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.

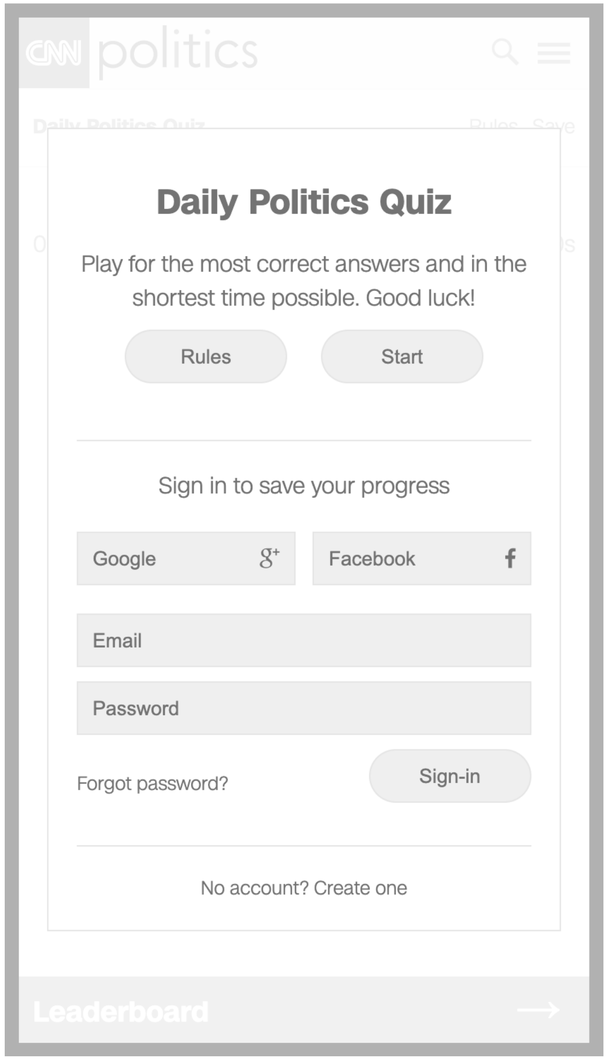
Stephany Cardet, CNN Content Development

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



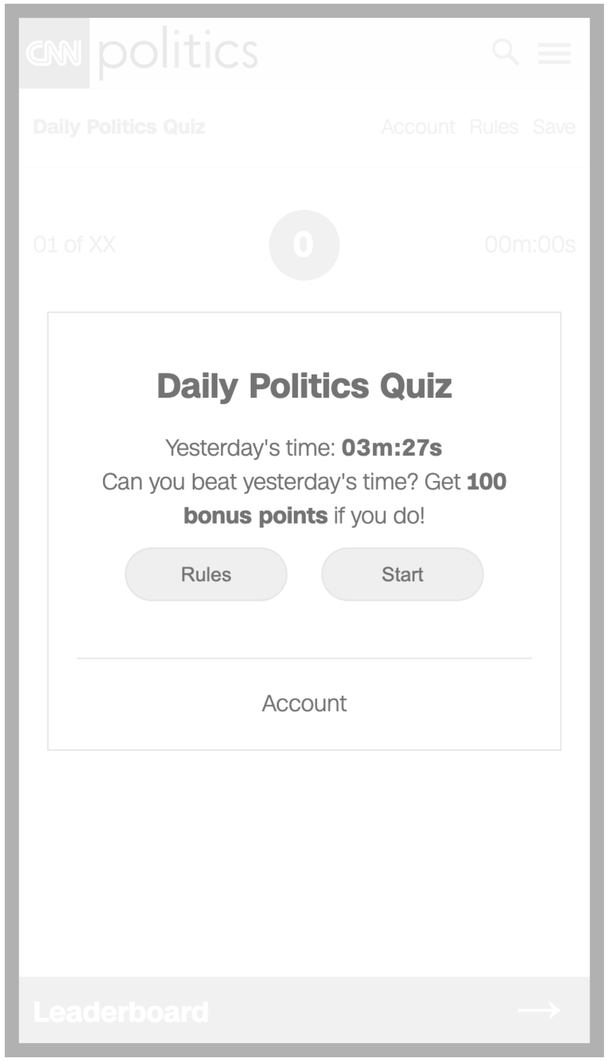
Screen

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.

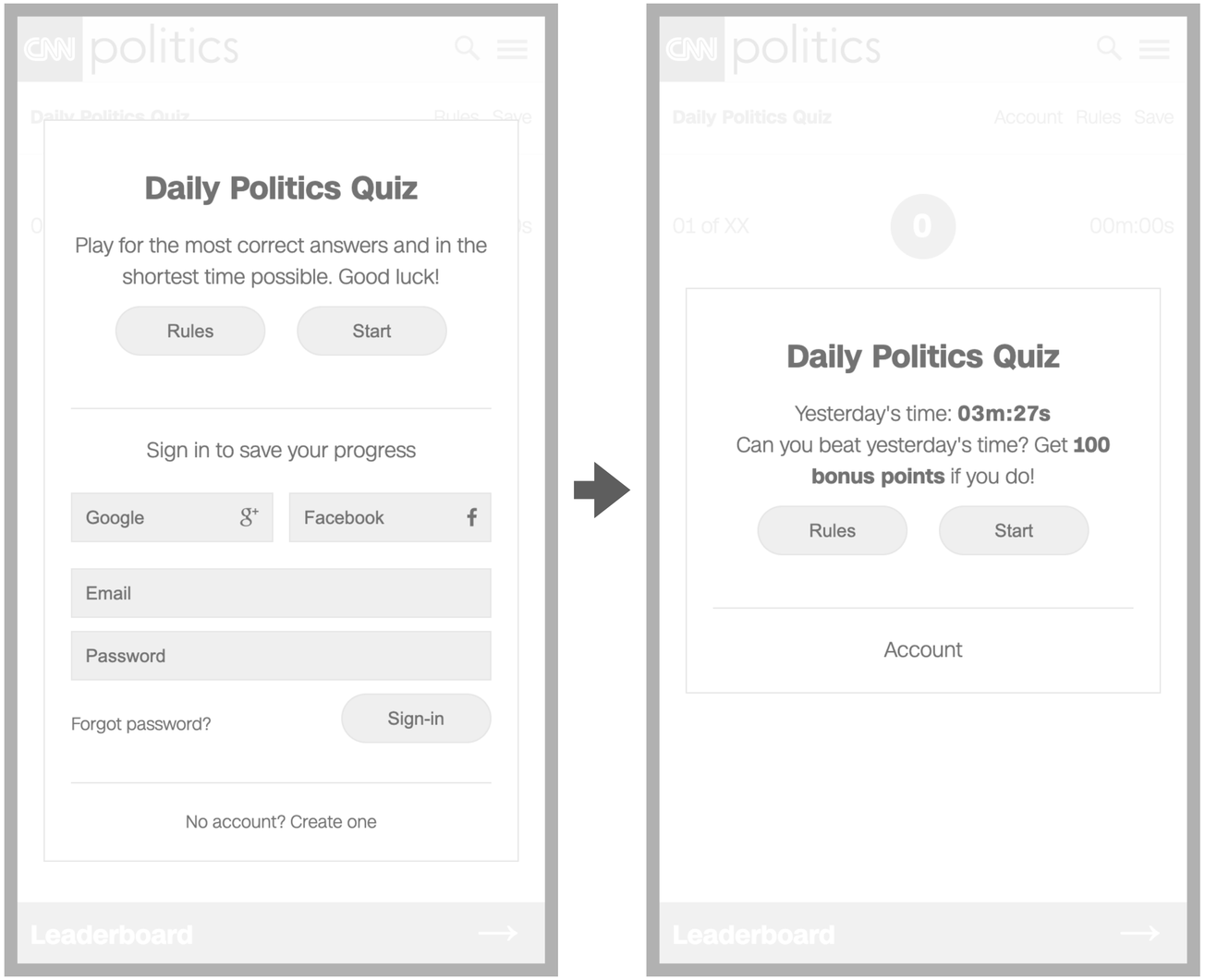


User Flow

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

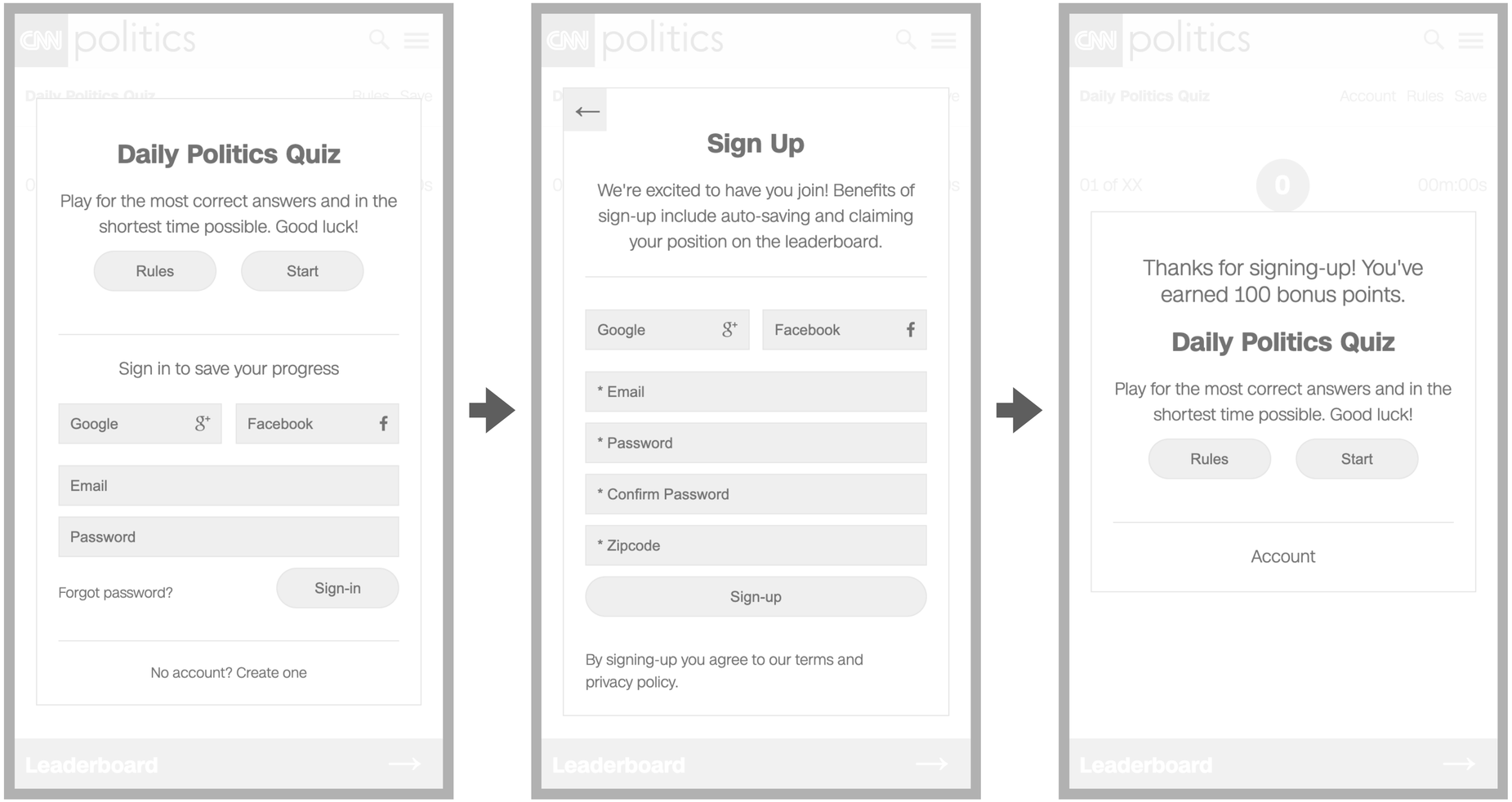


User Flow

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

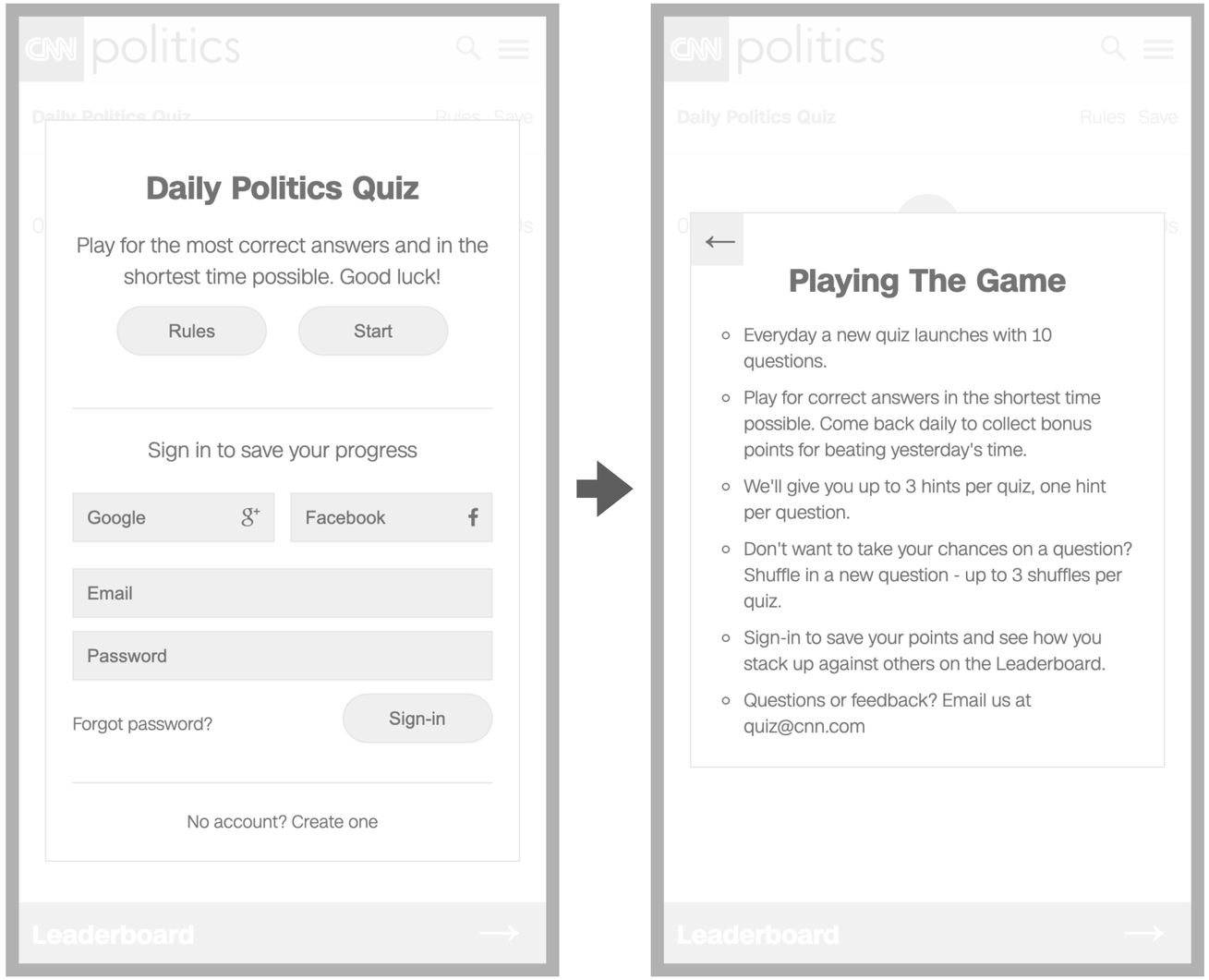


User Flow

Rules (A)

- The end-user is not signed-in

1. The end-user taps “Rules"
2. The system presents the rules modal

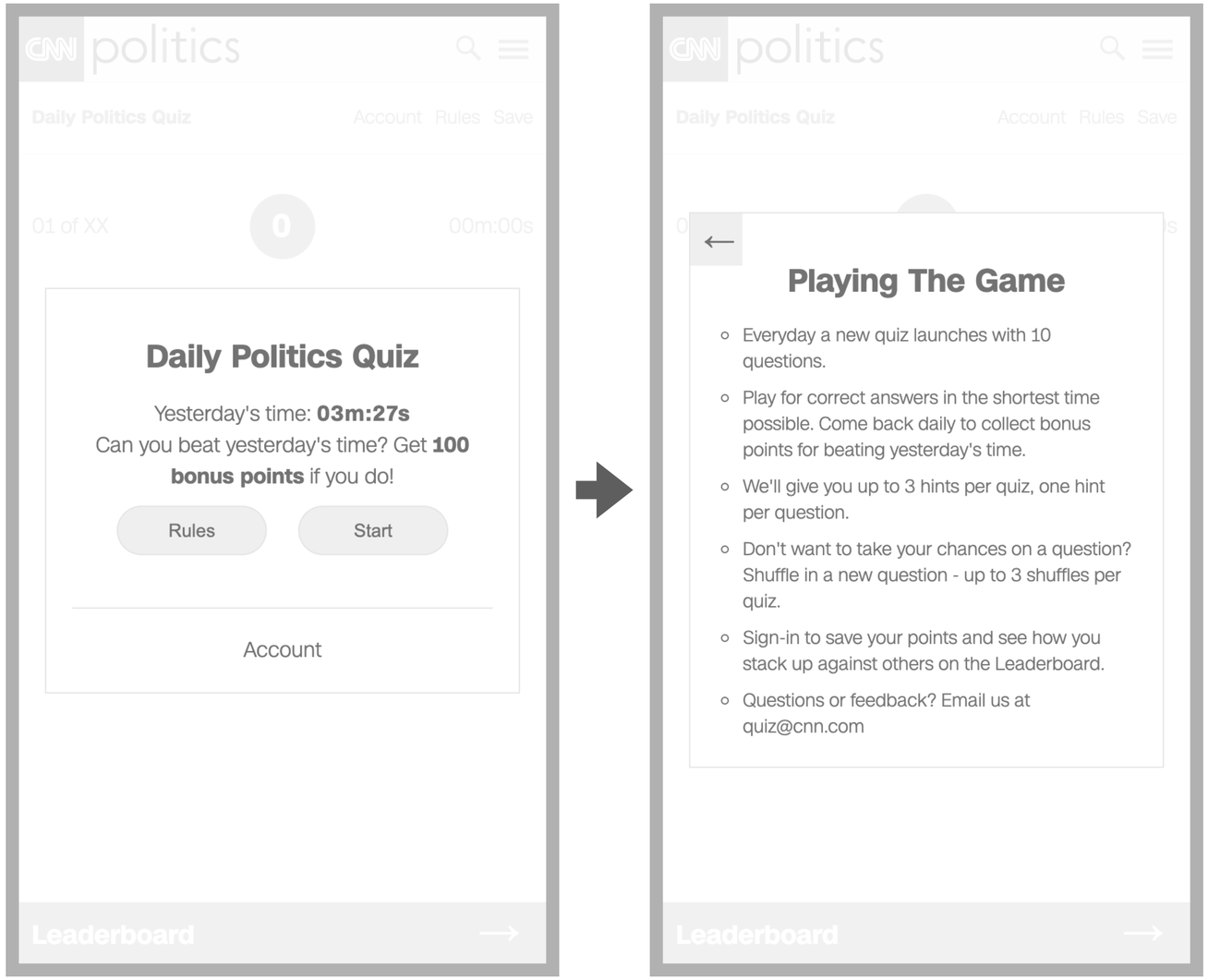


User Flow

Rules (B)

- The end-user is signed-in

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

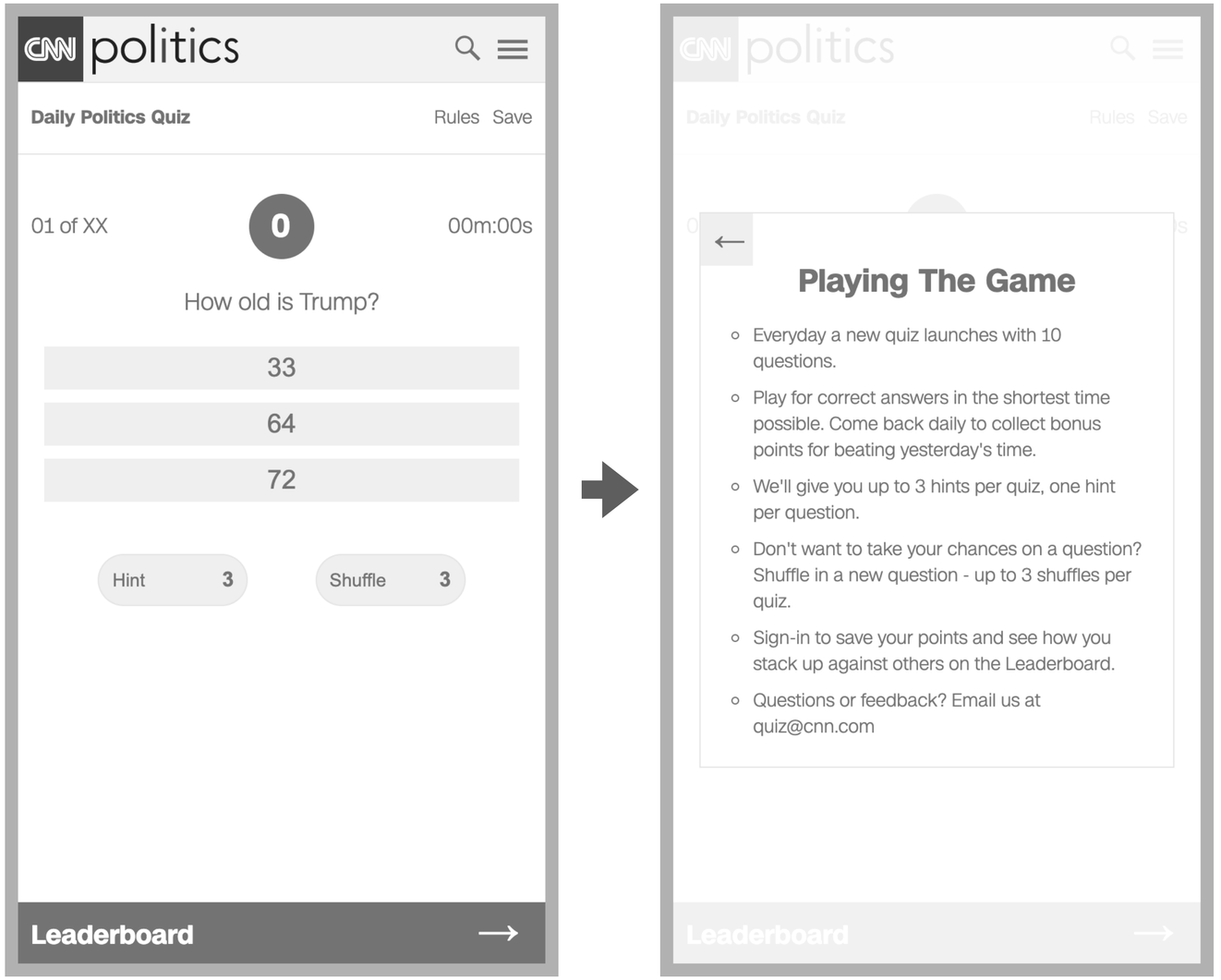


User Flow

Rules (C)

- The end-user has started the quiz

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

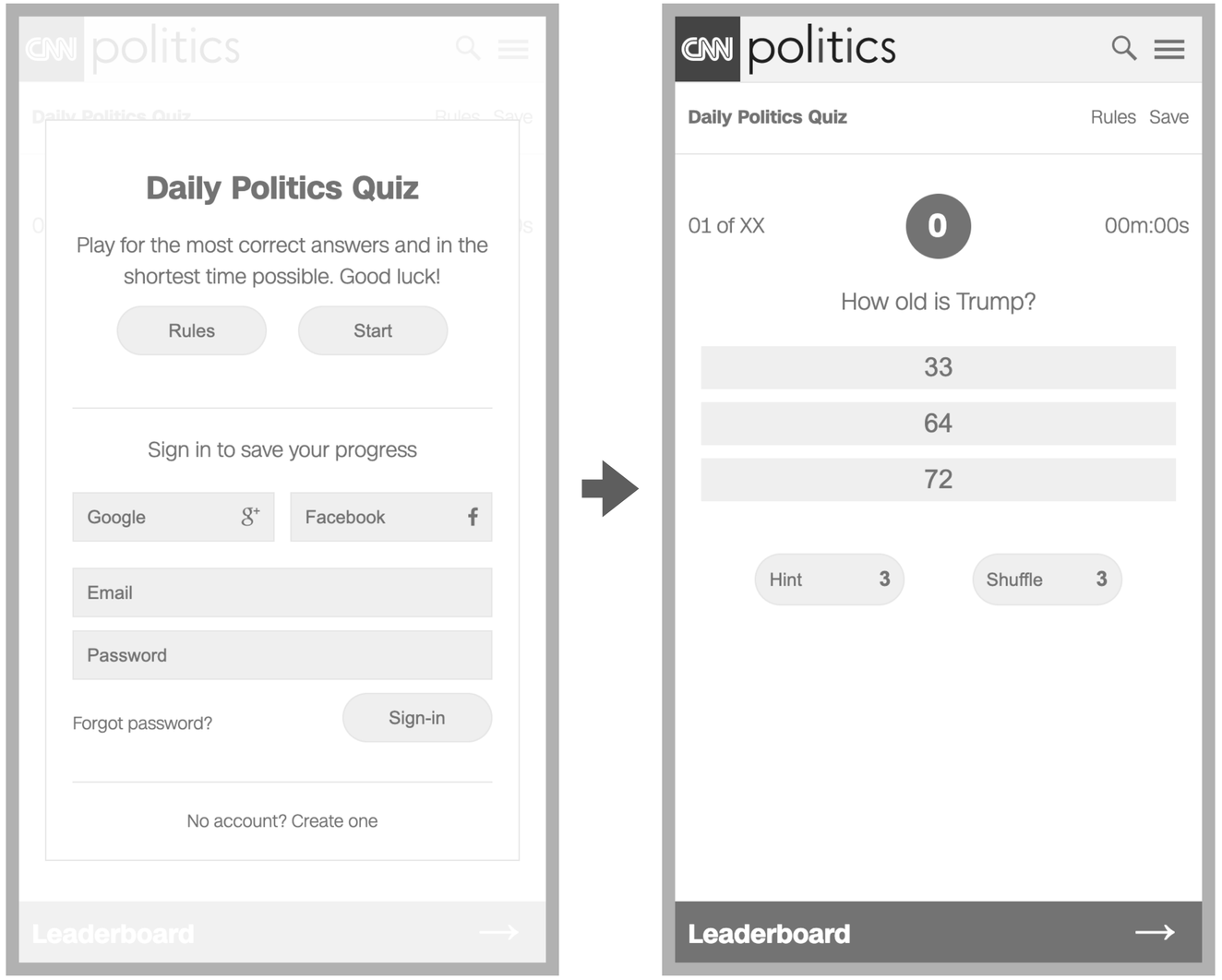


User Flow

Start (A)

- The end-user is not signed-in

1. The end-user taps "Start"
2. The system begins the quiz

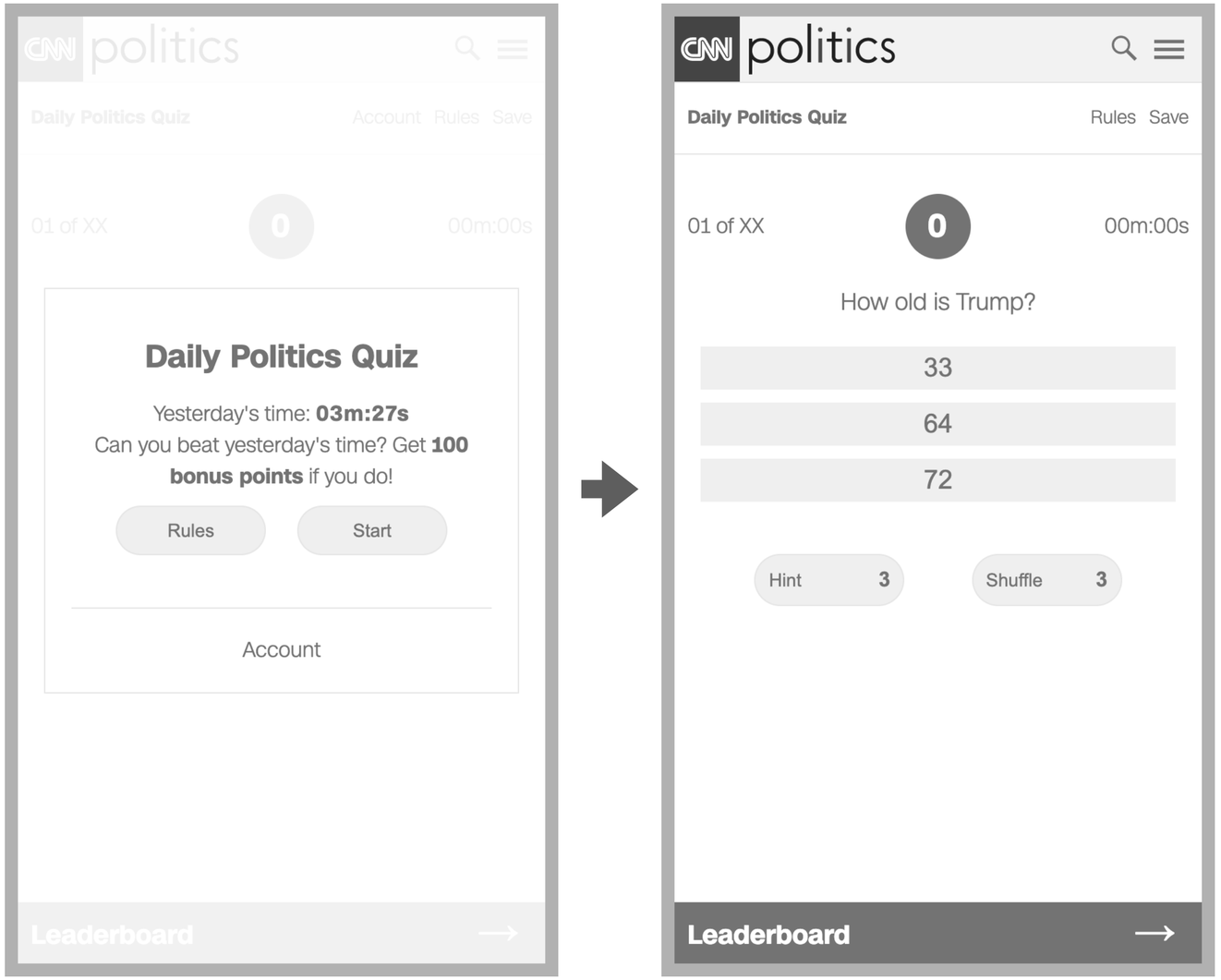


User Flow

Start (B)

- The end-user is signed-in

1. The end-user taps "Start"
2. The system begins the quiz

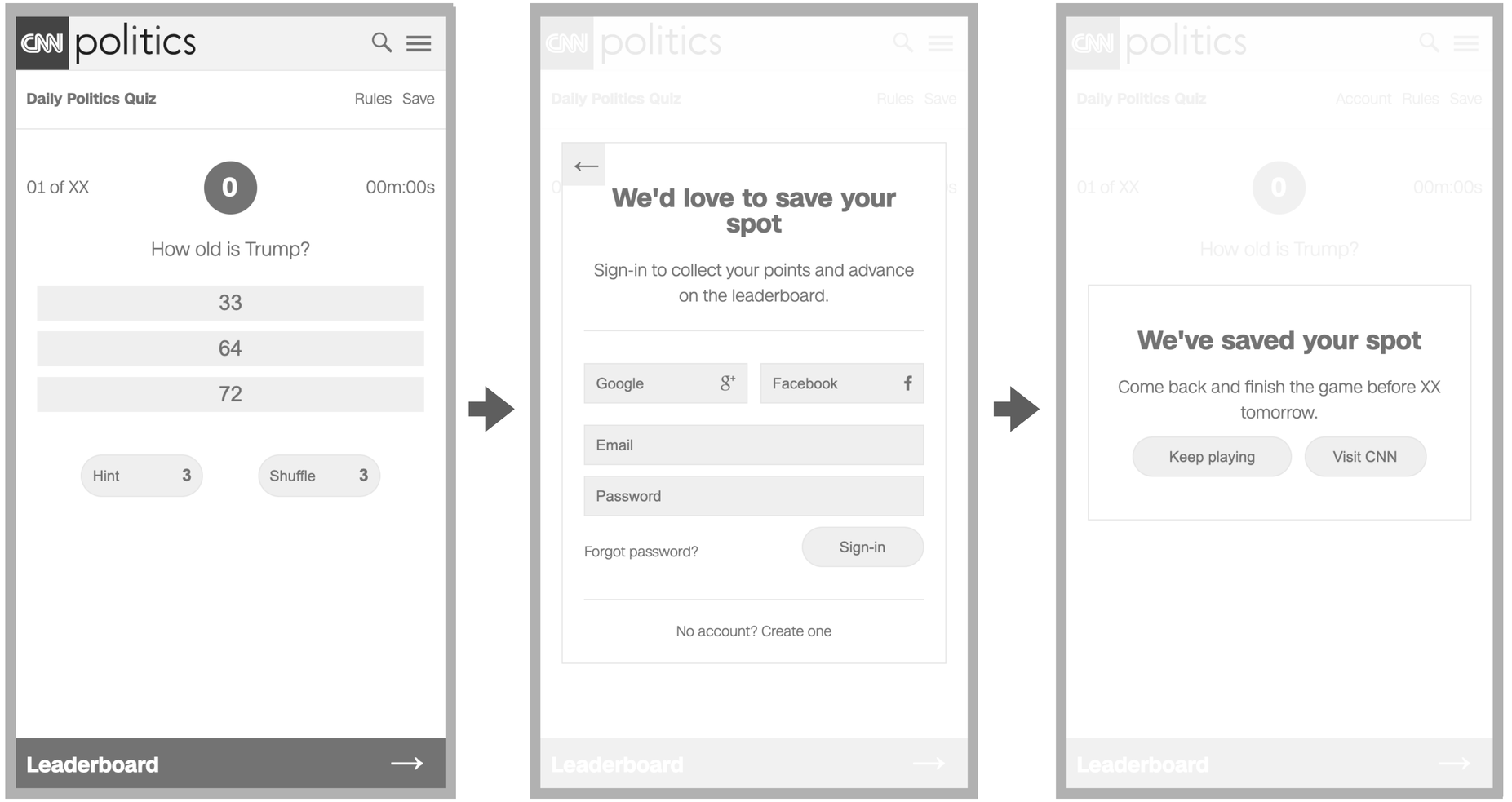


User Flow

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

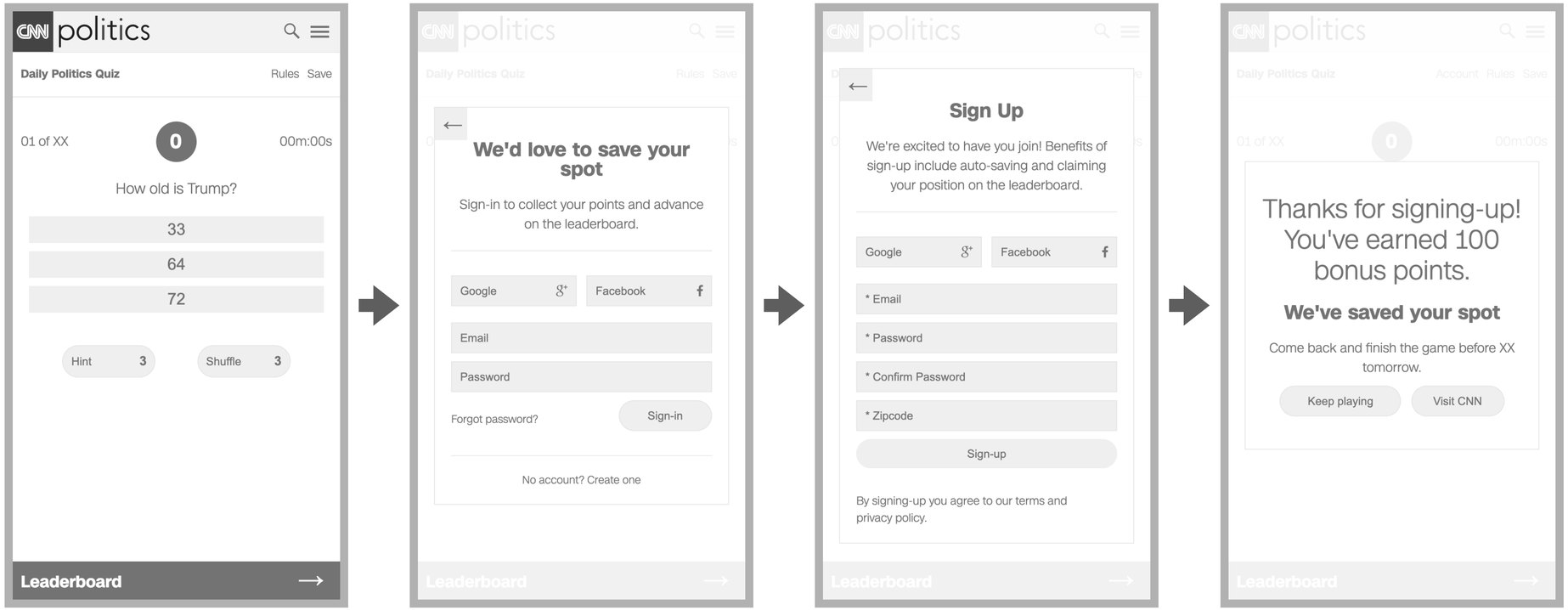


User Flow

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

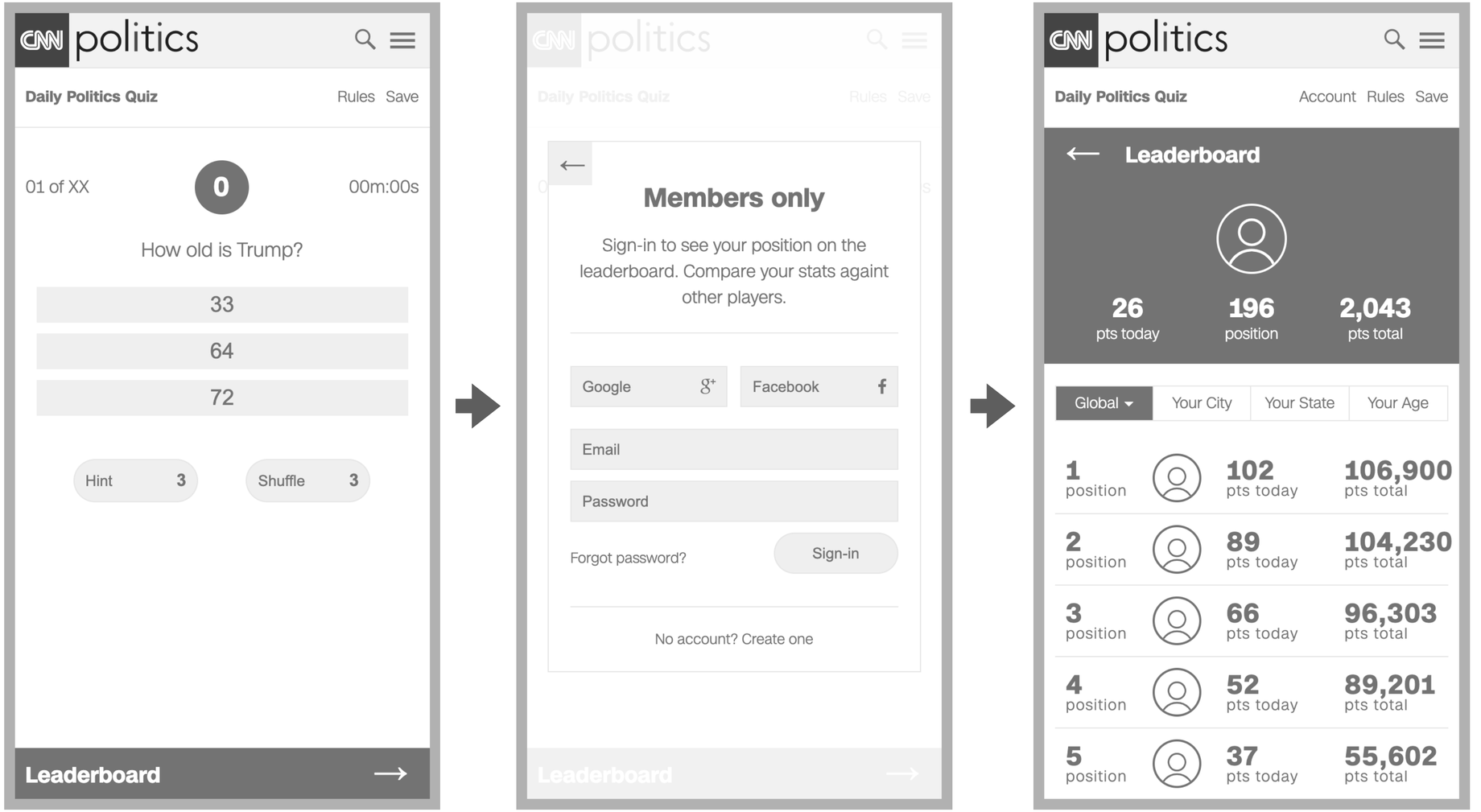


User Flow

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

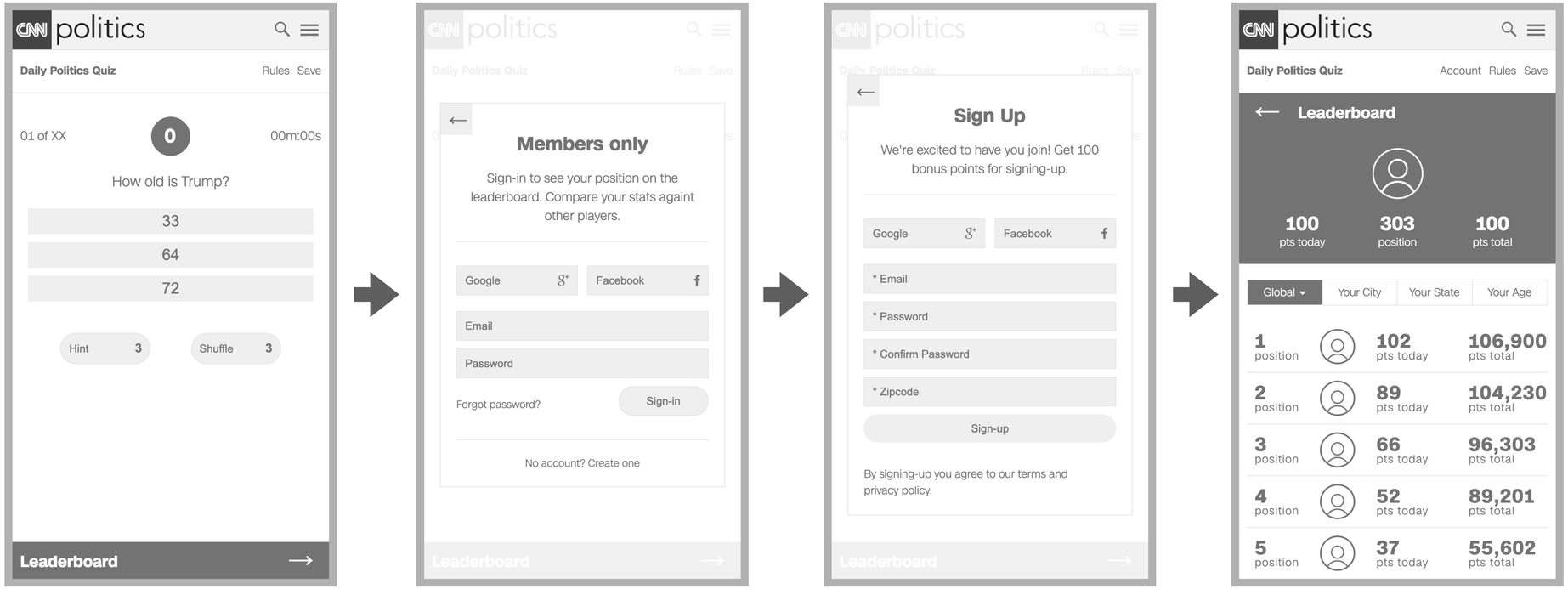


User Flow

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

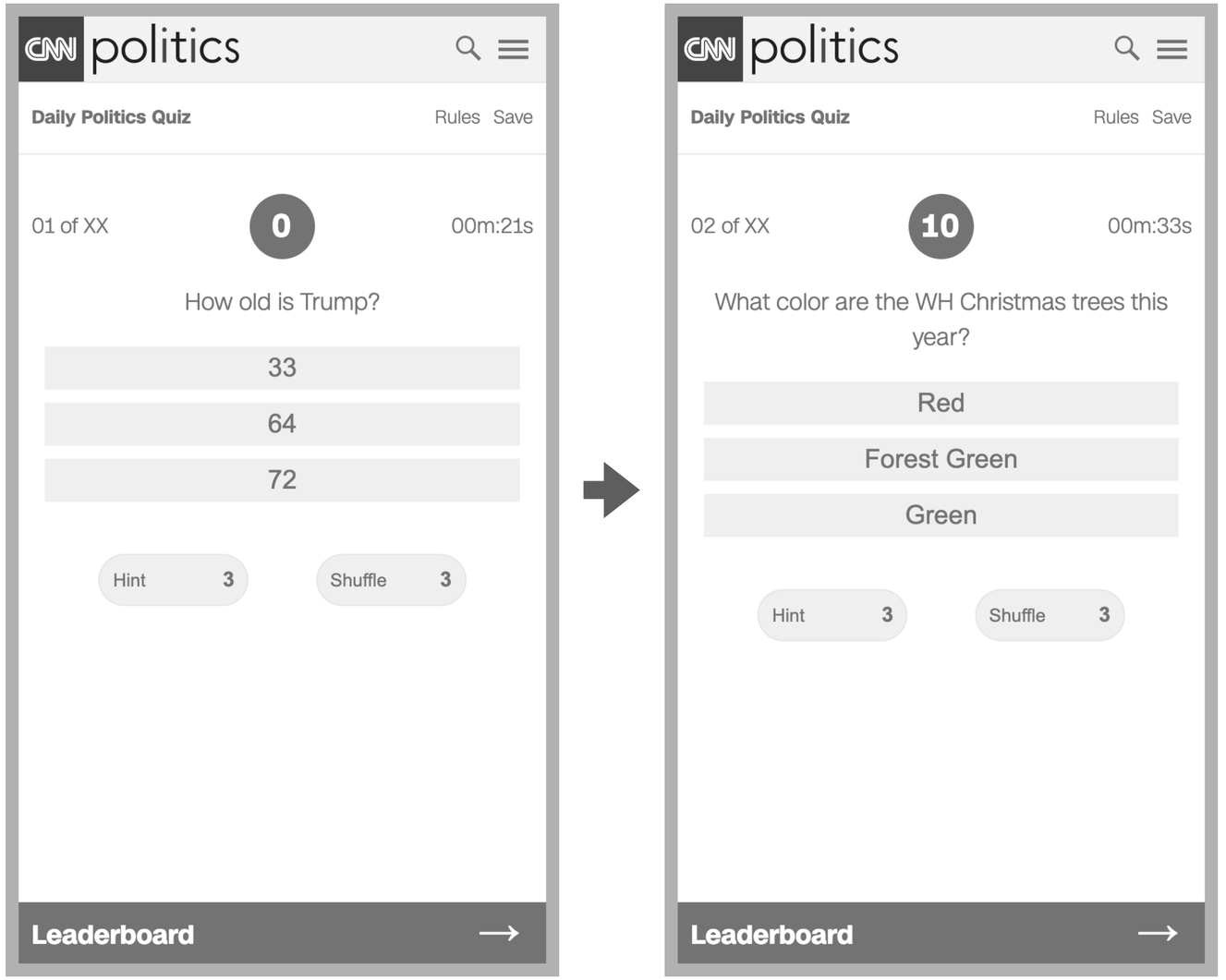


User Flow

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

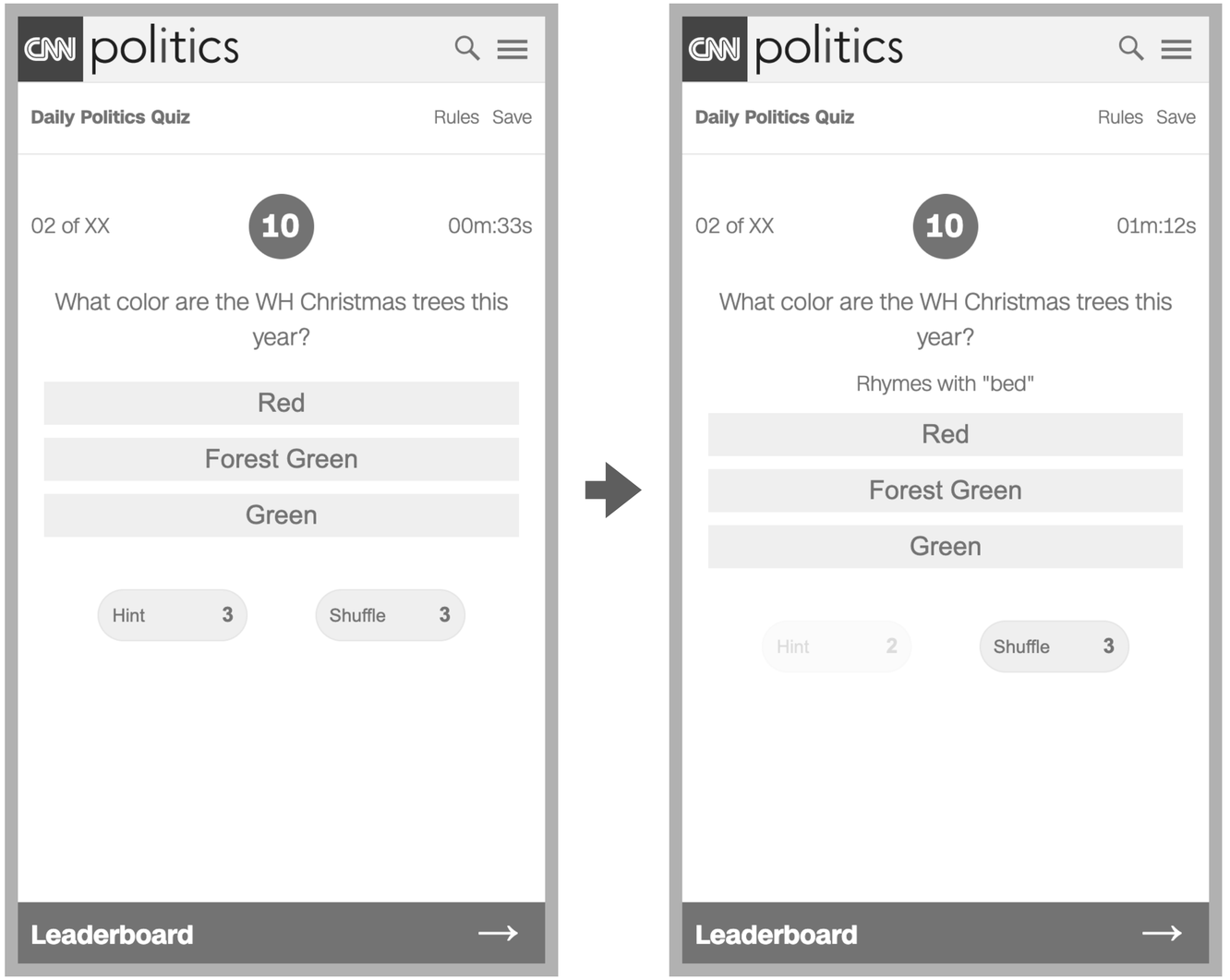


User Flow

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

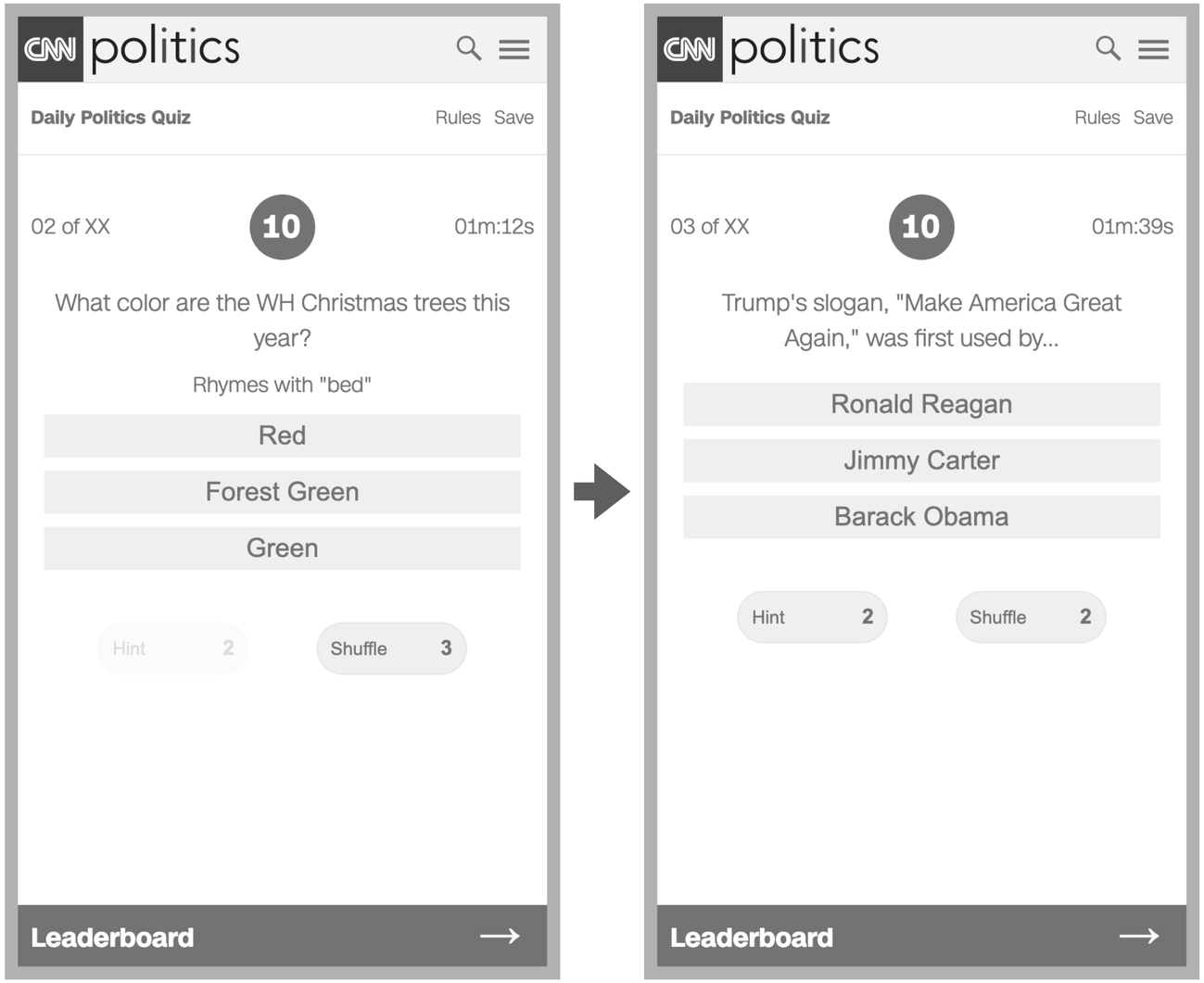


User Flow

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

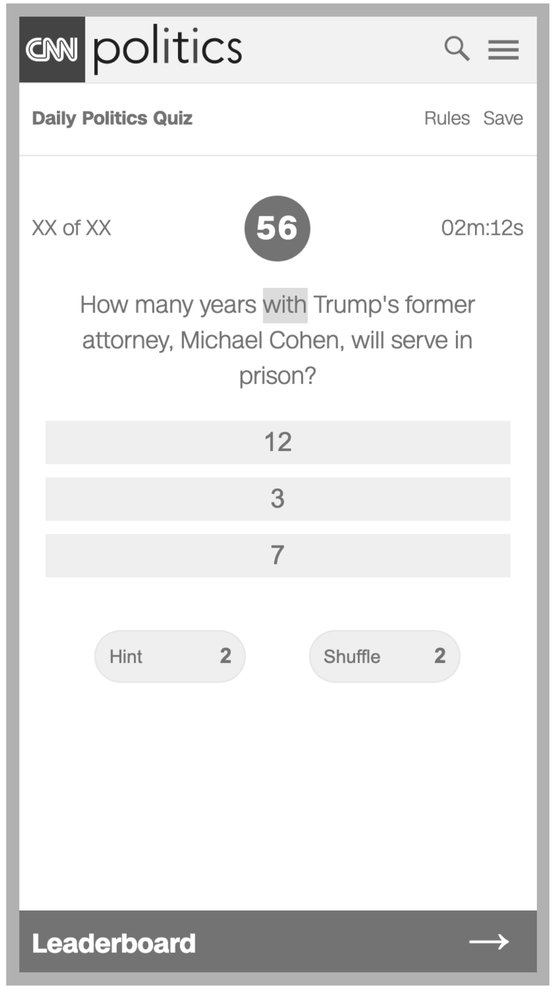


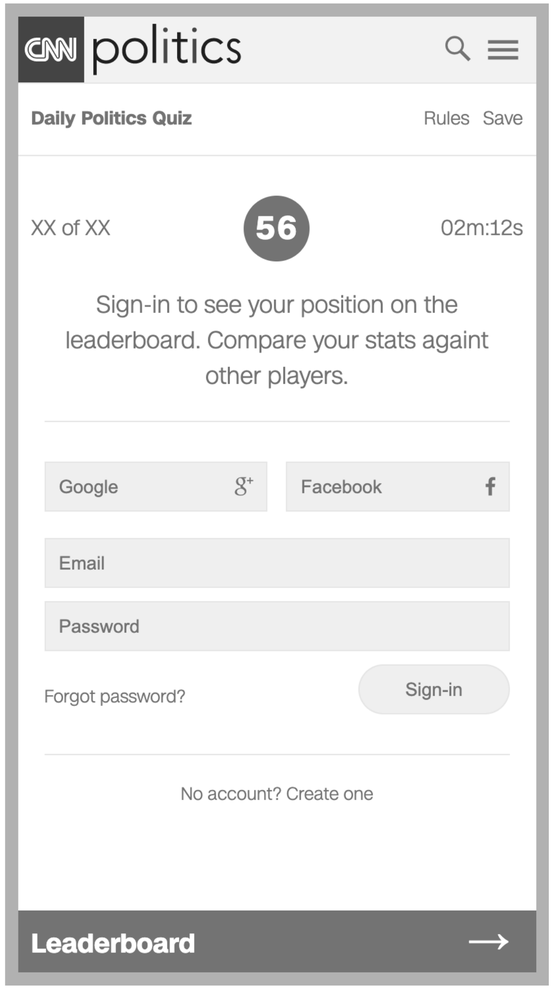
User Flow

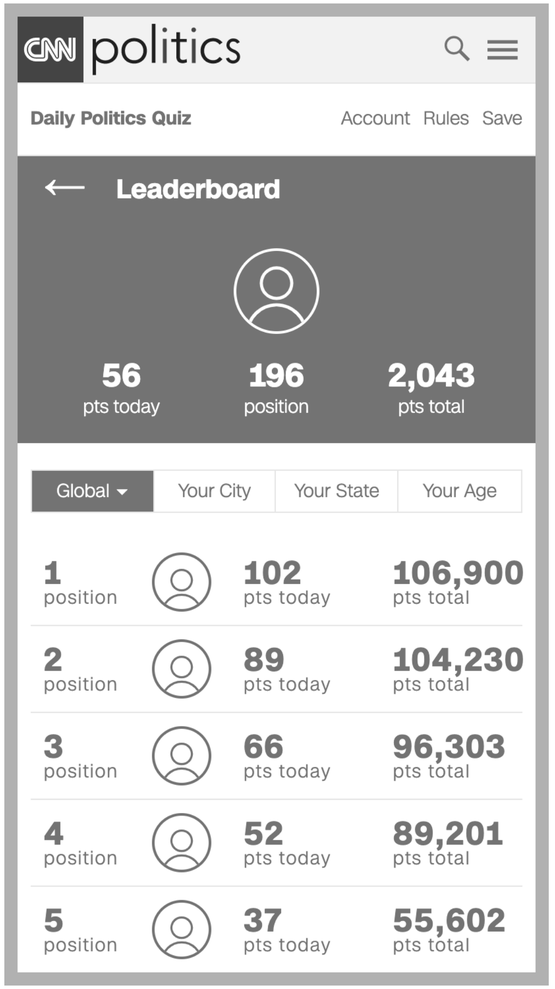
Quiz Complete (A)

- 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





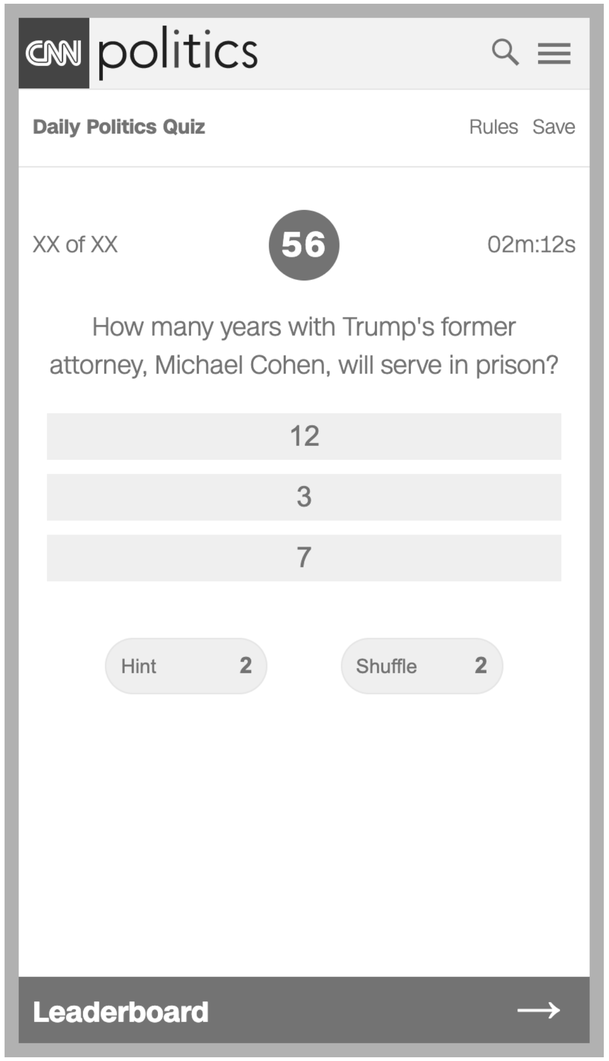


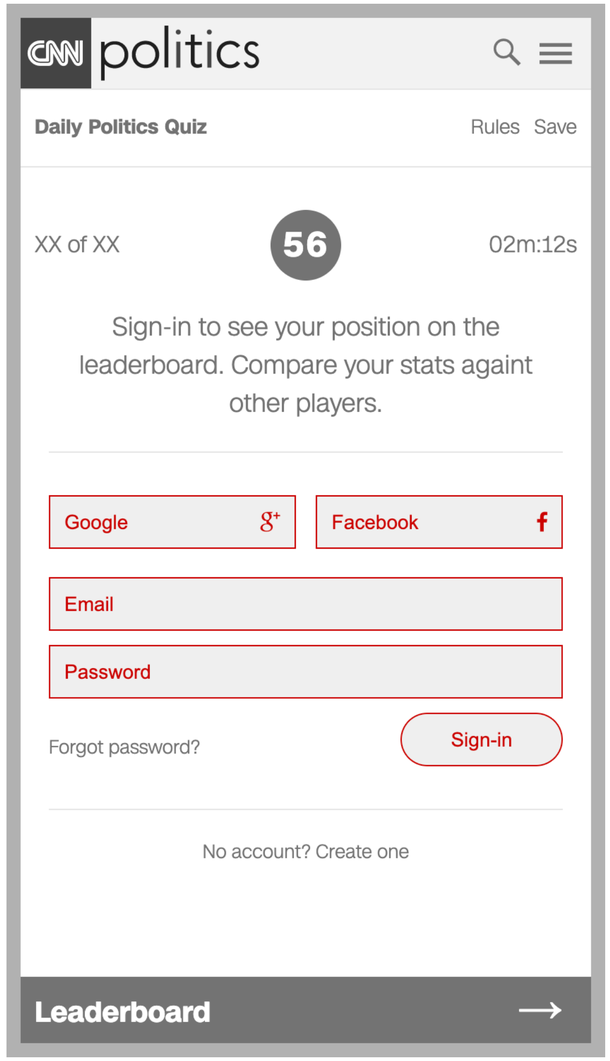
User Flow

Quiz Complete (B)

- The end-user is not signed-in
- The end-user has completed today's quiz

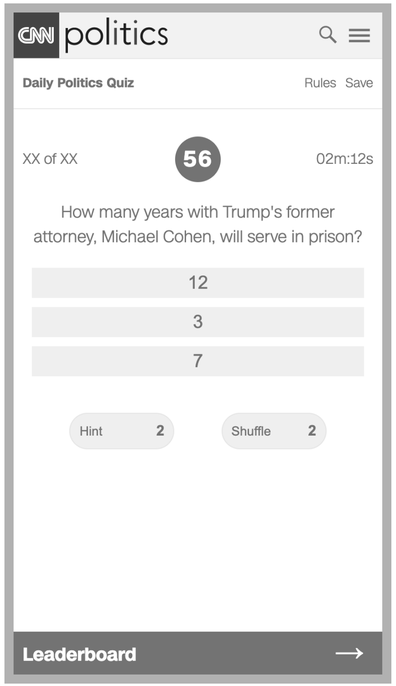
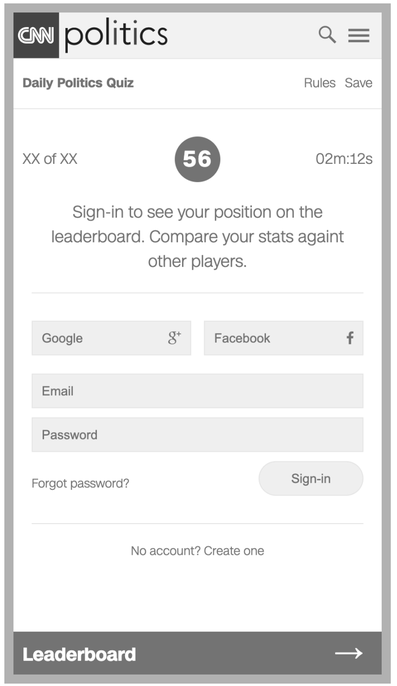
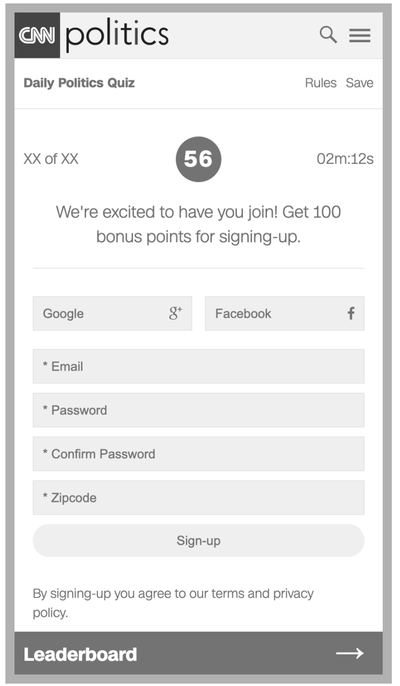
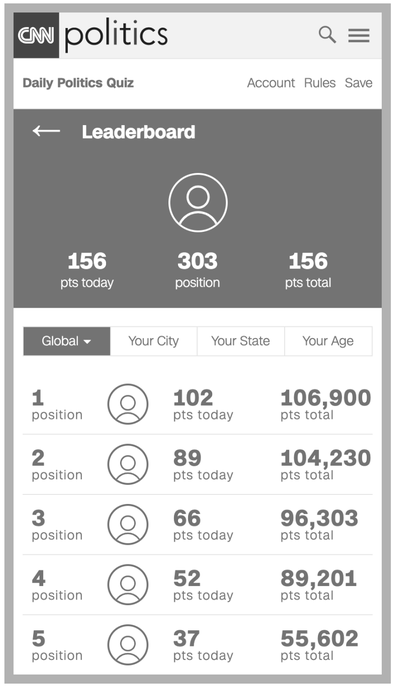
1. The system presents the end-user with sign-in options
2. The end-user taps "Save" or "Leaderboard"
3. The system indicates sign-in is required to continue





User Flow

Quiz Complete (C)

- The end-user is not signed-up
- The end-user has completed today's quiz

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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