

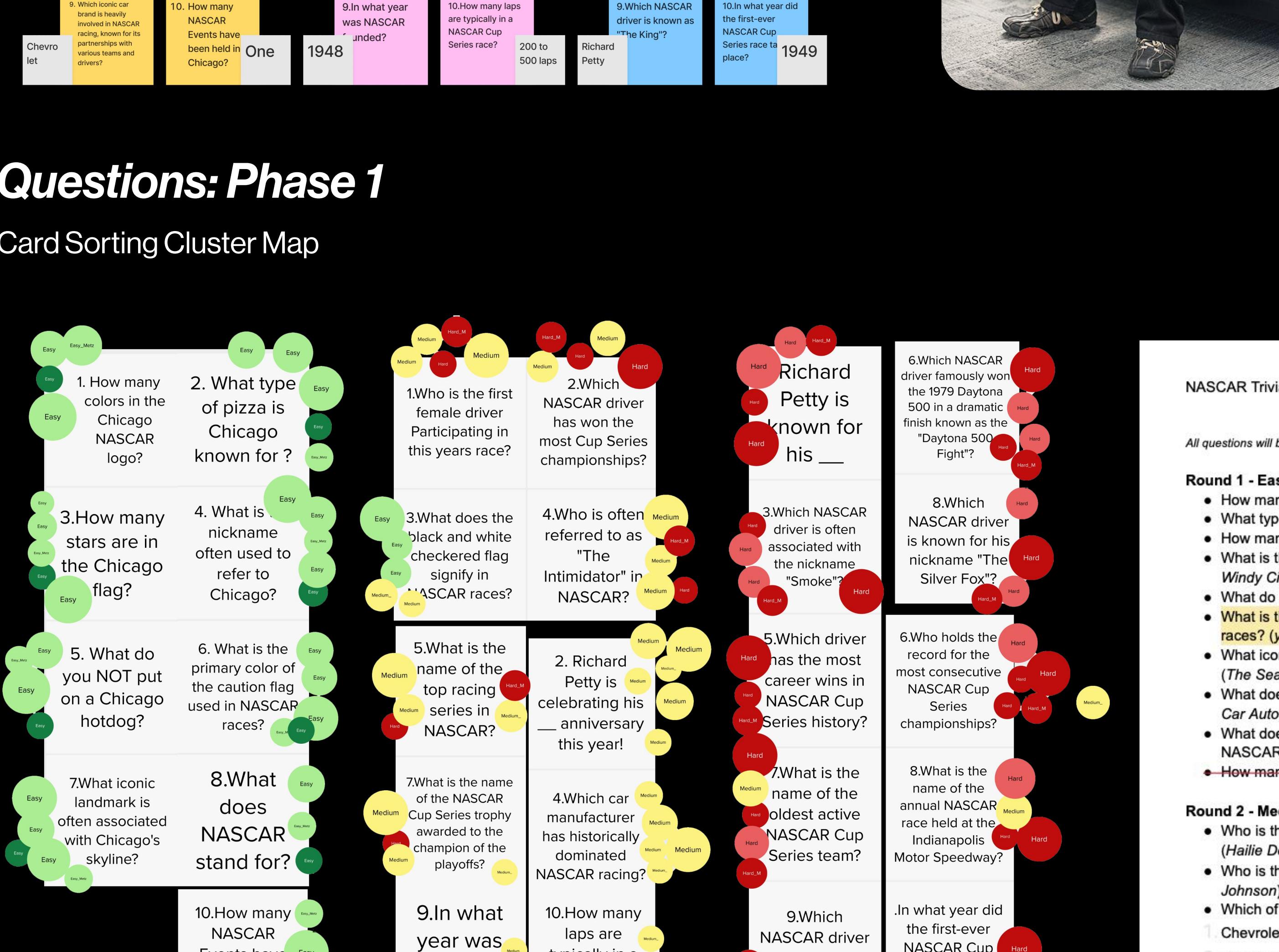
Process: Trivia

Utilizing the research findings, we curated a set of 10 questions divided into three rounds of trivia. Through multiple rounds of revisions, we condensed the trivia format into 3 rounds, each comprising 5 questions.

Questions: Phase 1

Trivia Research/ Questions

Round 1: Easy Round 2: Medium Round 3: Hard

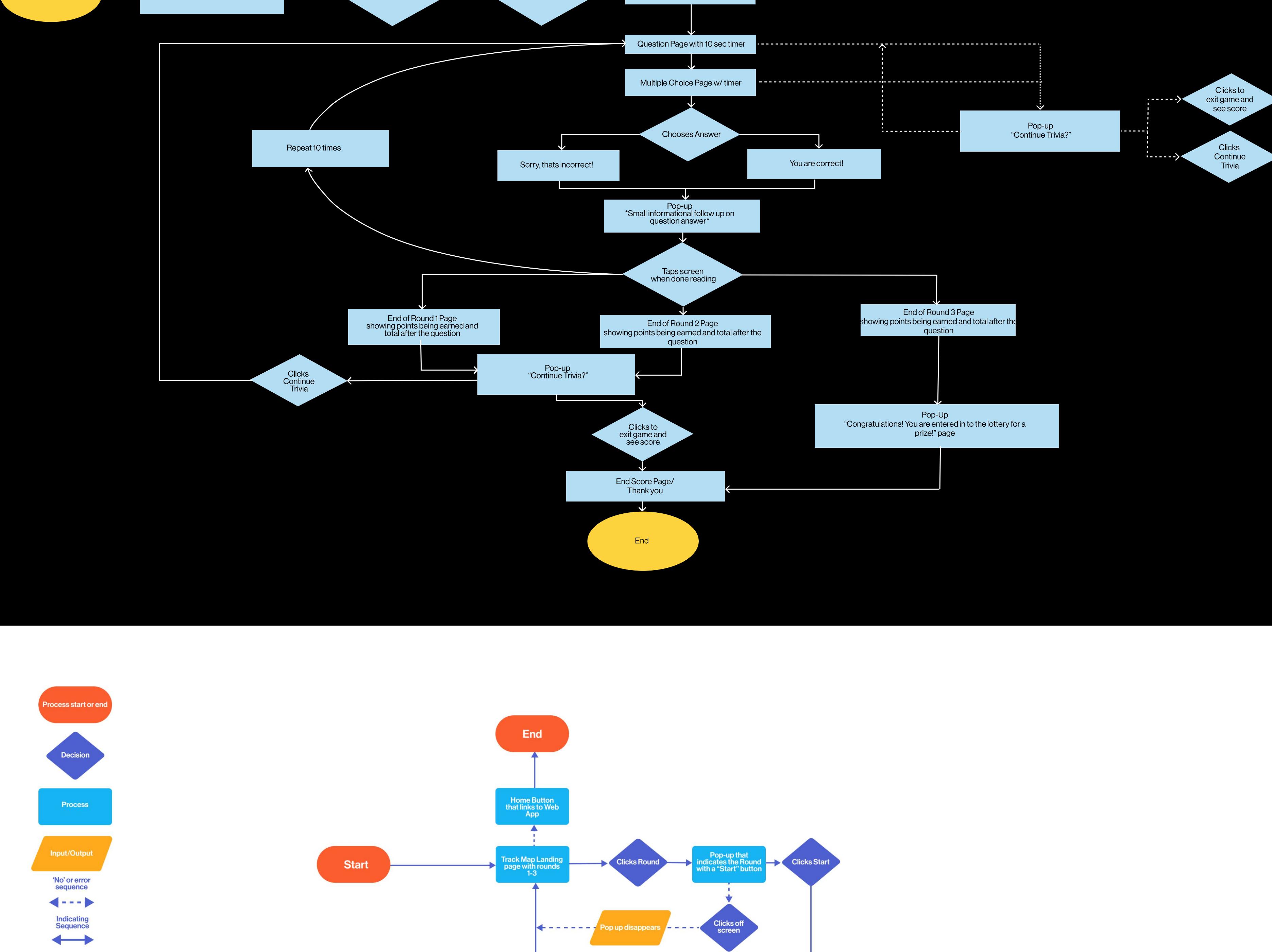


Joe, NASCAR fan:

"Group 2 is more difficult than group 3 for NASCAR lovers. Just thought I would mention that!"

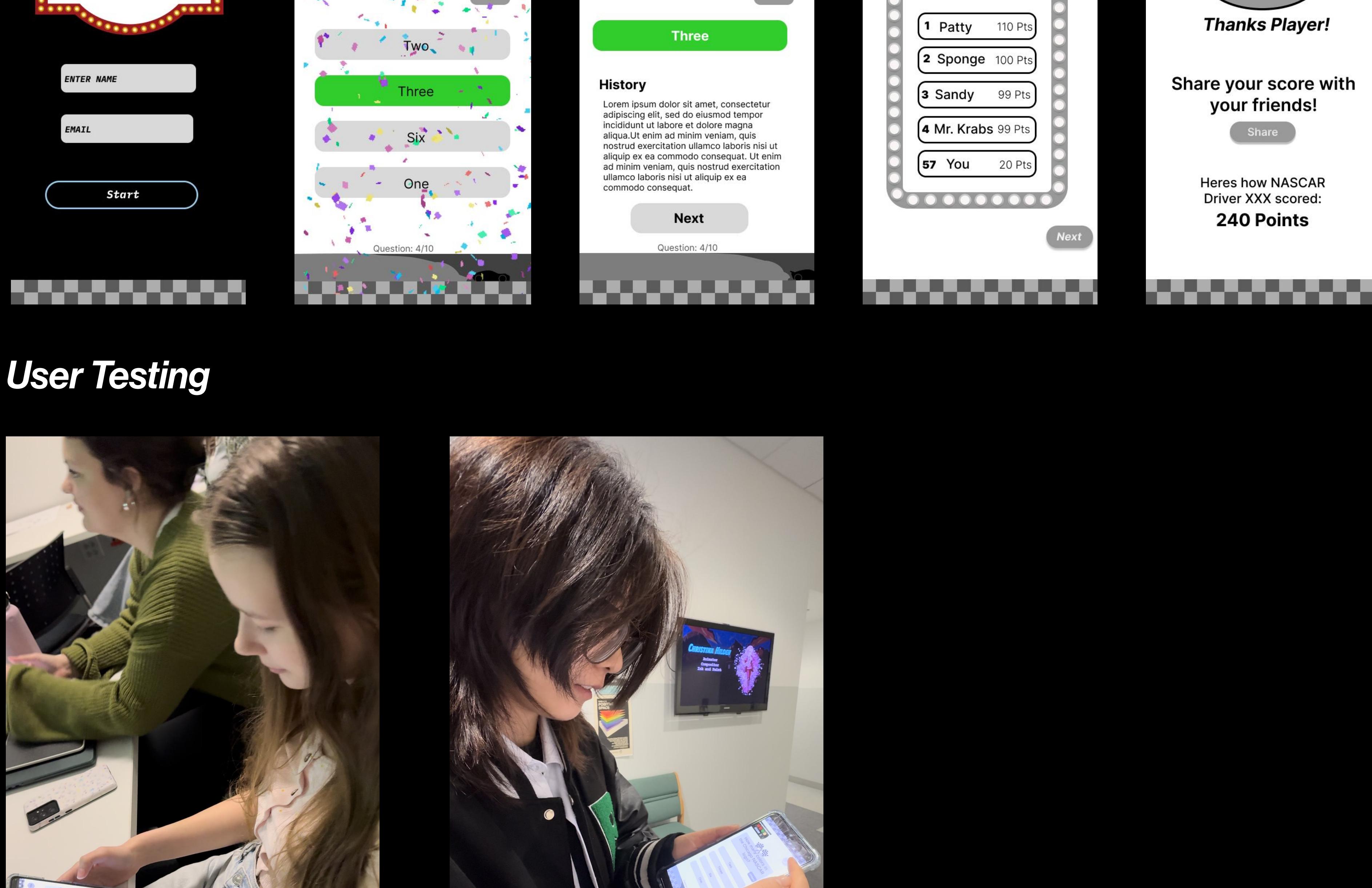
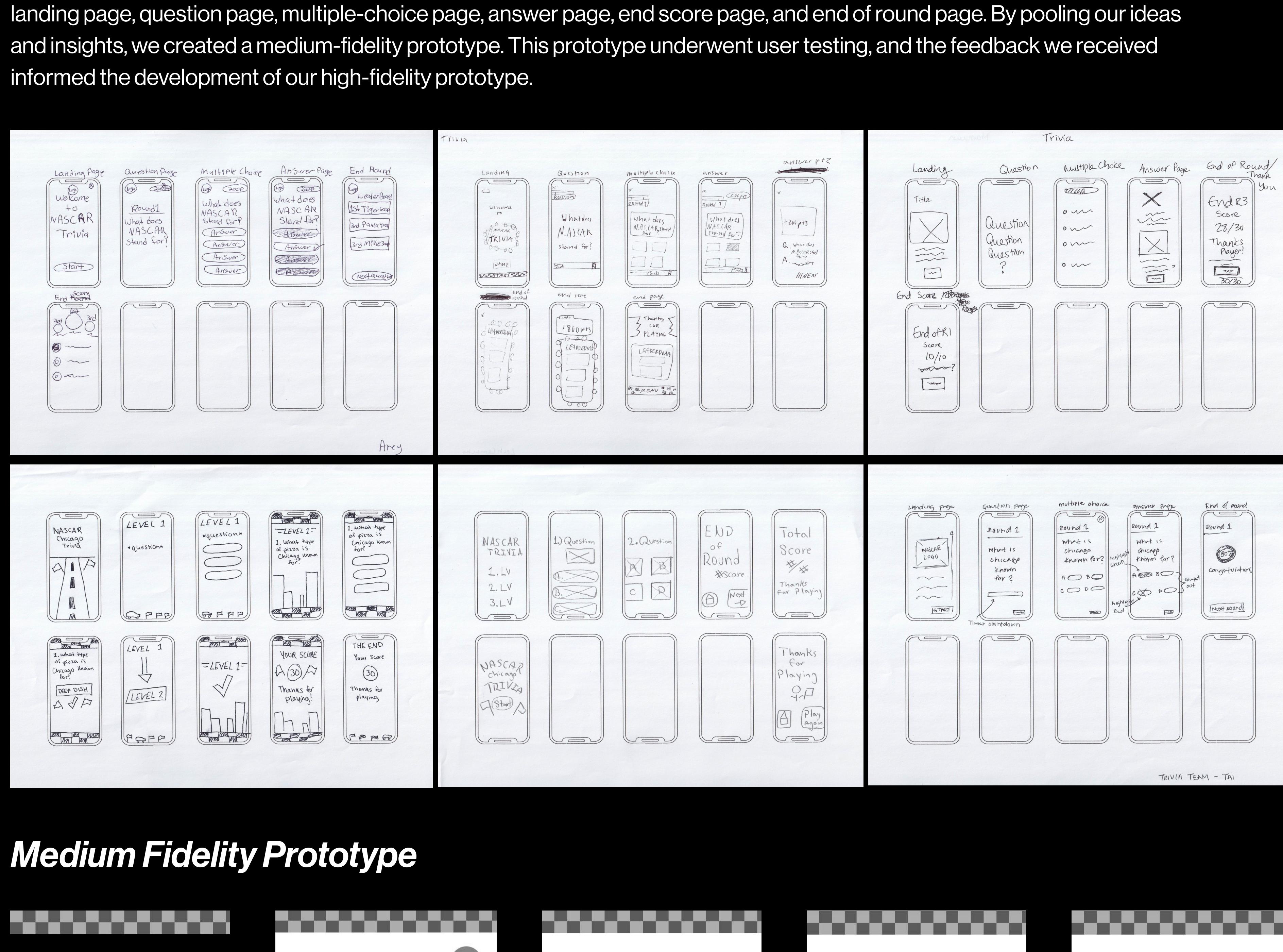
Questions: Phase 1

Card Sorting Cluster Map



User Flow

Just as we went through revisions with the questions, we also updated the user flow iterations accordingly.



Low Fidelity Sketches

Our six trivia team designers collaborated to produce quick, low-fidelity sketch wireframes for various pages including the landing page, question page, multiple-choice page, answer page, end score page, and end of round page. By pooling our ideas and insights, we created a medium-fidelity prototype. This prototype underwent user testing, and the feedback we received informed the development of our high-fidelity prototype.

