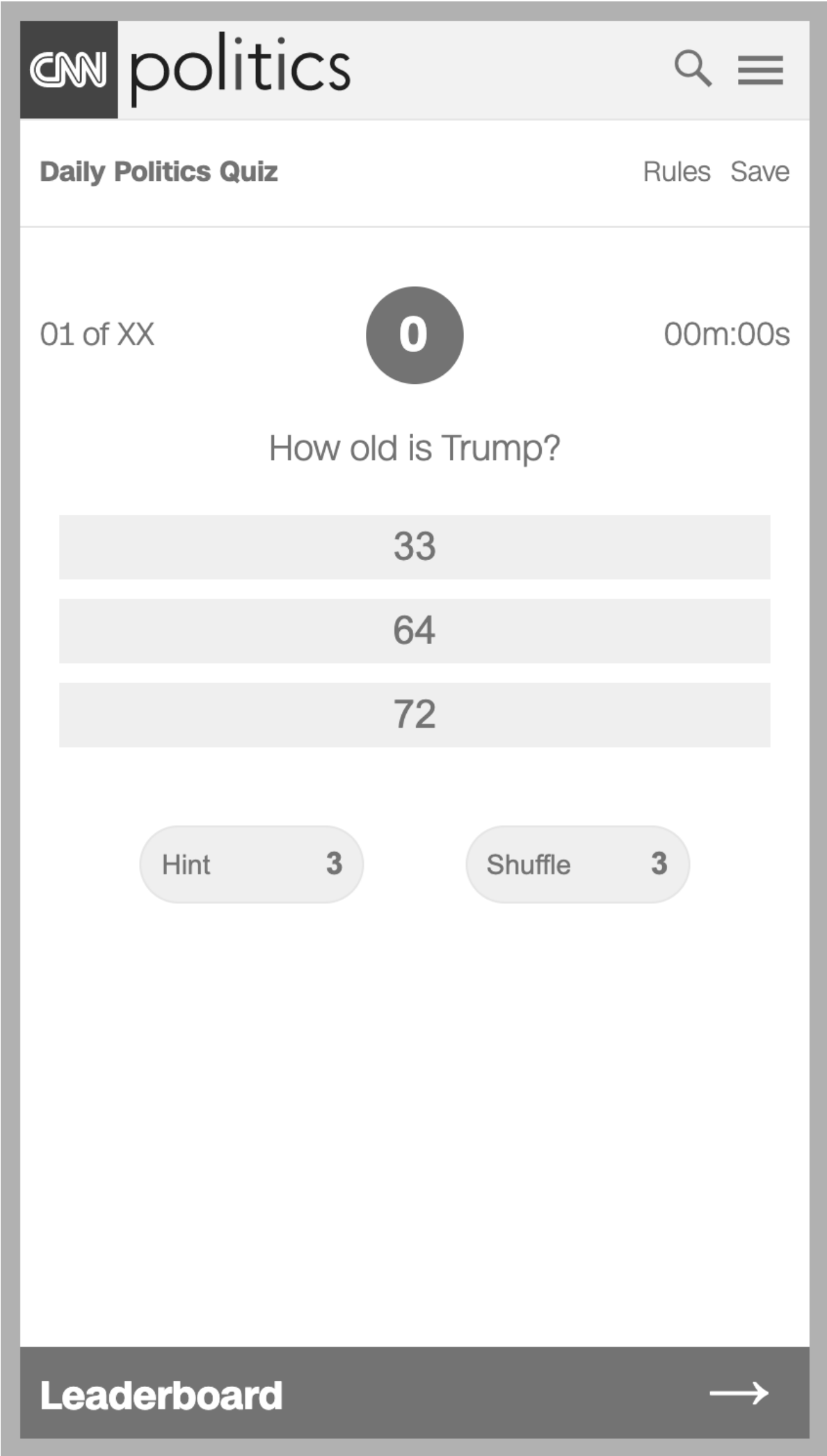
- User Flow
- Rules (B)**
- The end-user is signed-in
1. The end-user taps "Rules"
 2. The system presents the rules modal



User Flow

Rules (C)

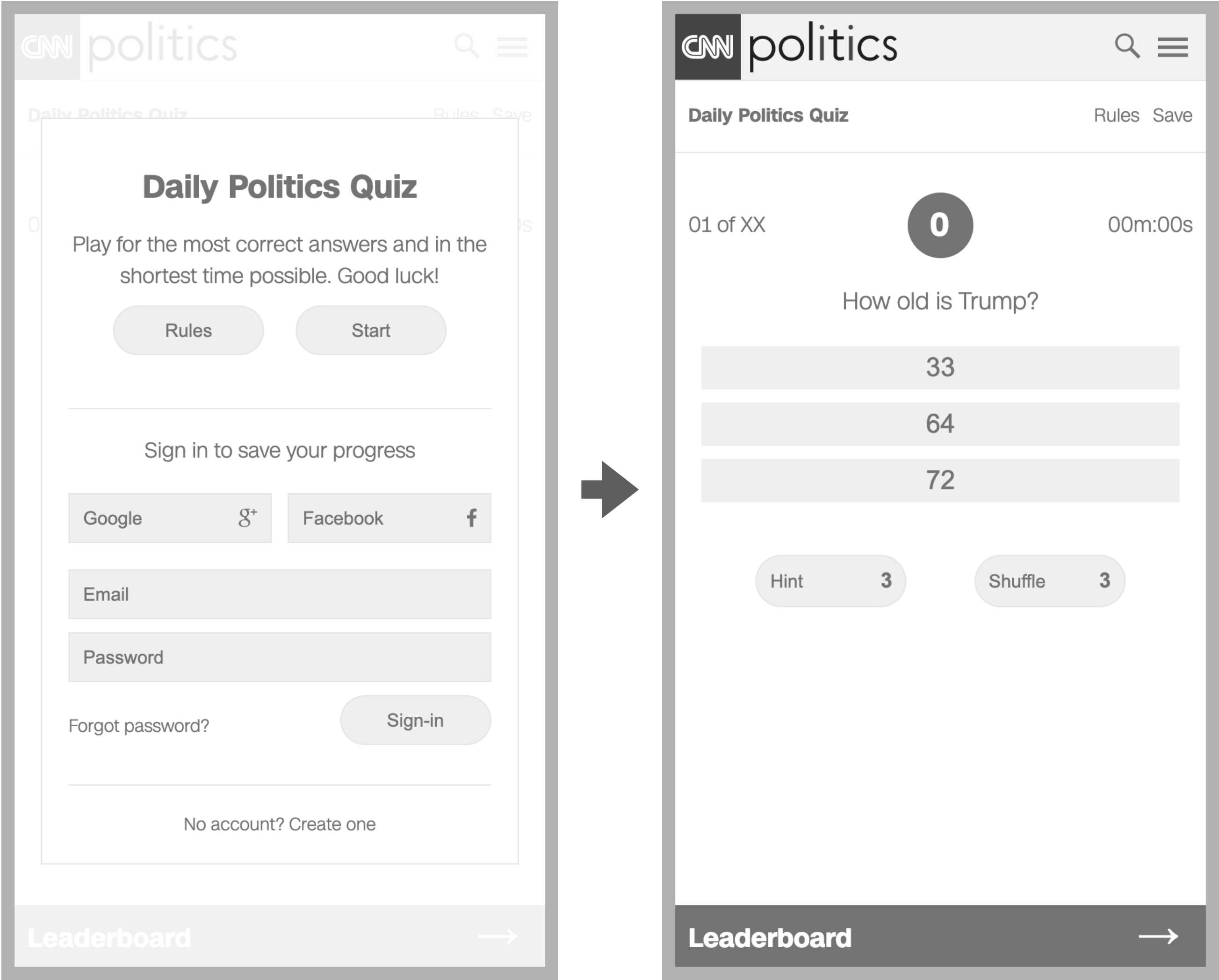
- The end-user has started the quiz
 1. The end-user taps "Rules"
 2. The system presents the rules modal



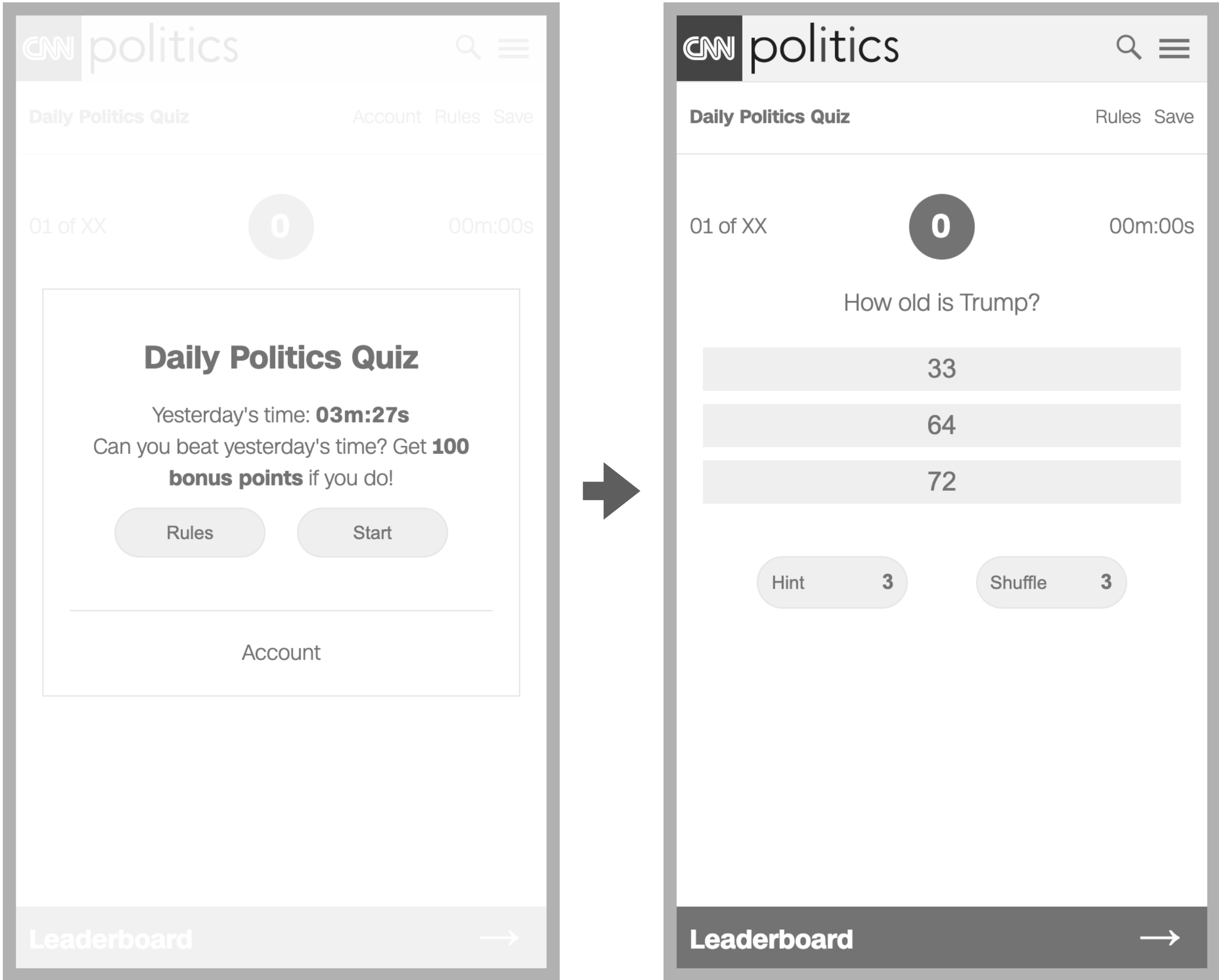
User Flow

Start (A)

- The end-user is not signed-in
- 1. The end-user taps "Start"
- 2. The system begins the quiz



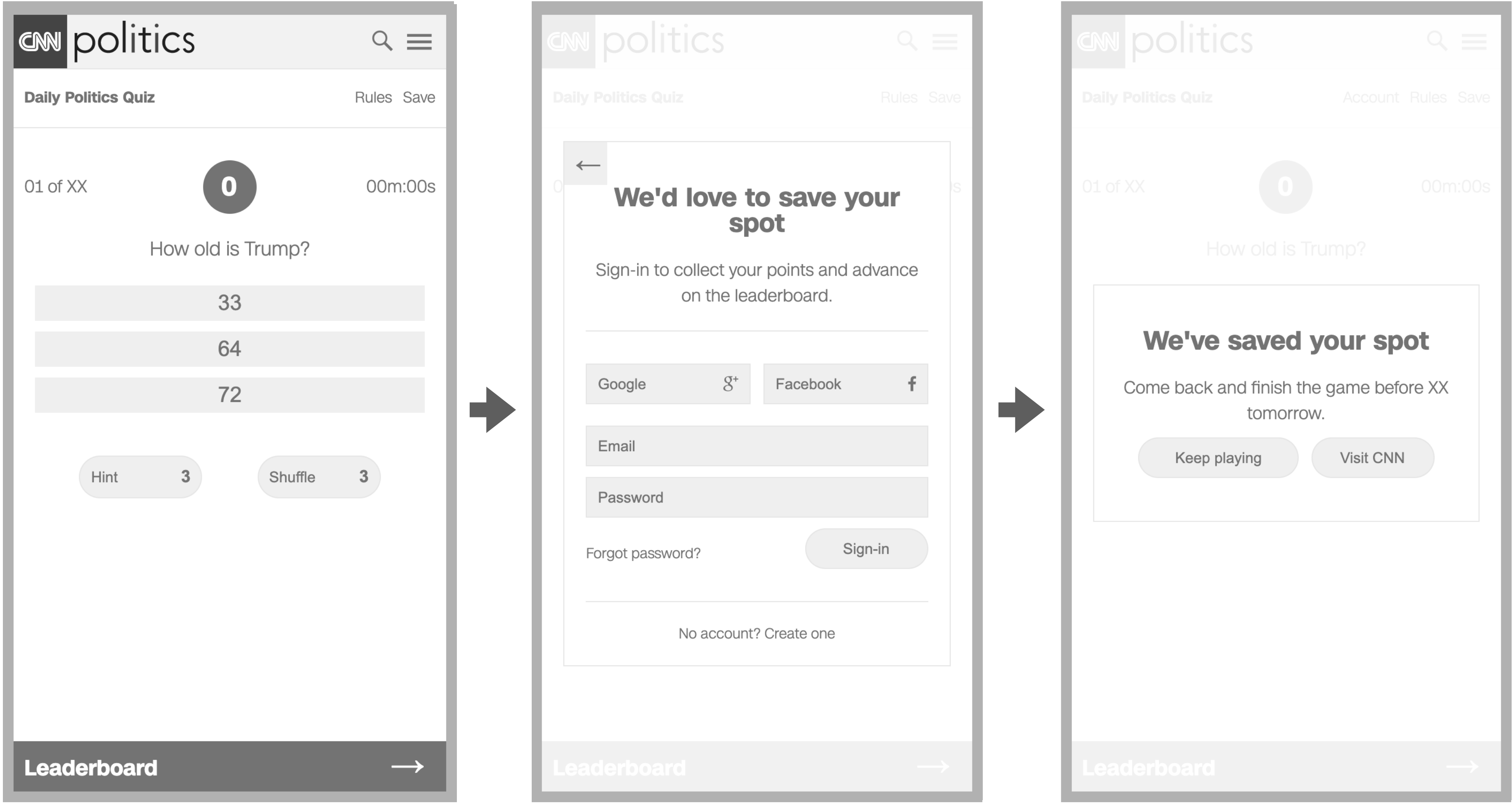
- User Flow
- Start (B)**
- The end-user is signed-in
1. The end-user taps "Start"
 2. The system begins the quiz



User Flow

Save (A)

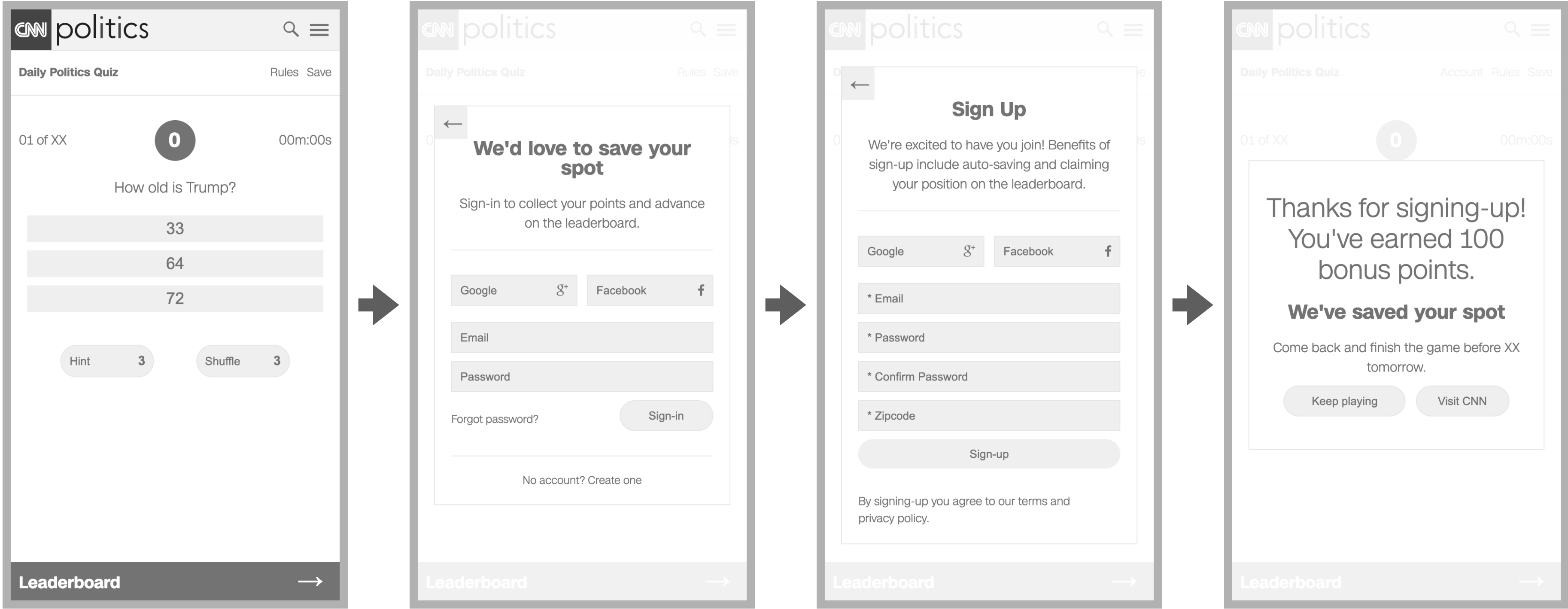
- The end-user is not signed-in
 - The end-user has started the quiz
1. The end-user taps "Save"
 2. The system presents the save modal
 3. The end-user enters their email and password
 4. The end-user taps "Sign-in"
 5. The system presents the save modal



User Flow

Save (B)

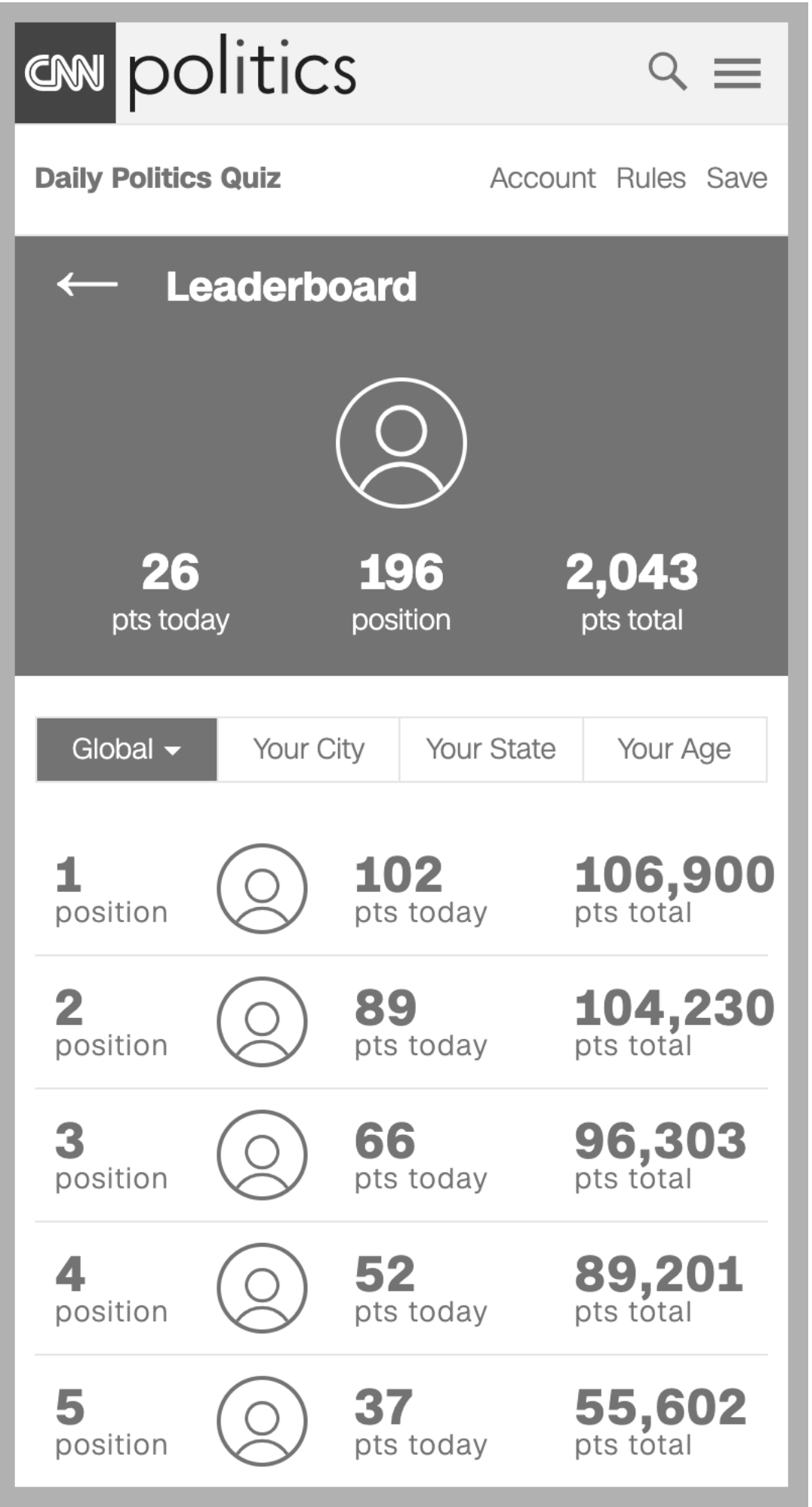
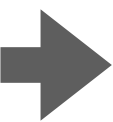
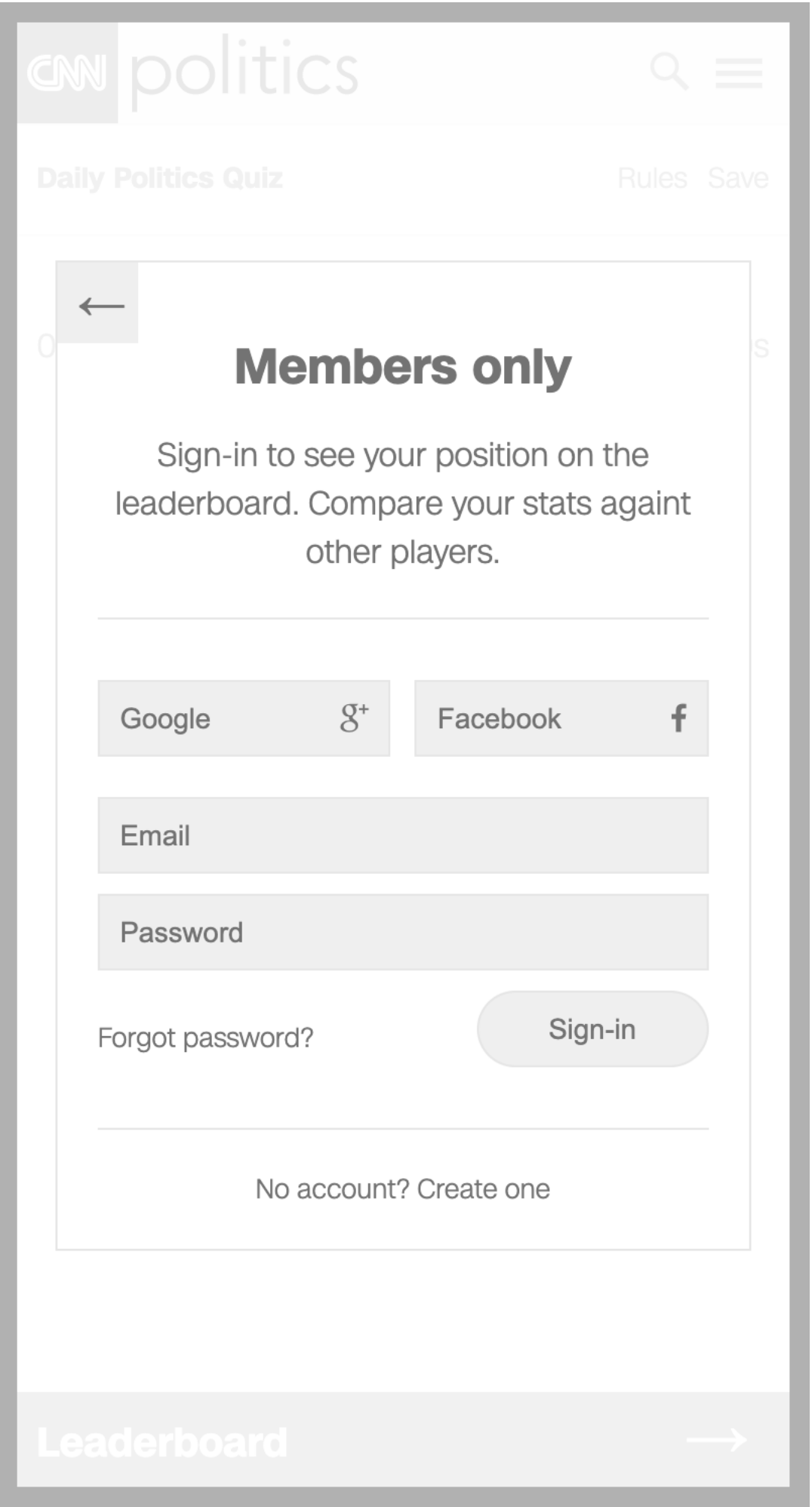
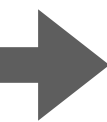
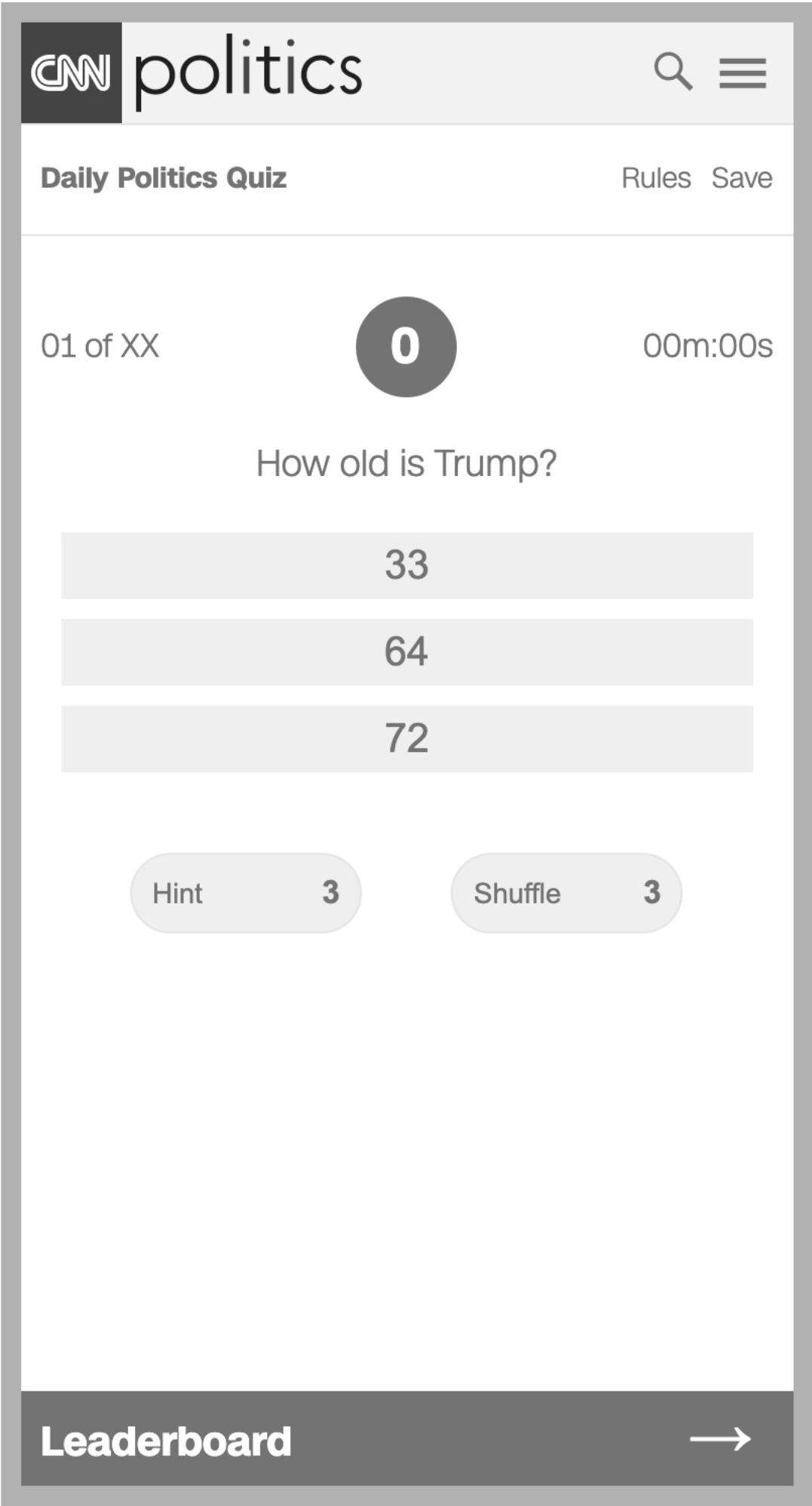
- The end-user is not signed-up
 - The end-user has started the quiz
1. The end-user taps "Save"
 2. The system presents the save modal
 3. The end-user taps "No account? Create one"
 4. The system presents the sign-up modal
 5. The end-user enters their email, password and zip code
 6. The end-user taps "Sign-up"
 7. The system presents the save modal



User Flow

Leaderboard (A)

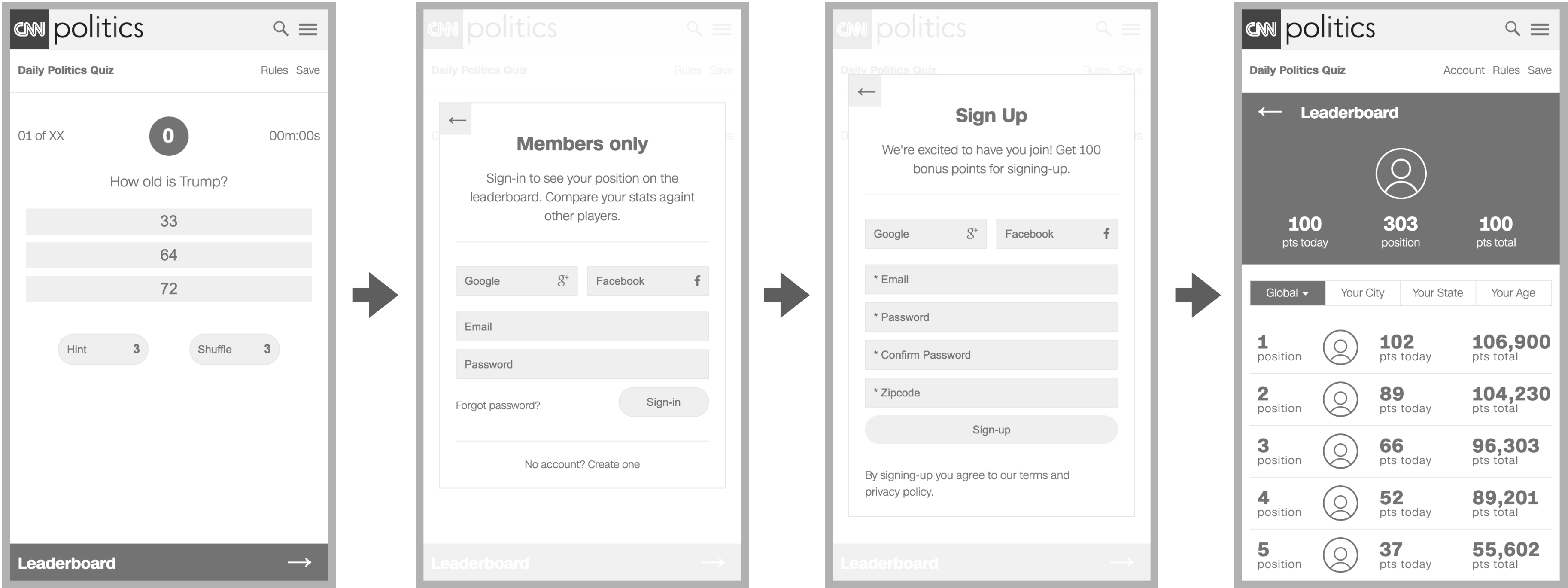
- The end-user is not signed-in
 - The end-user has started the quiz
1. The end-user taps "Leaderboard"
 2. The system presents the sign-in modal
 3. The end-user enters their email and password
 4. The end-user taps "Sign-in"
 5. The system presents the leaderboard



User Flow

Leaderboard (B)

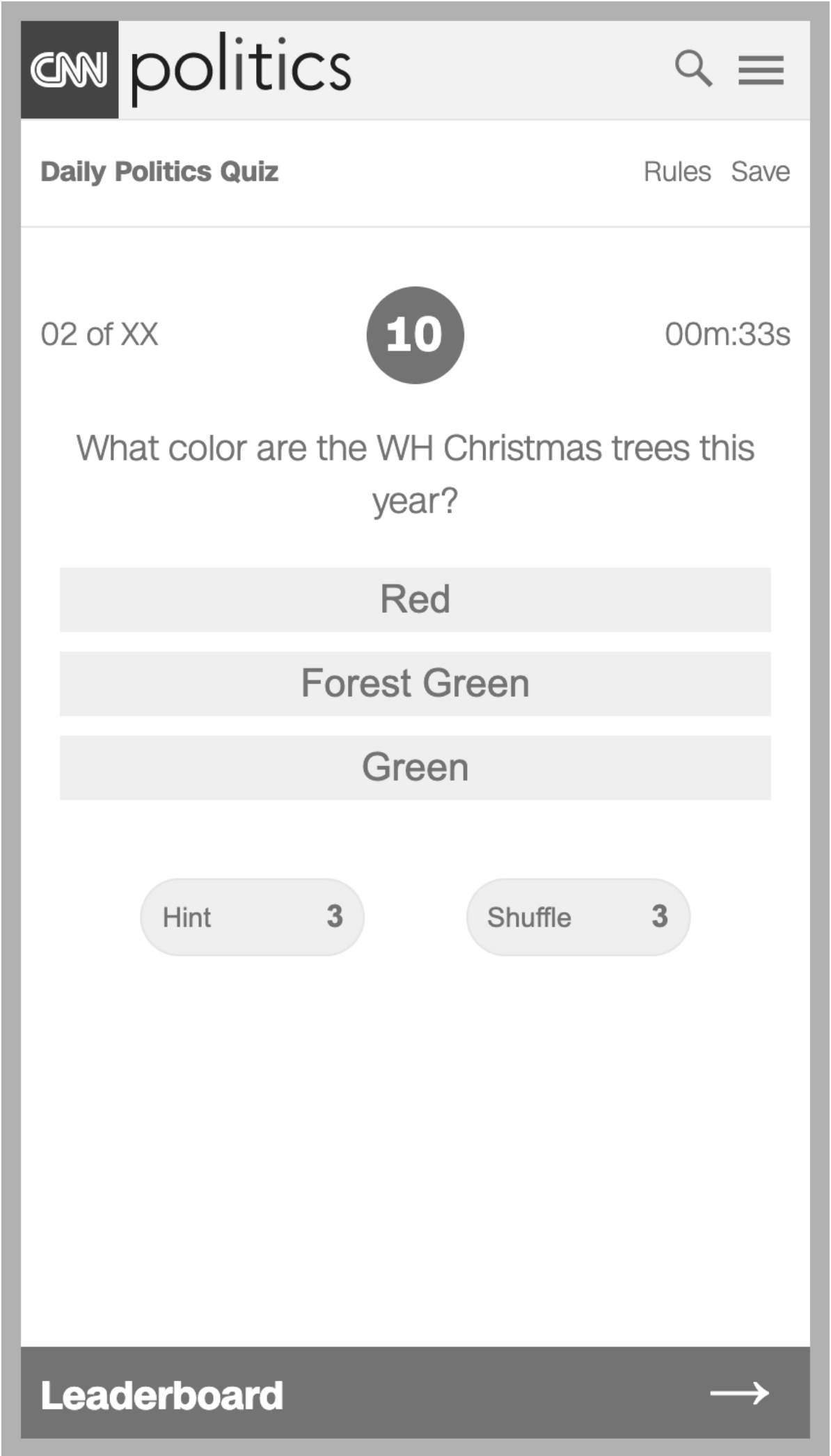
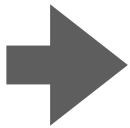
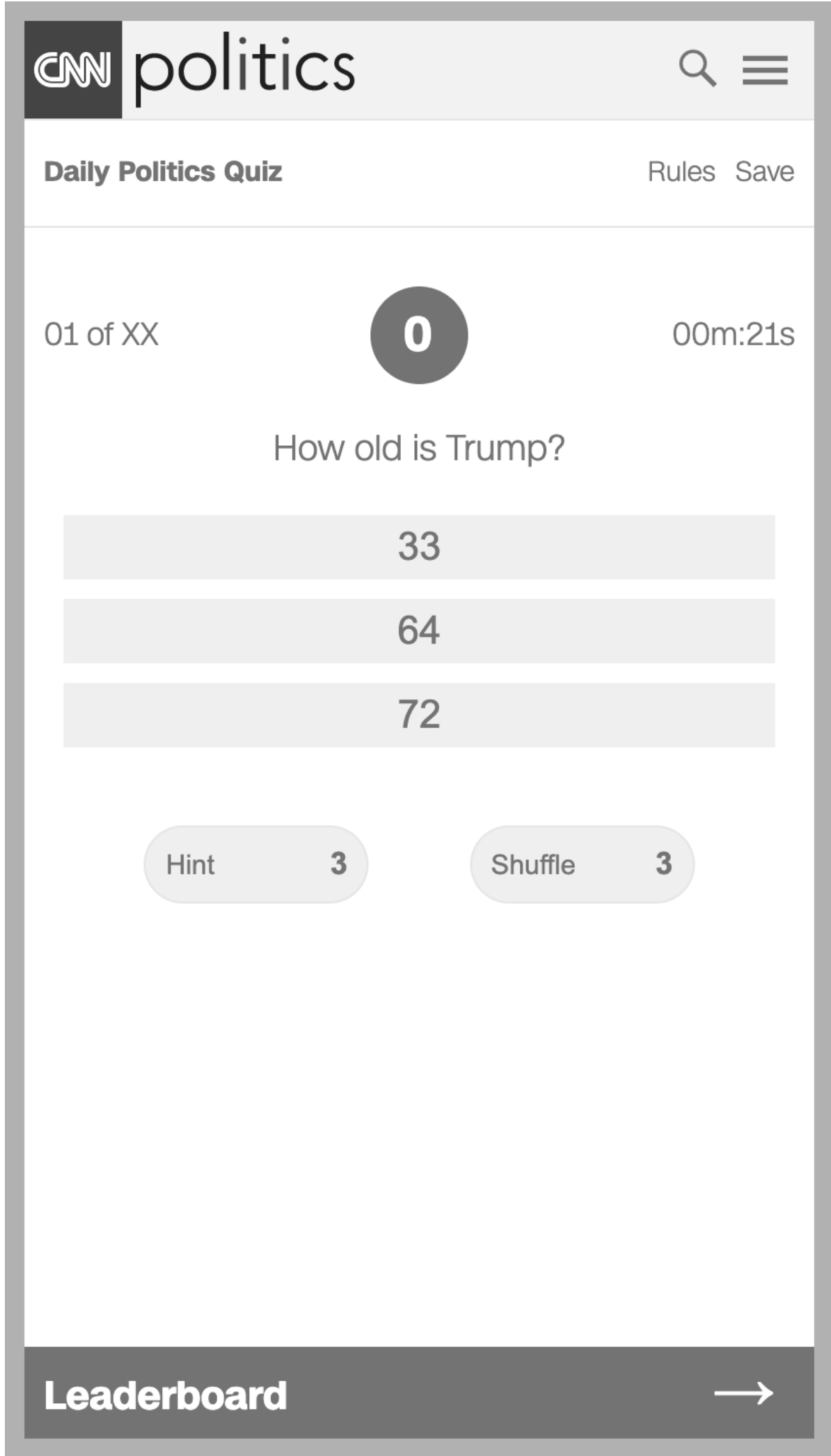
- The end-user is not signed-up
- The end-user has started the quiz
- 1. The end-user taps "Leaderboard"
- 2. The system presents the sign-in modal
- 3. The end-user taps "No account? Create one"
- 4. The end-user enter their email, password and zip code
- 5. The end-user taps "Sign-up"
- 6. The system presents the leaderboard



User Flow

Questions & Answers

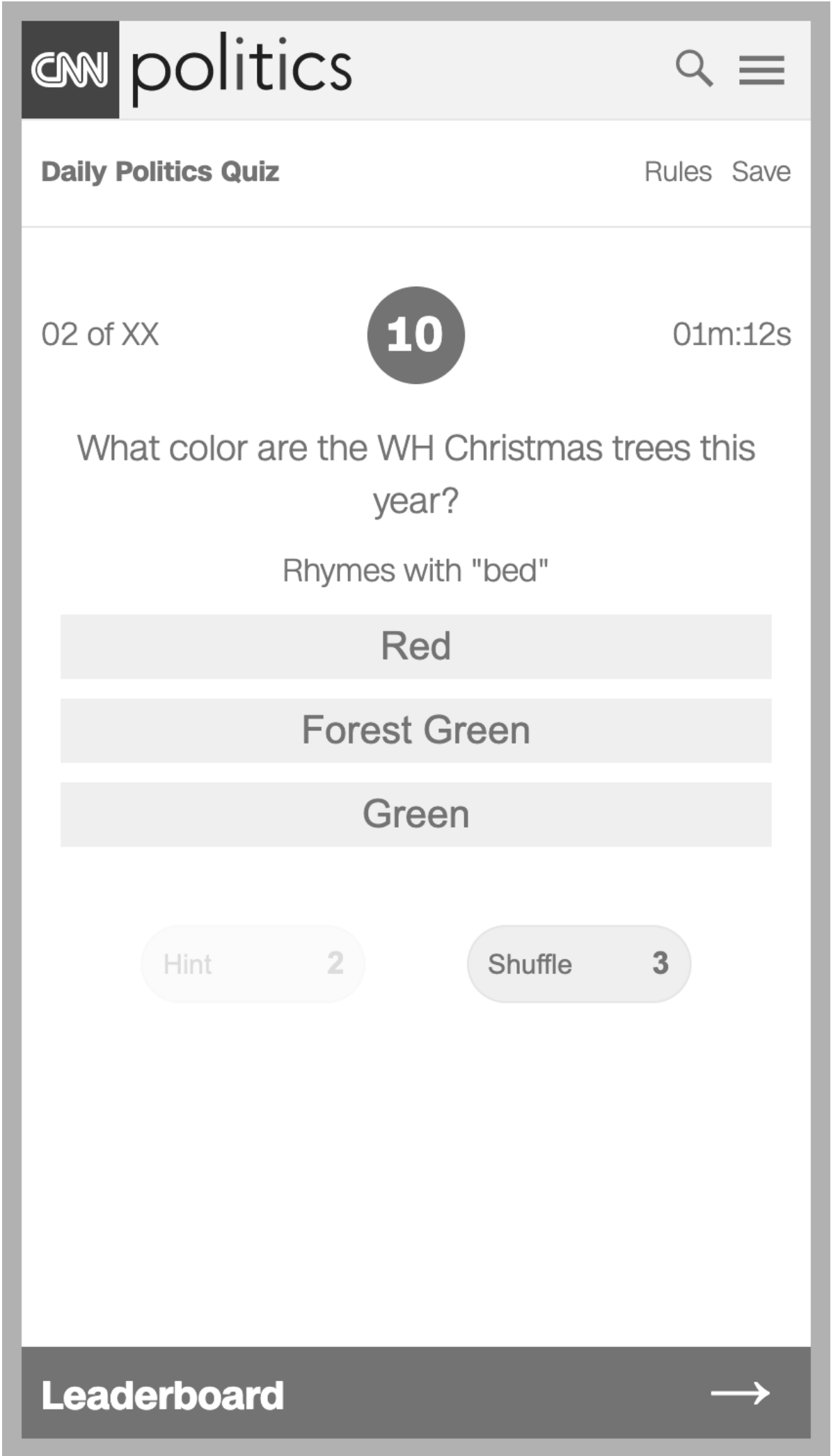
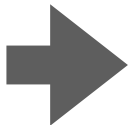
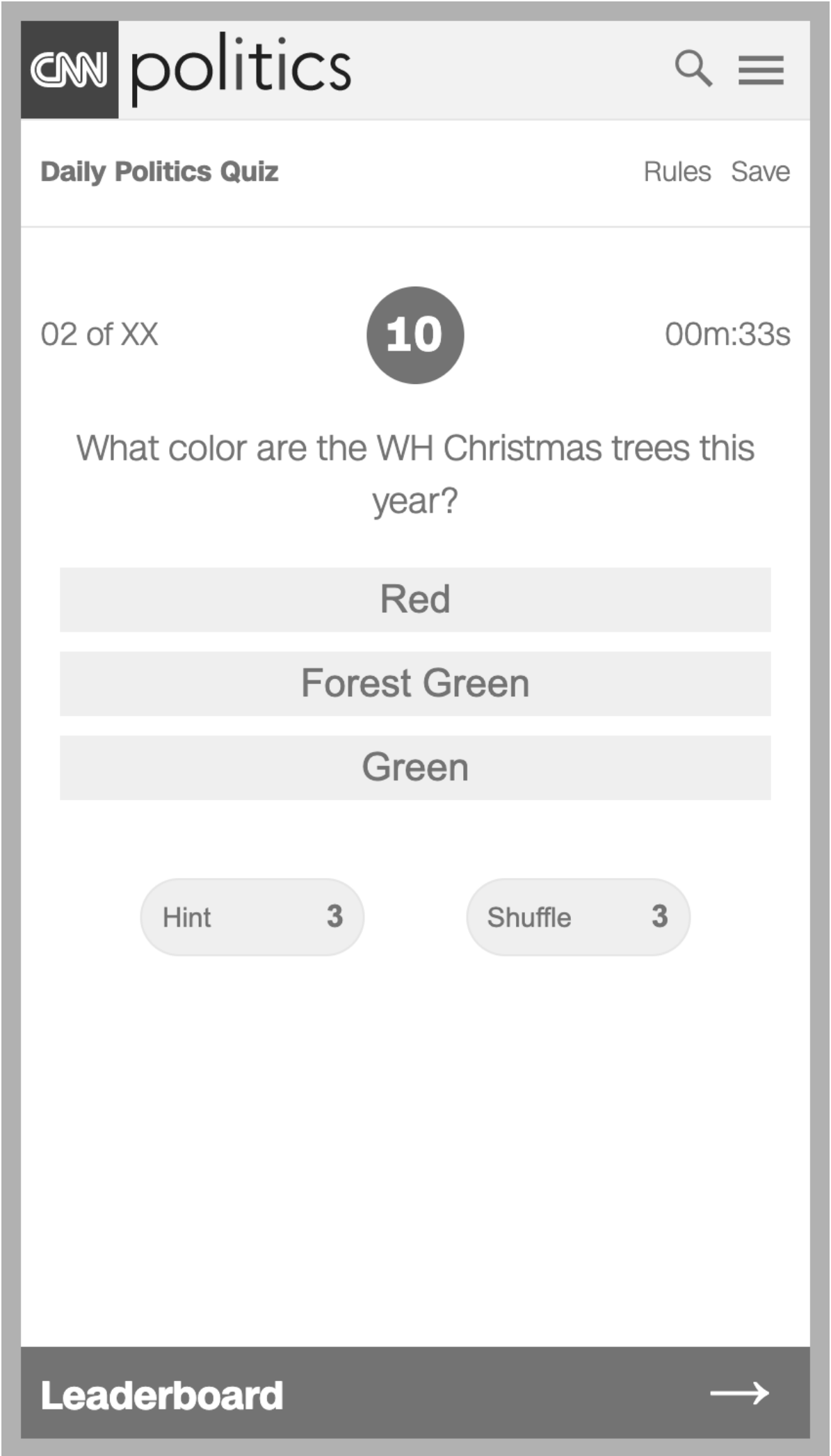
- The end-user has started the quiz
- 1. The system presents a question and begins the timer
- 2. The end-user taps on an answer
- 3. The system presents the next question, updates the points, and continues to keep time



User Flow

Hint

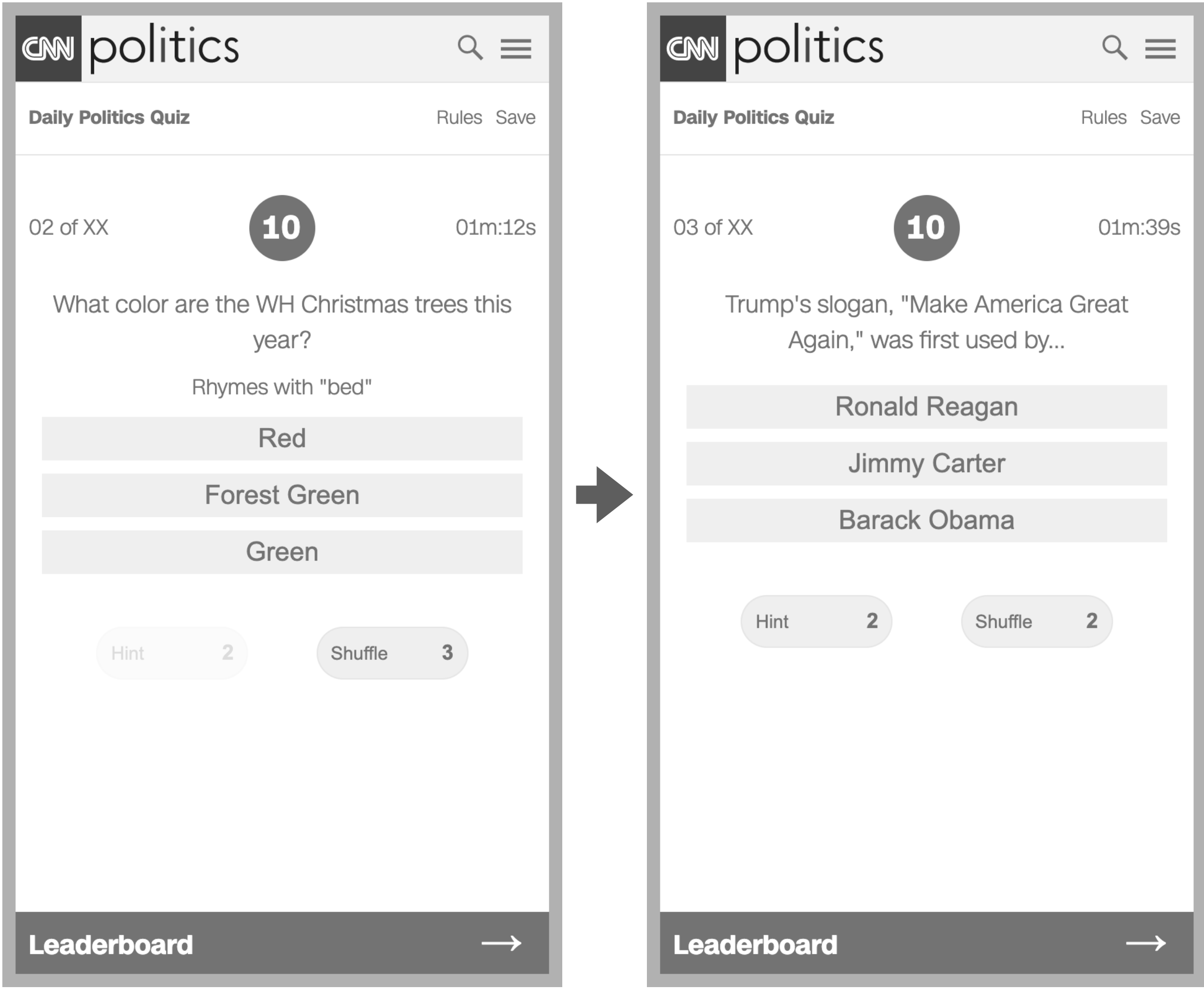
- The end-user has started the quiz
 - The system has presented a question and begun the timer
 - The end-user wishes to use a hint
1. The end-user taps "Hint"
 2. The system reveals the hint
 3. The system deducts one hint from the total hints (3) allowed in a quiz
 4. The system disables the "Hint" button - only one hint per question may be used; no penalty for for hints



User Flow

Shuffle

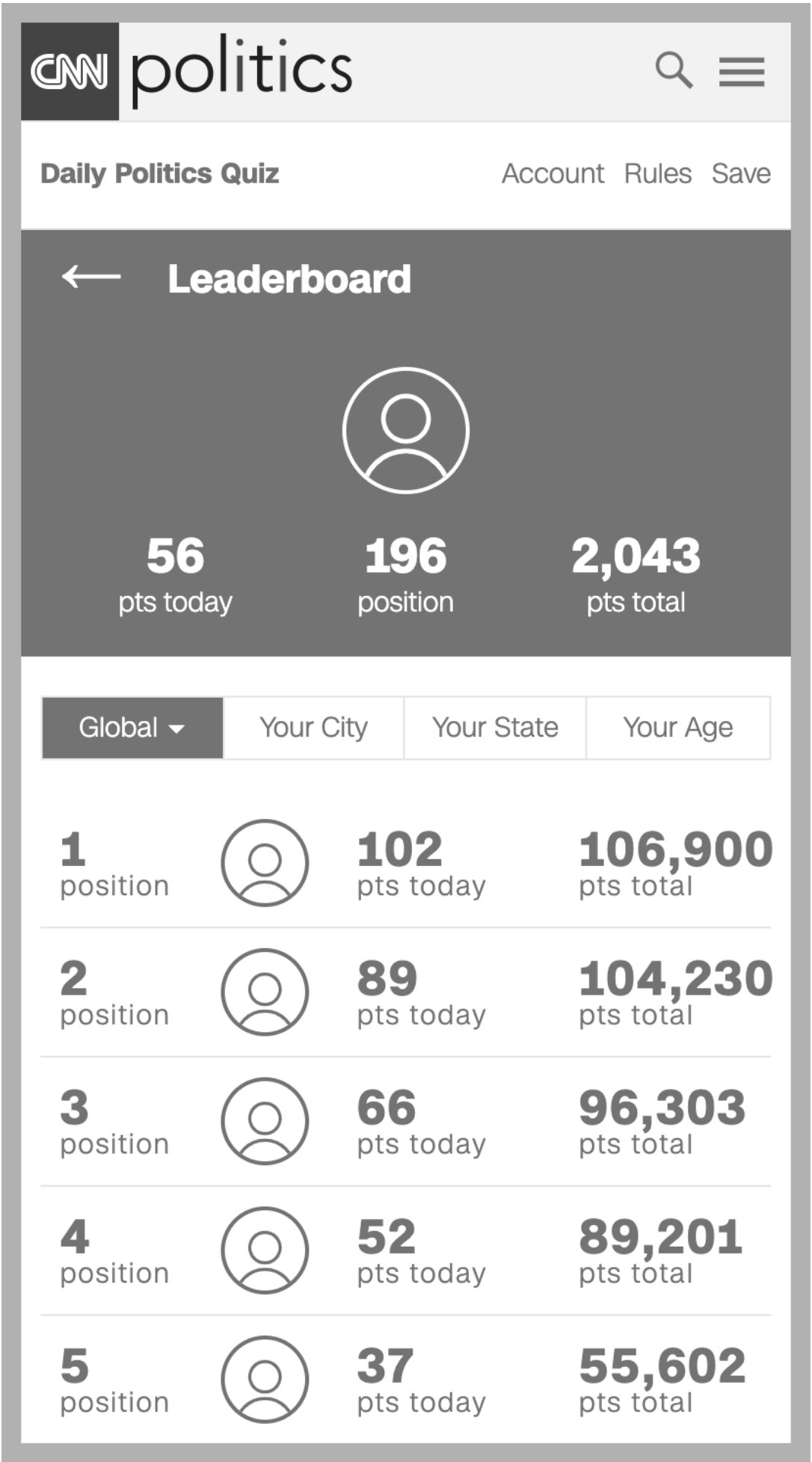
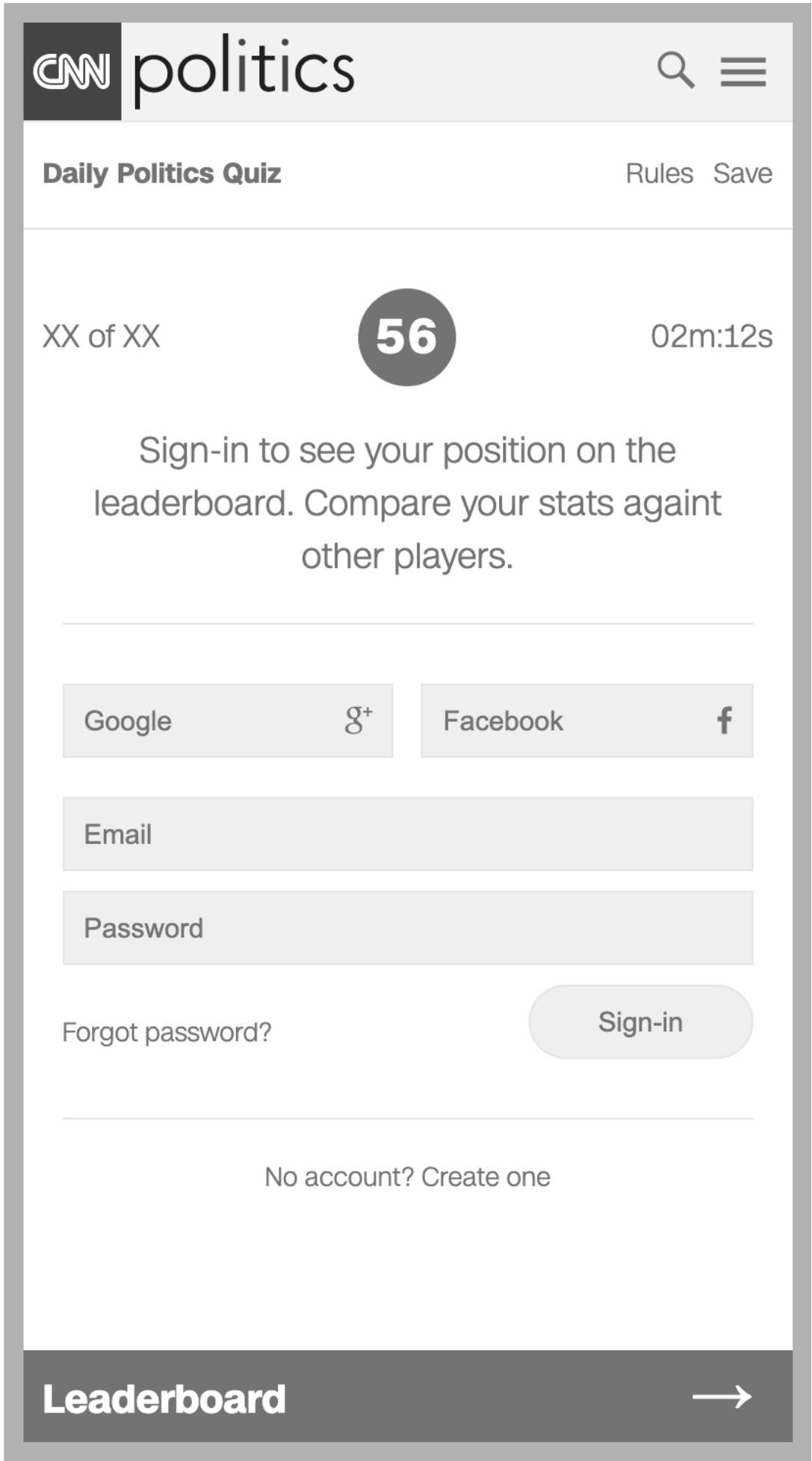
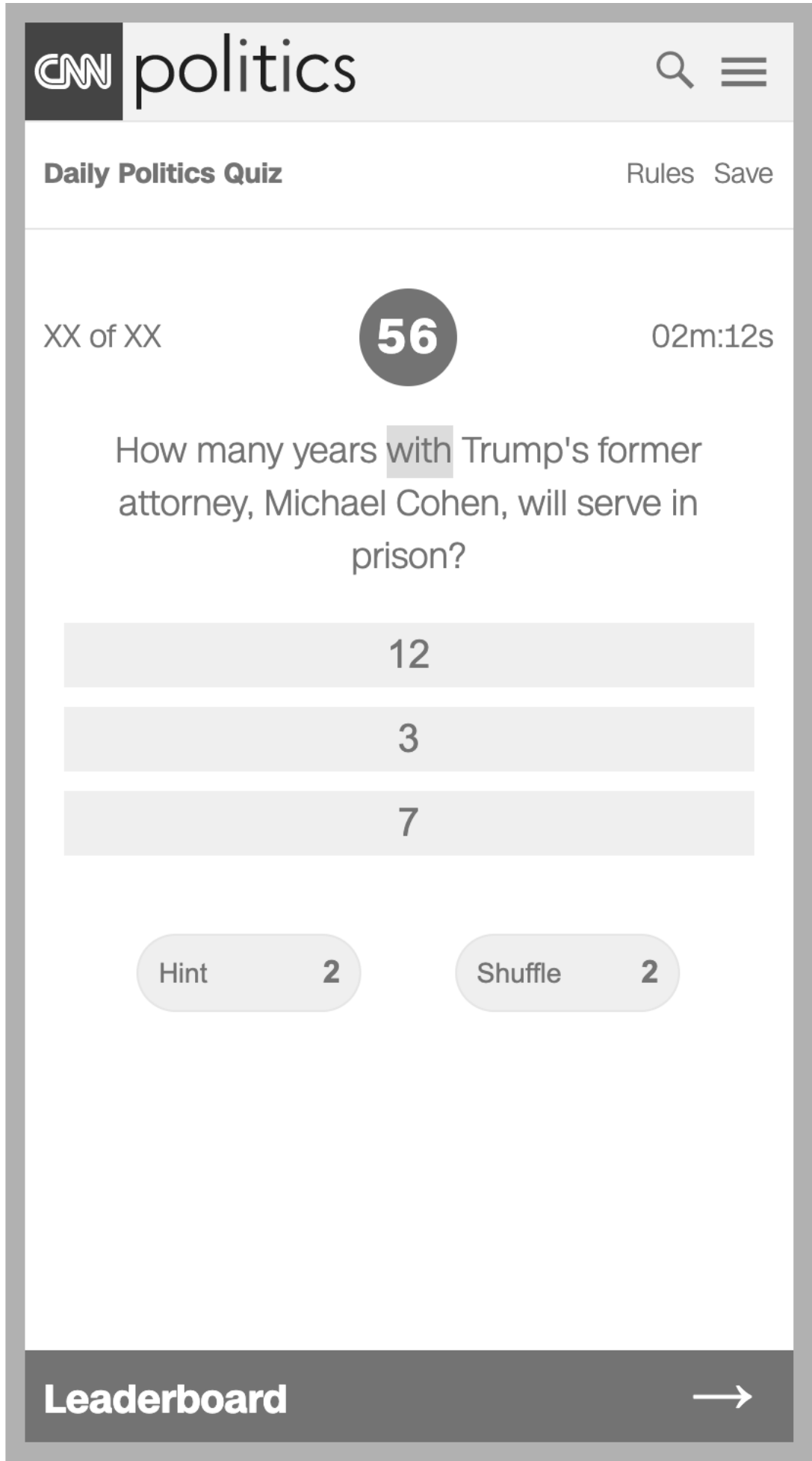
- The end-user has started the quiz
 - The system has presented a question and begun the timer
 - The end-user wishes to opt for a different question
1. The end-user taps "Shuffle"
 2. The system presents a new question
 3. The system deducts one shuffle from the total shuffles (3) allowed in a quiz; no penalty for a shuffle



User Flow

Quiz Complete (A)

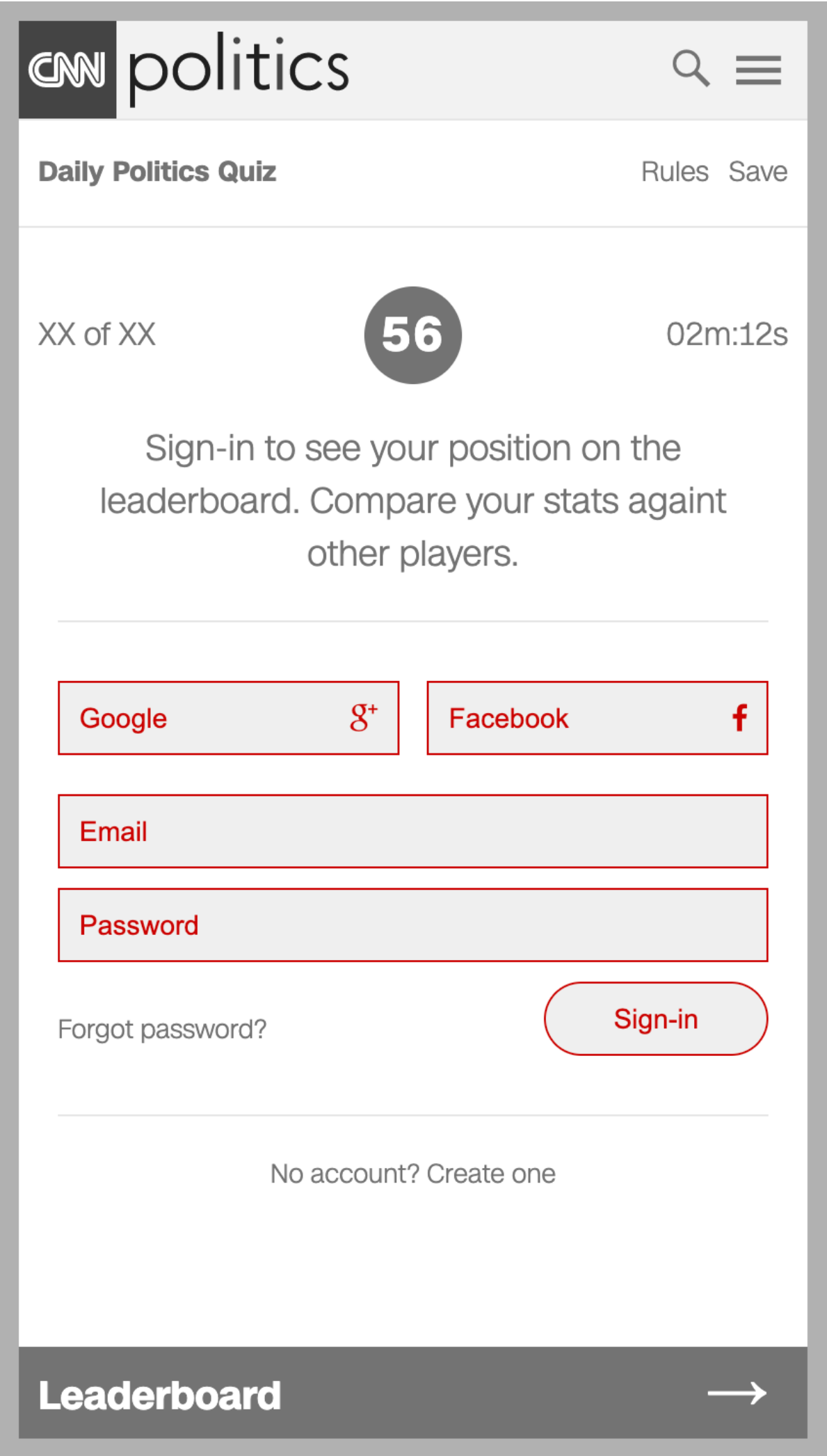
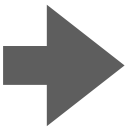
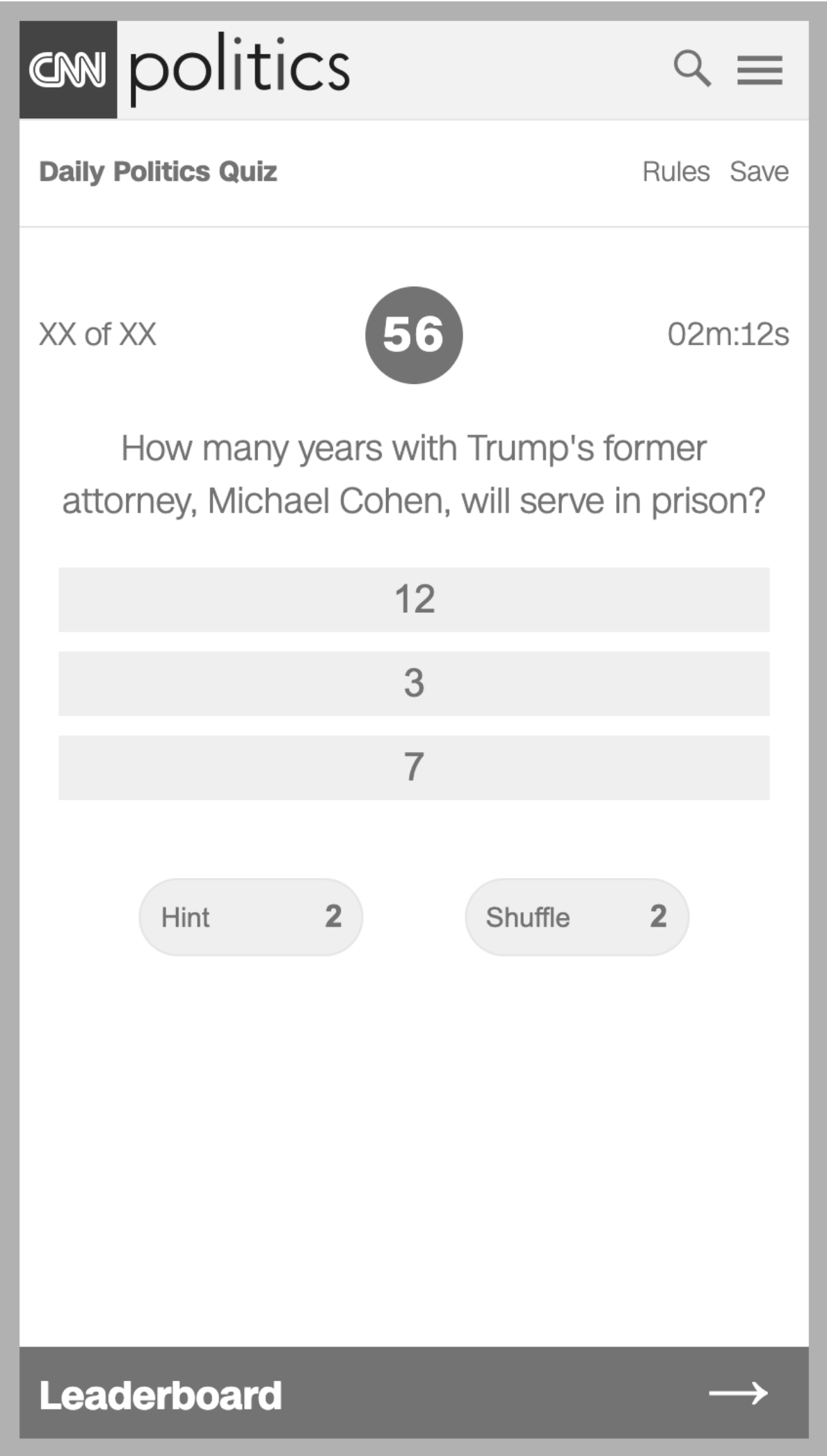
- The end-user is not signed-in
 - The end-user has completed today's quiz
1. The system presents the end-user with sign-in options
 2. The end-user enters their email and password
 3. The end-user taps "Sign-in"
 4. The system presents the leaderboard



User Flow

Quiz Complete (B)

- The end-user is not signed-in
 - The end-user has completed today's quiz
1. The system presents the end-user with sign-in options
 2. The end-user taps "Save" or "Leaderboard"
 3. The system indicates sign-in is required to continue



User Flow

Quiz Complete (C)

- The end-user is not signed-up
 - The end-user has completed today's quiz
1. The system presents the end-user with sign-in options
 2. The end-user taps "No account? Create one"
 3. The system presents sign-up options
 4. The end-user enters their email, password and zip code
 5. The end-user taps "Sign-up"
 6. The system presents the leaderboard

