

## **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

a	N politio	CS		Q	_
Dai					
	Daily	y Poli	tics Qu	iz	
0	Play for the mo shortest		ect answers sible. Good		
	Rule	S	Start		
	Sign ir	to save	your progre	ess	
	Google	g+	Facebook	f	
	Email				
	Password				
	Forgot password?	2		Sign-in	
	No	account?	Create one		
Le					

## 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.

	politics	<u>)</u>		९ ≡
Daily Po				
01 of XX				
C	Yesterda Can you beat y	<b>Politics</b> y's time: <b>03</b> esterday's <b>points</b> if y	<b>3m:27s</b> time? Get <b>1</b>	.00
	Rules		Start	
		Account		
Leade				

an politics a :	≡ א politics ⊂ ≡
Daily Politics Quiz Rules S	Save Daily Politics Quiz Account Rules Save
Daily Politics Quiz Play for the most correct answers and in the shortest time possible. Good luck! Rules Start	0 00m:00s
Sign in to save your progress Google $g^+$ Facebook <b>f</b> Email	Yesterday's time: <b>03m:27s</b> Can you beat yesterday's time? Get <b>100</b> <b>bonus points</b> if you do! Rules Start
Password	Account
Forgot password? Sign-in No account? Create one	
Leaderboard	→ Leaderboard →

### 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 signedin start modal

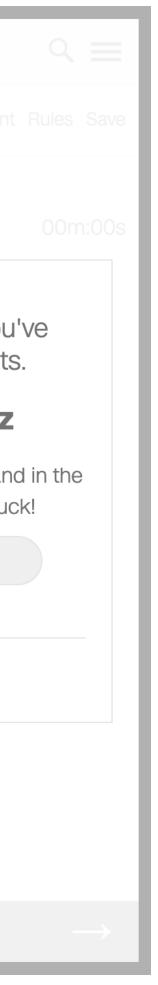
#### User Flow

### 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

CN	n politics a
Dai	
	<b>Daily Politics Quiz</b>
0	Play for the most correct answers and in the shortest time possible. Good luck!
	Rules Start
	Sign in to save your progress
	Google 8 <sup>+</sup> Facebook <b>f</b>
	Email
	Password
	Forgot password? Sign-in
	No account? Create one
Le	

₽.	<u> </u>	/e		Daily Politics Quiz	
11	Sign Up				
0	We're excited to have you join! Benefits of sign-up include auto-saving and claiming			01 of XX	
	your position on the leaderboard.				signing-up! 00 bonus po
	Google 8 <sup>+</sup> Facebook			Daily I	Politics Q
	* Email			Play for the most shortest time	correct answer e possible. Goc
	* Password			Rules	Sta
	* Confirm Password				
	* Zipcode				Account
	Sign-up				
	By signing-up you agree to our terms and privacy policy.				
Le		$\rightarrow$		Leaderboard	



GM	politics	् ≡		
		Rules Save		
	<b>Daily Politics Quiz</b>			
	Play for the most correct answers and shortest time possible. Good lucl			
	Rules Start			
	Sign in to save your progress			
	Google 8 <sup>+</sup> Facebook	f		
	Email			
	Password			
	Forgot password? Sign	-in		
	No account? Create one			
Lea	aderboard			

### User Flow **Rules (A)**

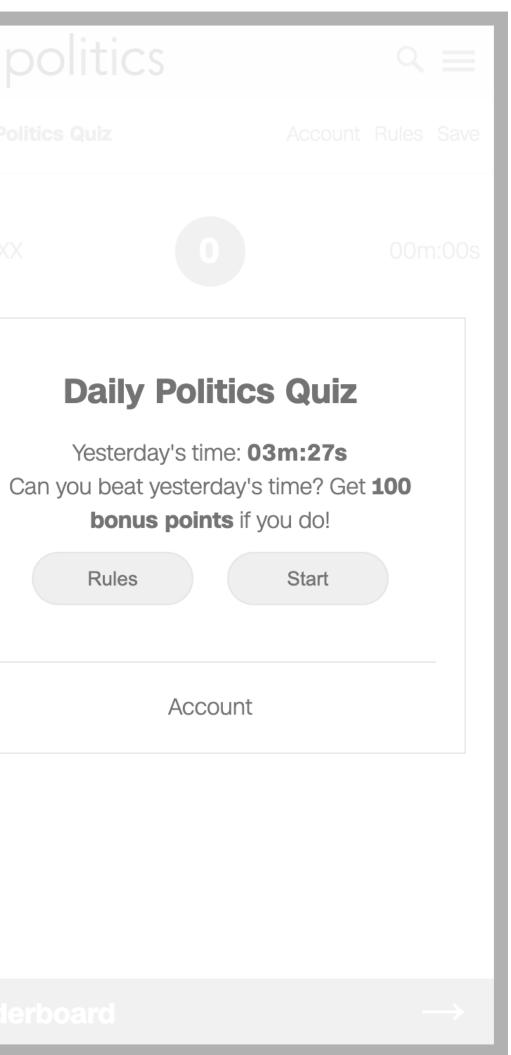
- The end-user is not signed-in
- 1. The end-user taps "Rules"
- 2. The system presents the rules modal

C		politics	् ≡
			Rules Save
			)S
		<b>Playing The Game</b>	
	0	Everyday a new quiz launches with 10 questions.	
	0	Play for correct answers in the shortest ti possible. Come back daily to collect bon points for beating yesterday's time.	
	0	We'll give you up to 3 hints per quiz, one per question.	hint
	0	Don't want to take your chances on a qu Shuffle in a new question - up to 3 shuffle quiz.	
	0	Sign-in to save your points and see how stack up against others on the Leaderbo	-
	0	Questions or feedback? Email us at quiz@cnn.com	
			$\rightarrow$

Rules

### User Flow Rules (B)

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

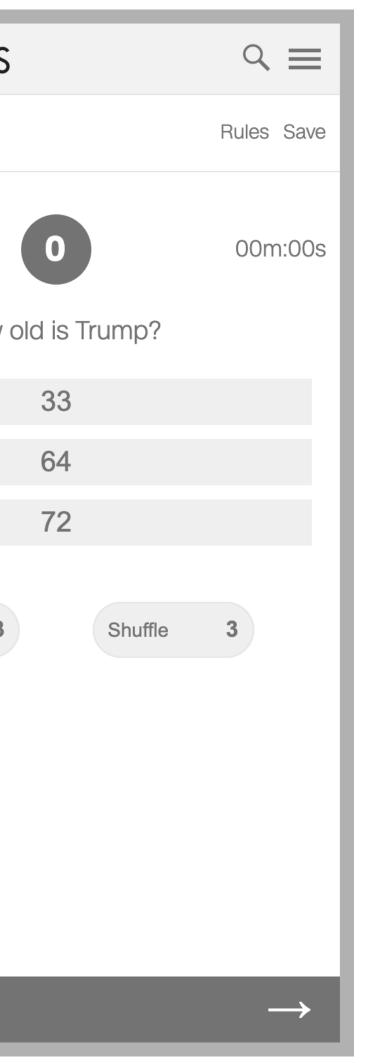


d		politics		Q	_
		Playing The C	ame		
	0	Everyday a new quiz launches questions.	with 10		
	0	Play for correct answers in the possible. Come back daily to a points for beating yesterday's	collect bon		
	0	We'll give you up to 3 hints per per question.	r quiz, one	hint	
	0	Don't want to take your chanc Shuffle in a new question - up quiz.	-		
	0	Sign-in to save your points and stack up against others on the			
	0	Questions or feedback? Email quiz@cnn.com	us at		
L	ead	erboard			$\rightarrow$

1	CNN	pol	itics
1	Daily	Politics (	Quiz
	01 of	XX	
1			How
l			
l			
l			
l			
1		Hint	3
l			
l			
l			
1			
	Lead	derboa	ard

### User Flow **Rules (C)**

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



Daily Politics Quiz       Rules Save         0       Image: Comparison of the co
<ul> <li>Everyday a new quiz launches with 10 questions.</li> </ul>
<ul> <li>Everyday a new quiz launches with 10 questions.</li> </ul>
<ul> <li>Everyday a new quiz launches with 10 questions.</li> </ul>
questions.
<ul> <li>Play for correct answers in the shortest time</li> </ul>
possible. Come back daily to collect bonus points for beating yesterday's time.
<ul> <li>We'll give you up to 3 hints per quiz, one hint per question.</li> </ul>
<ul> <li>Don't want to take your chances on a question? Shuffle in a new question - up to 3 shuffles per quiz.</li> </ul>
<ul> <li>Sign-in to save your points and see how you stack up against others on the Leaderboard.</li> </ul>
<ul> <li>Questions or feedback? Email us at quiz@cnn.com</li> </ul>
Leaderboard $\rightarrow$

CN	politics	৭ ≡			
		Rules Save			
	<b>Daily Politics Quiz</b>				
	Play for the most correct answers and shortest time possible. Good luck				
	Rules Start				
	Sign in to save your progress				
	Google S <sup>+</sup> Facebook	f			
	Email				
	Password				
	Forgot password? Sign-in	n			
	No account? Create one				
Le	aderboard	$\rightarrow$			

# User Flow **Start (A)**

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

cm polit	ics		
Daily Politics Quiz	2		Rules Save
01 of XX	0		00m:00s
	How old is	s Trump?	
	33	3	
	64	ļ	
	72	2	
Hint	3	Shuffle	3
	9	Sildille	5
Leaderboard	k		$\rightarrow$

### **Daily Po**

Yesterday's Can you beat yes bonus po

Rules

### **User Flow** Start (B)

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



CS	$\sim \equiv$
	count Rules Save
	00m:00s
y Politics Q	uiz
rday's time: <b>03m:2</b> at yesterday's time <b>ius points</b> if you do	? Get <b>100</b>
s Sta	rt
Account	

cm poli	tics		$\heartsuit \equiv$
Daily Politics Q	uiz		Rules Save
01 of XX			00m:00s
	How old i	s Trump?	
	3	3	
	6	4	
	7	2	
Hint	3	Shuffle	3
Leaderboa	rd		$\rightarrow$

## 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

	CS	
Daily Politics Quiz		Rules Save
01 of XX H	low old is Trump?	00m:00s
	33	
	64	
	72	
Hint	3 Shuffle	3
Leaderboard		$\rightarrow$

	Q	1		1
spo				
oefo	re XX			
NN				
			>	

### User Flow

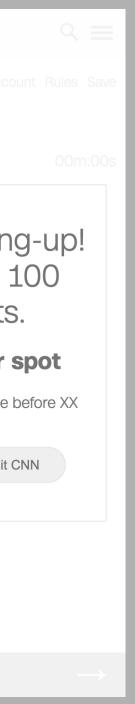
### Save (B)

- 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

cm poli	tics		$\triangleleft \equiv$
Daily Politics Q	uiz		Rules Save
01 of XX	0		00m:00s
	How old is	Trump?	
	33	3	
	64	ļ	
	72	2	
Hint	3	Shuffle	3
Leaderboa	rd		$\rightarrow$

cm politics a	=
	Save
We'd love to save your spot	)S
Google $g^+$ Facebook <b>f</b> Email	
Password	
Forgot password? Sign-in	
No account? Create one	
	->

m politics		
	ke	Daily Politics Quiz Accou
Sign Up		
We're excited to have you join! Benefits of sign-up include auto-saving and claiming your position on the leaderboard.	IS	Of of XX Thanks for signing
Google g <sup>+</sup> Facebook <b>f</b>		You've earned 1 bonus points
* Email		We've saved your s
* Password * Confirm Password		Come back and finish the game b tomorrow.
* Zipcode		Keep playing Visit C
Sign-up		
By signing-up you agree to our terms and privacy policy.		
Leaderboard $\rightarrow$		Leaderboard

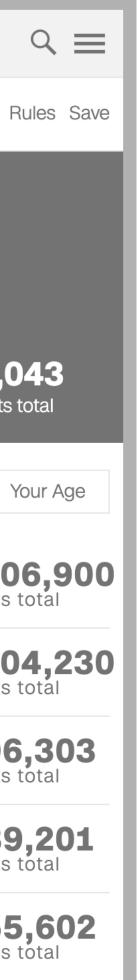


### User Flow Leaderboard (A)

- 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

cm po	litics	् ≡
Daily Politics	Quiz	Rules Save
01 of XX	O How old is Trump?	00m:00s
	33	
	64 72	
Hint	3 Shuffle	3
	ondino	
Leaderbo	bard	$\rightarrow$

	olitic	S		
Daily Politic	s Quiz		Accou	unt I
← L	eaderb	oard		
		$(\underline{C}$	$\geq$	
26	;	19	> 6	2-0
pts too		positi		pts
Global 🗸	Your C	ity	Your State	
<b>1</b> position	$\bigcirc$	<b>10</b> pts t	<b>2</b> oday	<b>1(</b> pts
<b>2</b> position	$\bigcirc$	<b>89</b> pts t	oday	<b>1(</b> pts
<b>3</b> position	$\bigcirc$	<b>66</b> pts t	oday	96 pts
<b>4</b> position	$\bigcirc$	<b>52</b> pts t	oday	<b>8</b> pts
<b>5</b> position	$\bigcirc$	<b>37</b> pts t	oday	55 pts



### 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

cm pol	itics		९ ≡
Daily Politics (	Quiz		Rules Save
01 of XX	0		00m:00s
	How old is	Trump?	
	33	}	
	64		
	72		
Hint	3	Shuffle	3
Leaderboa	ard		$\rightarrow$

CM	politics			Q,	=
					Save
•	Sign-in to see leaderboard. Co	e you mpa	<b>rs only</b> Ir position on the re your stats aga layers.		S
	Google a	<u>}</u> +	Facebook	f	
	Password				
	Forgot password?		Sign-ir	n	
	No acco	ount?	Create one		
					<b>→</b>

←	Ciar			
		ve you join! Get for signing-up.	100	)S
Google	g+	Facebook	f	
* Email				
* Password				
* Confirm Passy	vord			
* Zipcode				
	Sigr	ı-up		
By signing-up you privacy policy.	u agree to	o our terms and		

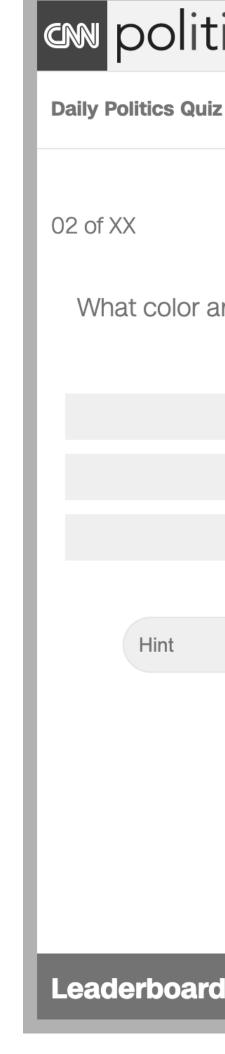
	olitics	5	
Daily Politics	s Quiz		Ac
← Le	eaderbo	bard	
		$( \zeta$	$\overline{2}$
10	0	30	ン 3
pts too		posit	
Global 🗸	Your (	City	Your Stat
<b>1</b> position	$\bigcirc$	<b>10</b> pts t	<b>2</b> oday
<b>2</b> position	$\bigcirc$	<b>89</b> pts t	oday
<b>3</b> position	$\bigcirc$	<b>66</b> pts t	oday
<b>4</b> position	$\bigcirc$	<b>52</b> pts t	oday
<b>5</b> position	$\bigcirc$	<b>37</b> pts t	oday

९ ≡
count Rules Save
100
<b>100</b> pts total
e Your Age
<b>106,900</b> pts total
<b>104,230</b> pts total
<b>96,303</b> pts total
<b>89,201</b> pts total
<b>55,602</b> pts total

	$\heartsuit \equiv$
Daily Politics Quiz	Rules Save
01 of XX	00m:21s
How old is Trump	)?
33	
64 72	
Hint 3 Shu	ffle 3
Leaderboard	$\rightarrow$

## 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

ics		Q	≡
Z		Rules	Save
10		00m	n:33s
re the WH Christi year?	mas tre	ees th	nis
Red			
Forest Green			
Green			
3 Shut	fle	3	
			$\rightarrow$

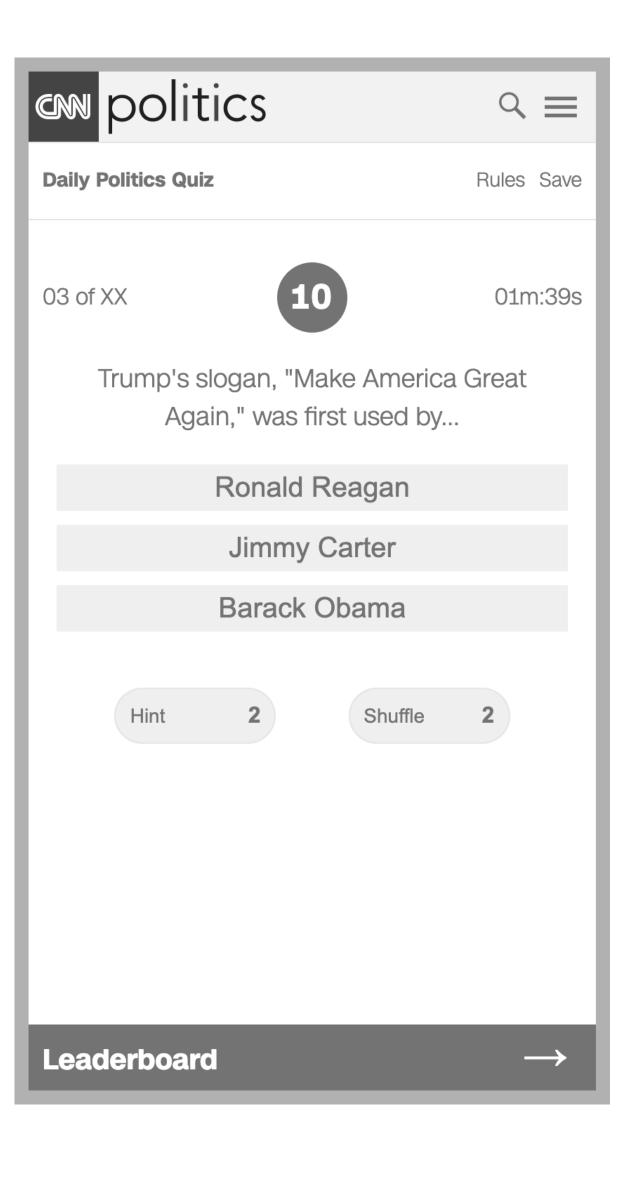
cm polit	ics		
Daily Politics Quiz			Rules Save
02 of XX	1	0	01m:12s
What color a	re the WI yea		trees this
	Rhymes v		
	Re	ed	
	Forest	Green	
	Gre	een	
Hint	2	Shuffle	3
Leaderboard			$\rightarrow$



## 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

CS		् ≣	=
		Rules Sa	ive
10		01m:1	2s
e the WH Christn year? Rhymes with "bed"		rees this	
Red			
Forest Green			
Green			
2 Shuff	le	3	
		>	

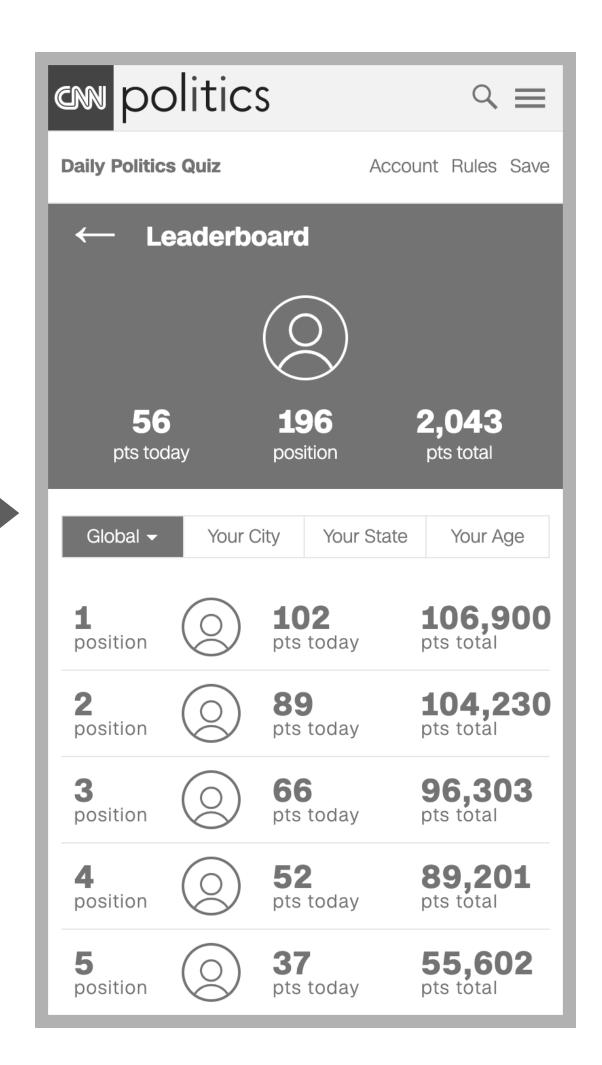


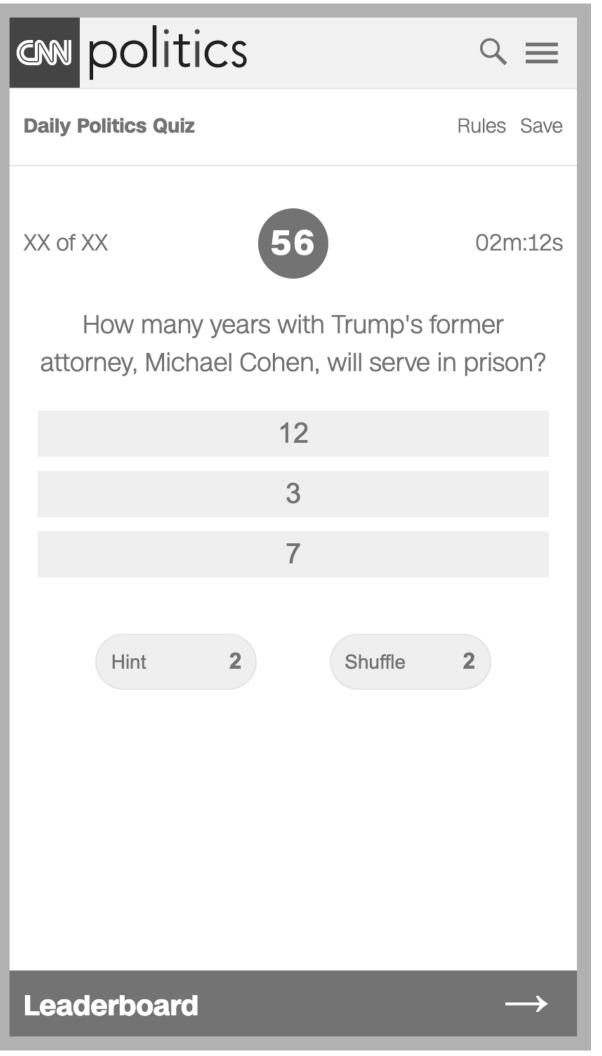
### User Flow Quiz Complete (A)

- 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

		_
cm politics	Q	=
Daily Politics Quiz	Rules	Save
XX of XX 56	02r	n:12s
How many years with Trump's fo attorney, Michael Cohen, will se prison?		
12		
3		
7		
Hint <b>2</b> Shuffle	2	
Leaderboard		$\rightarrow$

1 1	$\sim$ politics $\sim \equiv$
	Daily Politics Quiz     Rules Save
	XX of XX 56 02m:12s Sign-in to see your position on the leaderboard. Compare your stats againt other players.
►	Google 8 <sup>+</sup> Facebook <b>f</b>
	Email
	Password
	Forgot password? Sign-in
	No account? Create one
	Leaderboard $\rightarrow$





### 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

cm politics	
Daily Politics Quiz	Rules Save
XX of XX 56 Sign-in to see your position of	02m:12s on the
leaderboard. Compare your sta other players.	ts againt
Google 8 <sup>+</sup> Facebook	f
Email	
Password	
Forgot password?	Sign-in
No account? Create one	
Leaderboard	$\rightarrow$

## 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

	ৎ ≡
Daily Politics Quiz	Rules Save
XX of XX 56	02m:12s
How many years with Trump attorney, Michael Cohen, will ser	
12	
3	
7	
Hint 2 Shuffle	2
Leaderboard	$\rightarrow$

en politic	CS		Q	=
Daily Politics Quiz			Rules	Save
leaderboard.	see you	2	n the	1:12s
Google Email	g+	Facebook		f
Password				i I
Forgot password?			Sign-in	
No	account?	Create one		
Leaderboard			-	$\rightarrow$

	$\triangleleft \equiv$
Daily Politics Quiz	Rules Save
XX of XX 56	02m:12s
We're excited to have you bonus points for sign	-
Google 8 <sup>+</sup> Faceb	pook <b>f</b>
* Email	
* Password	
* Confirm Password	
* Zipcode	
Sign-up	
By signing-up you agree to our terms policy.	and privacy
Leaderboard	$\rightarrow$

	olitics	S		
Daily Politic	s Quiz		Ac	
← Le	← Leaderboard			
		$\langle c \rangle$	$\sum$	
15( pts too		<b>30</b> posit		
Global 🗸	Your (	City	Your Sta	
<b>1</b> position	$\bigcirc$	<b>10</b> pts t	<b>2</b> oday	
<b>2</b> position	$\bigcirc$	<b>89</b> pts t	oday	
<b>3</b> position	$\bigcirc$	<b>66</b> pts t	oday	
<b>4</b> position	$\bigcirc$	<b>52</b> pts t	oday	
<b>5</b> position	$\bigcirc$	<b>37</b> pts t	oday	

ccount Rules Save
156
pts total
te Your Age
<b>106,900</b> pts total
<b>104,230</b> pts total
<b>96,303</b> pts total
<b>89,201</b> pts total
<b>55,602</b> pts total