

App Wireframes

UX Treatment

Version 1

The Brief

Initial wireframes for the swimming quiz game based on the current workflow ver. 1.

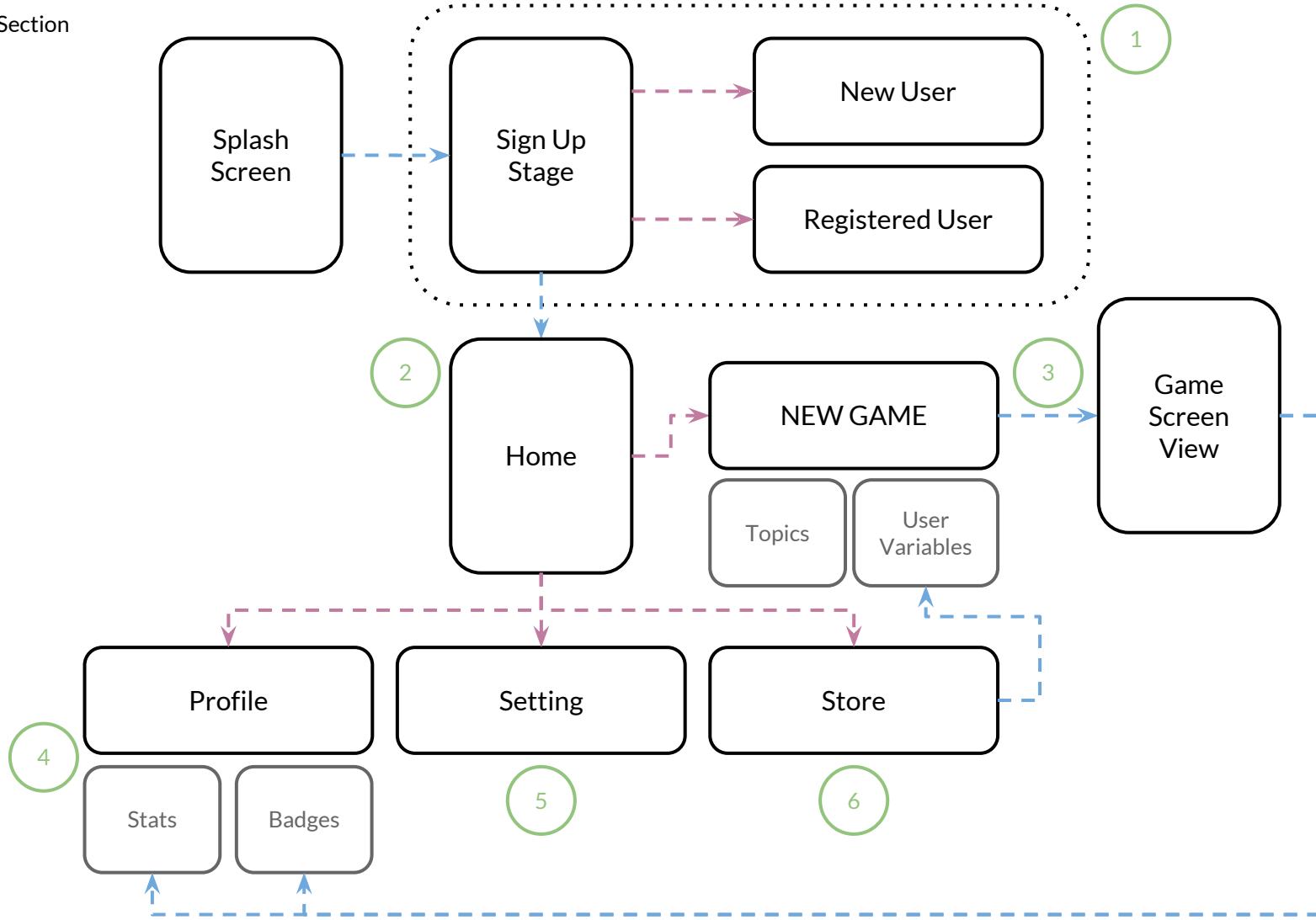
High Level Workflow

Key

Automatic

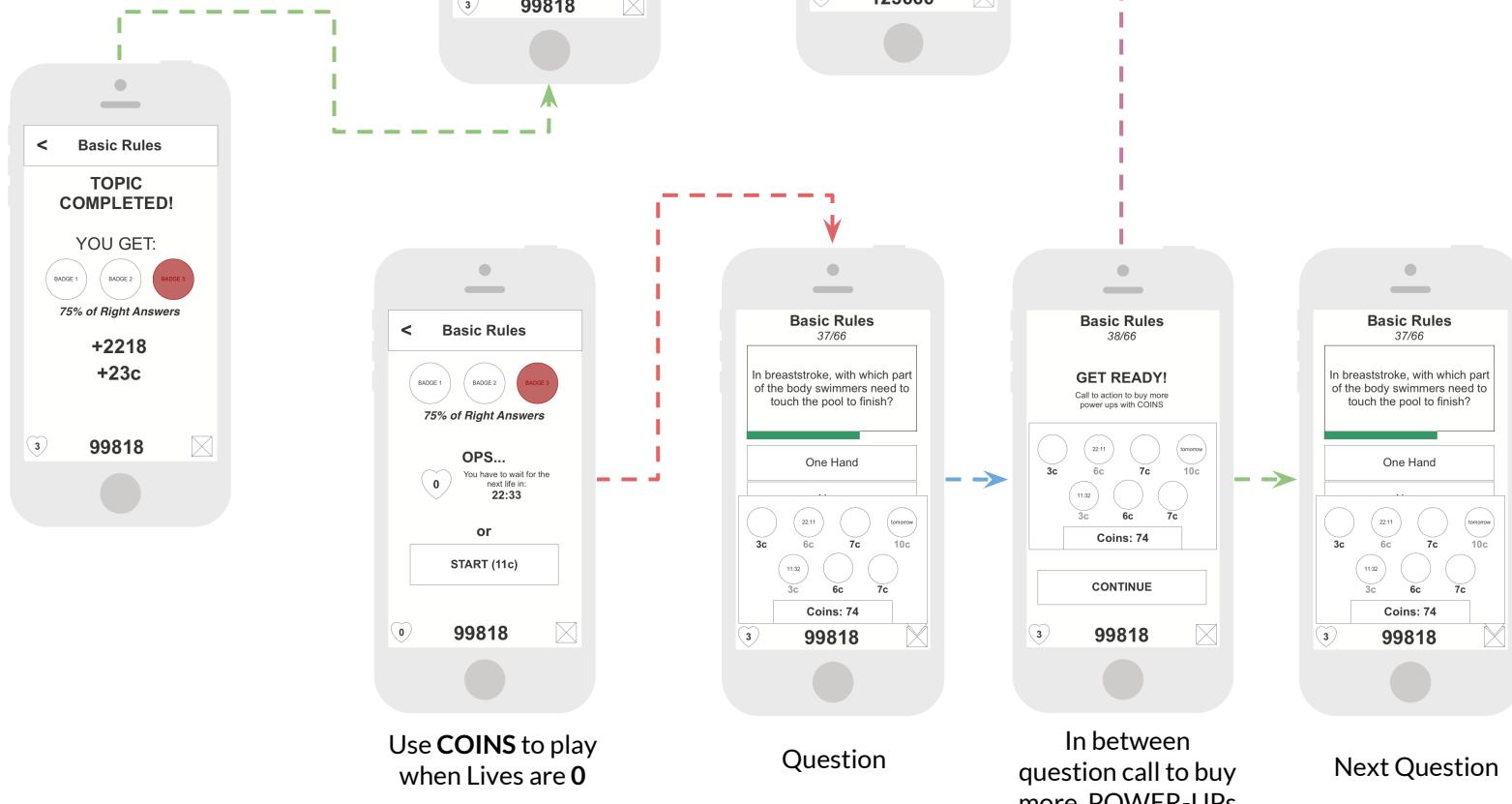
User Interaction

Section



STORE INTERACTION

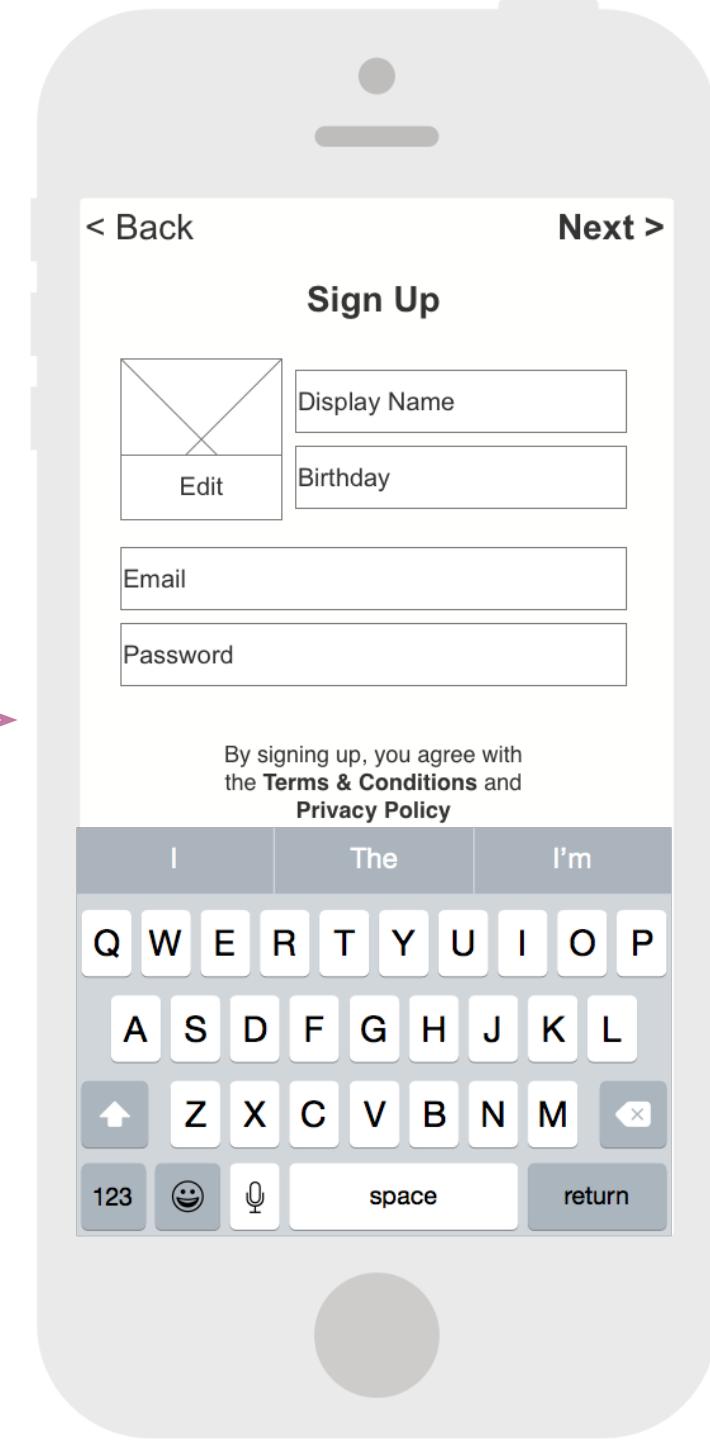
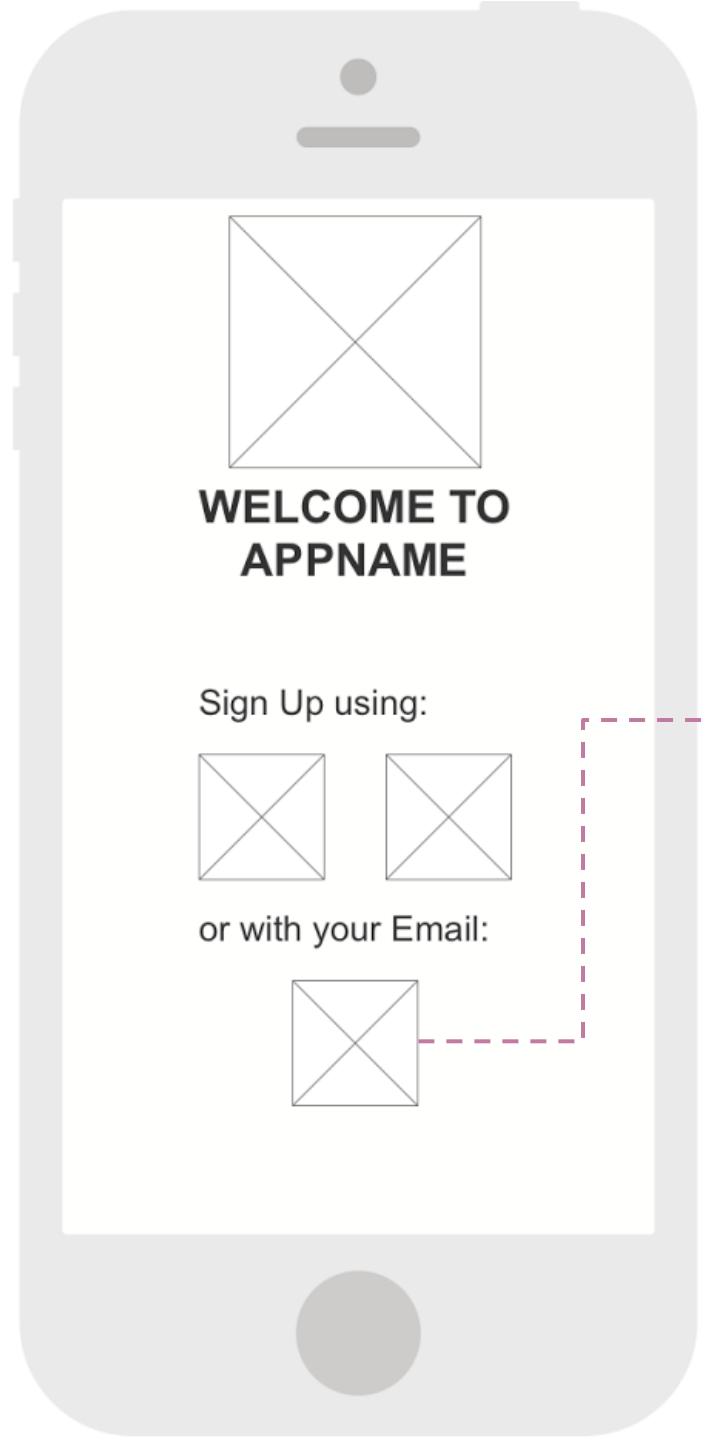
When a TOPIC is completed a certain amount of **coins** will be rewarded as well as score.



After the Splash Screen,
the **SignUp Screen**
appears for the first time.

Logo
Welcome

Facebook + Twitter
Email



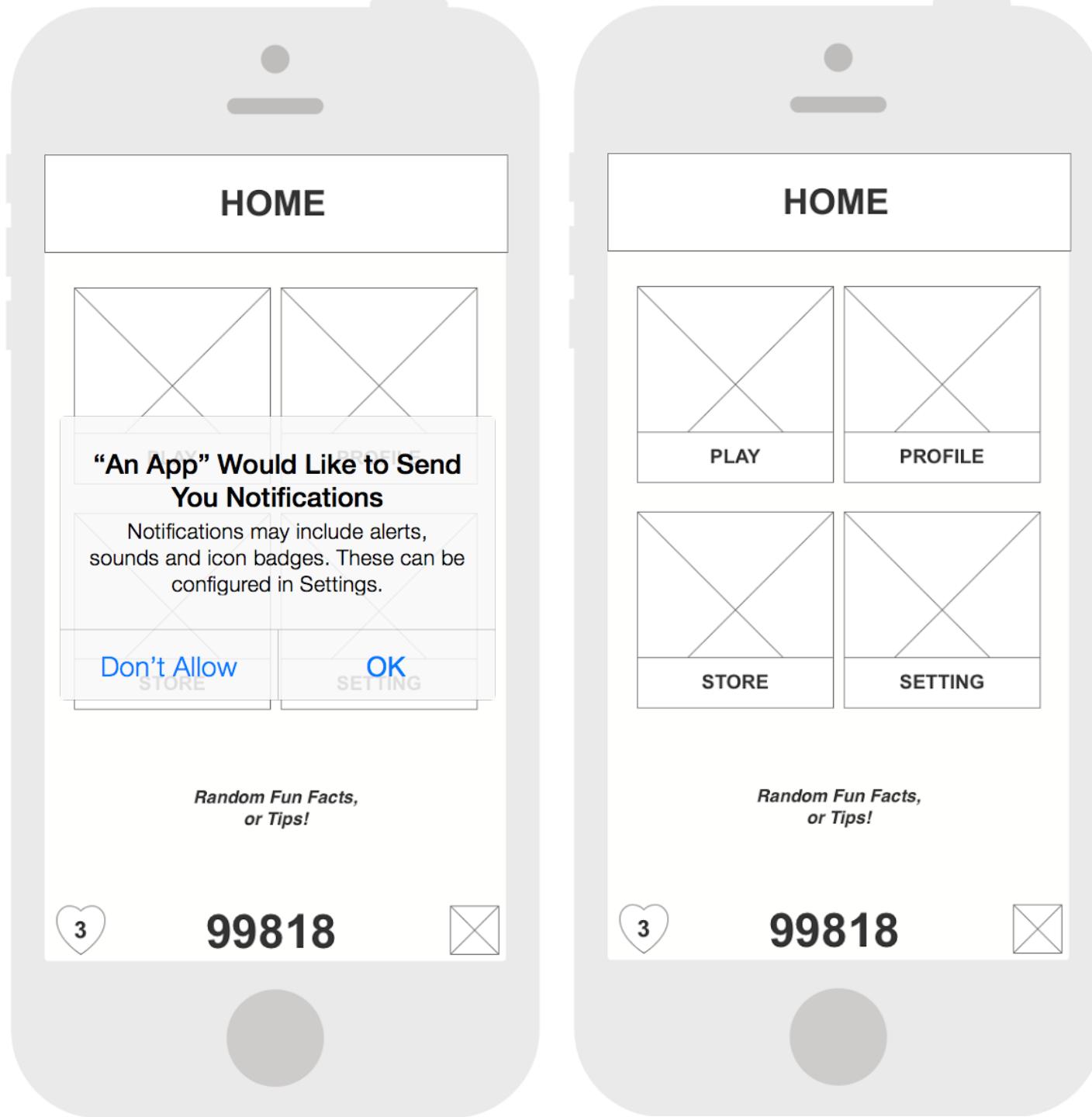
HOME SCREEN:

This screen contains the entire functionalities.

First time the screen is loading an Alert will ask to allow notifications.

Users can access a game through **PLAY**, their **PROFILE** to see achievements and exp, the **STORE** to buy power-UPs, and **SETTINGS** to change personal details and to connect the app with facebook or twitter.

Moreover they can easily view their **LIVES** as well as their **SCORE** and **Power-UPs**.

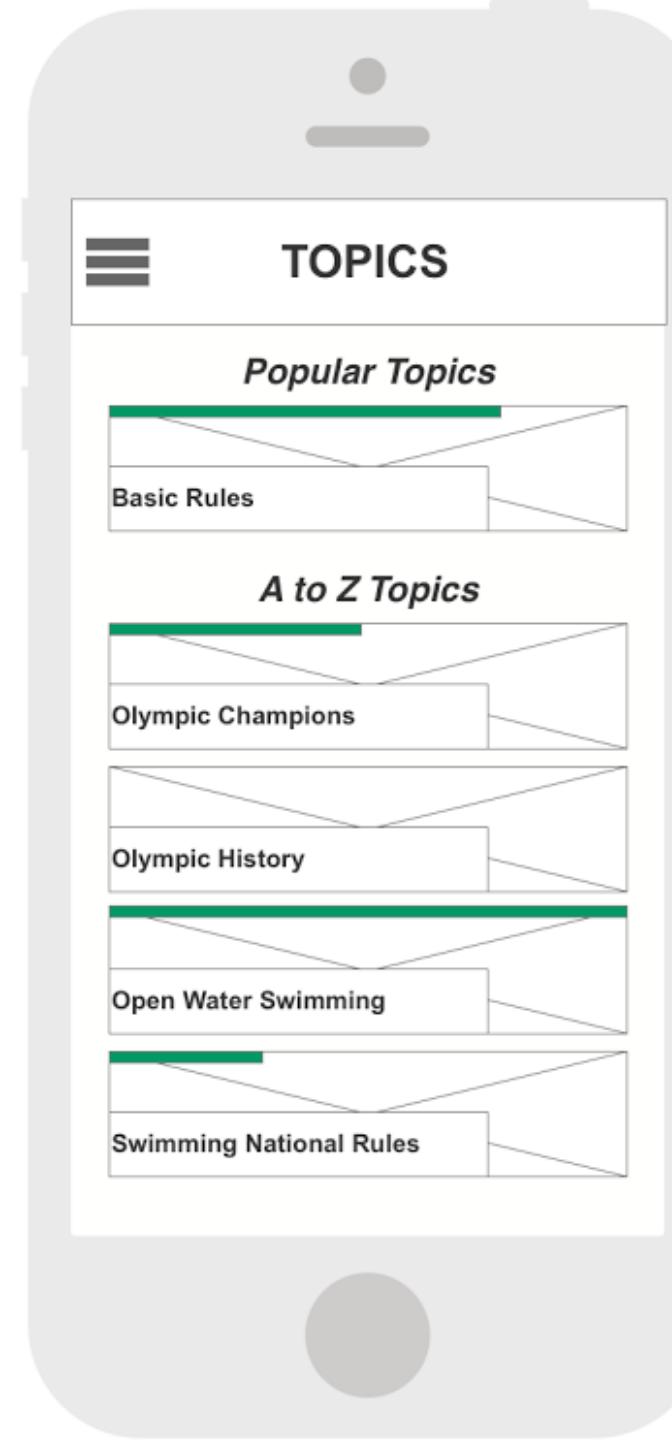


TOPICS SCREEN:

This screen presents all the game categories. From that icon upper left corner users can go back to HOME Screen.

We can add some kind of clustering with categories, for example “Popular Topic” may show the most played topic.

By clicking on a topic it will be displayed the pre-question screen..



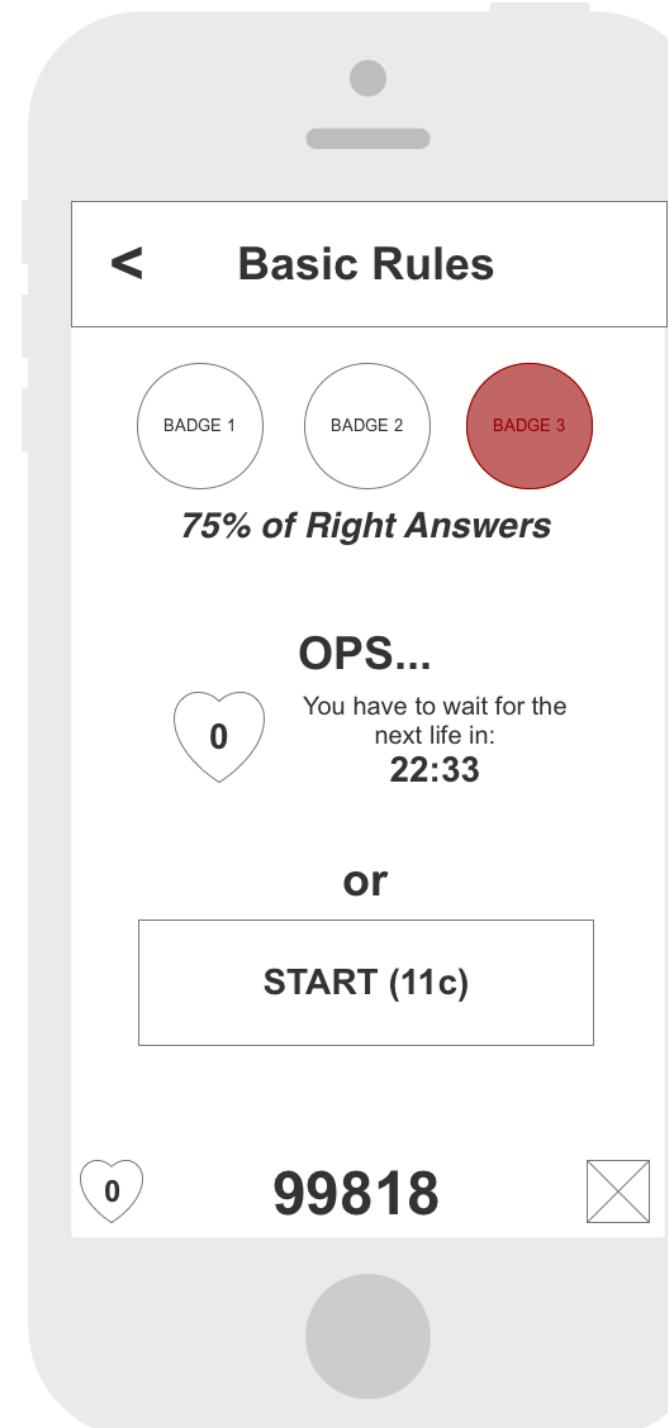
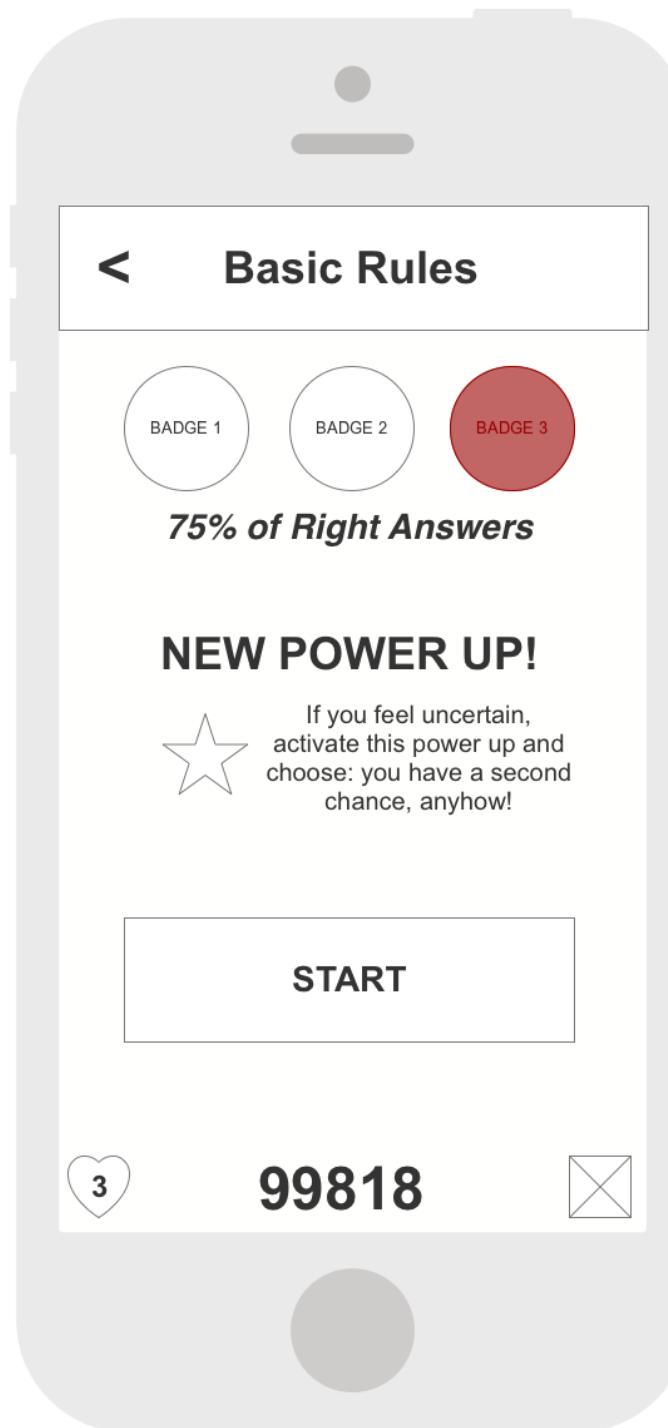
PRE QUESTION SCREEN

By pressing START the question screen will appear.

Badges - as we have considered in the workflow users will get a certain amount of badges once the topic is completed depending on the % of right answers.

The central section is used to introduced powerups as well as to communicate to players the lives stats.

In the second case only using COINS is possible to play with 1 life only.



QUESTION SCREEN:

Question is clearly showed in the center of the screen and the answers - randomly sorted - are easy to be picked with the thumb.

Power-ups are stored in a toolbar triggered by an icon. Lives are always visible.

Timebar will flow from right to left; once the left part is reached the question will be flagged as wrong.

In Between QUESTION SCREEN:

This screen is an explicit **call to buy** more POWER-UPS to use in game.

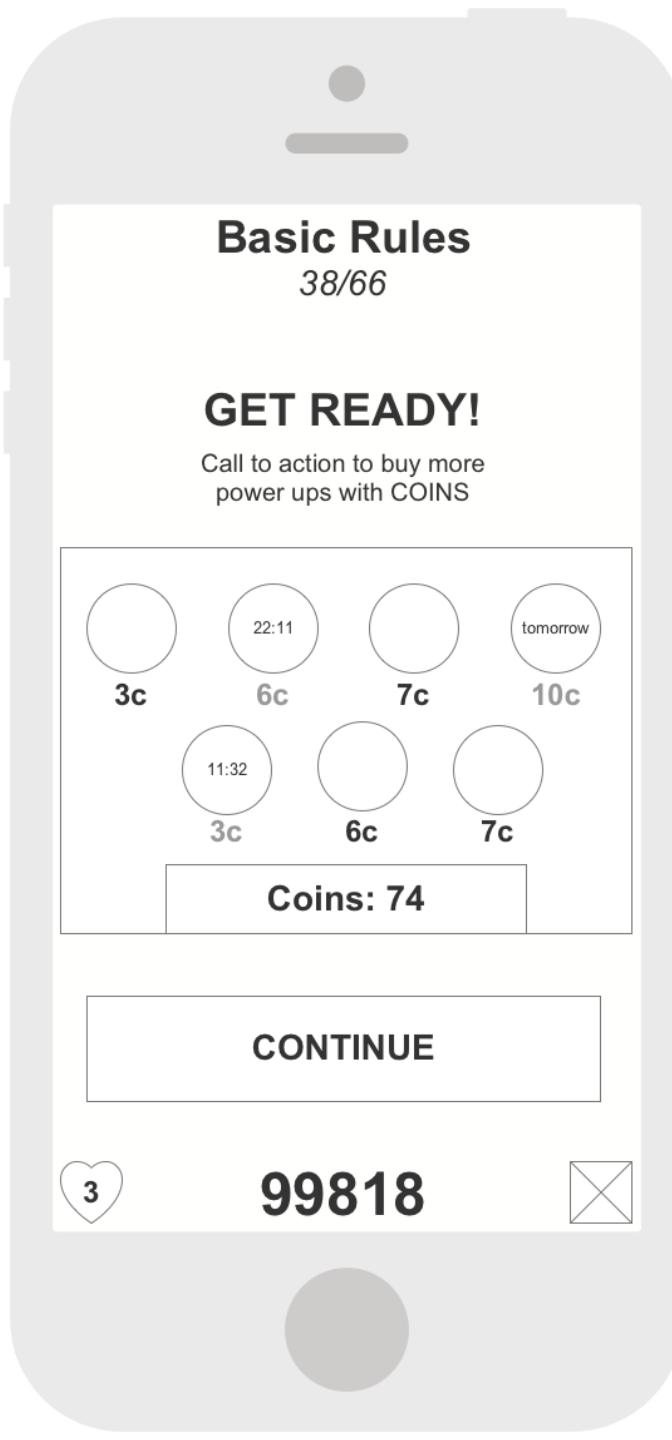
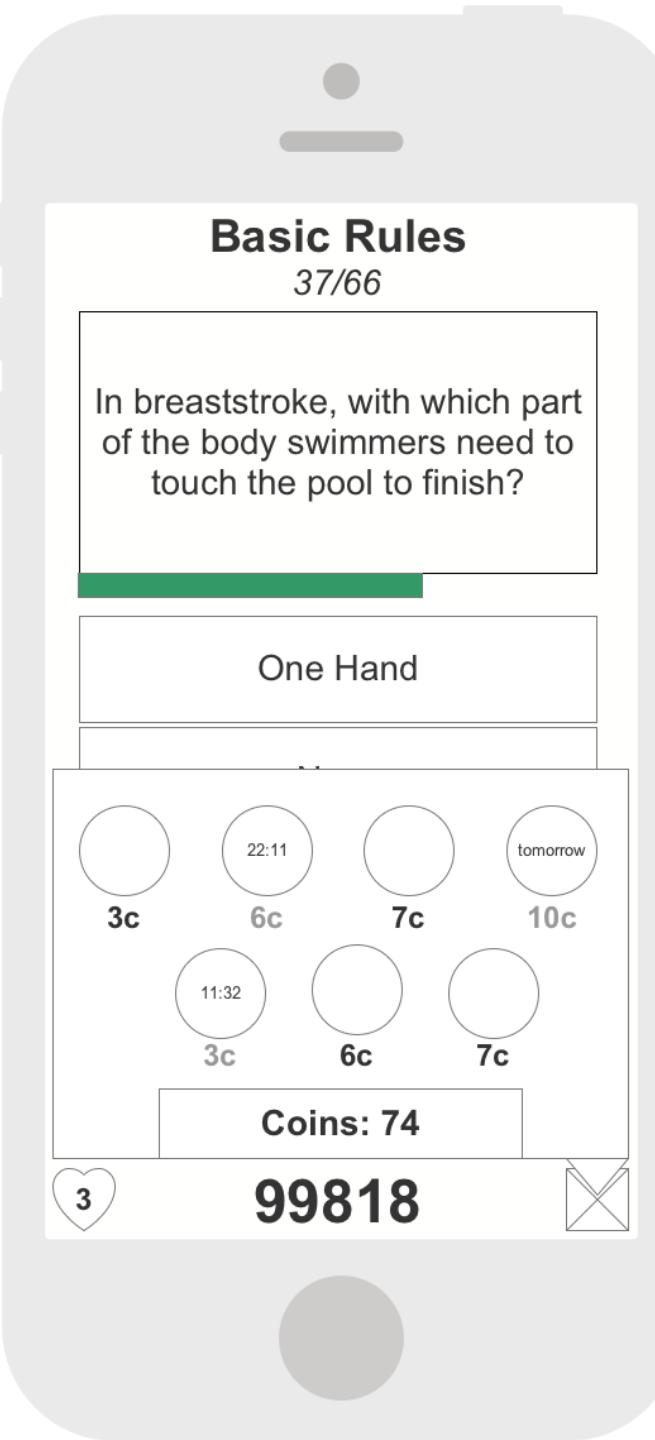
It could be triggered within a random schedule (within a range of 5 questions).

The call to action could also show **special tailored offer** accessible only during the game.

This methodology is called reward removal, you show the player something that can get immediately and only in that precise moment.

Clicking on COINS the STORE is triggered.

Clicking on CONTINUE the next question is shown.



ANSWER:

Right and Wrong answers will have a random message feedback as well as a colour indication on the button.

The right one will animate also the score increasing.

After the answer feedback chain - button state, message, score - right or wrong, there will be shown the next question.

Basic Rules

37/66

In breaststroke, with which part of the body swimmers need to touch the pool to finish?

One Hand

Nose

Both Hands

Left Foot

WOW WOW!

3 99988 ✖

Basic Rules

37/66

In breaststroke, with which part of the body swimmers need to touch the pool to finish?

One Hand

Nose

Both Hands

Left Foot

Don't Give Up!

-1 2 99818 ✖

TOPIC COMPLETED:

First visualization is obtained once the user complete the topic by playing (last answer)

Animation of the score that increases and the coins that are drained by the power-up icon bottom right.

Second visualization is obtained if the user is coming from topics screen; if the percent is not 100% there will be the hint to unlock the hidden pool and improve the score by answering once again to the wrong answered questions.

The image displays two side-by-side mobile phone screens. Both screens have a header with a back arrow and the text "Basic Rules".

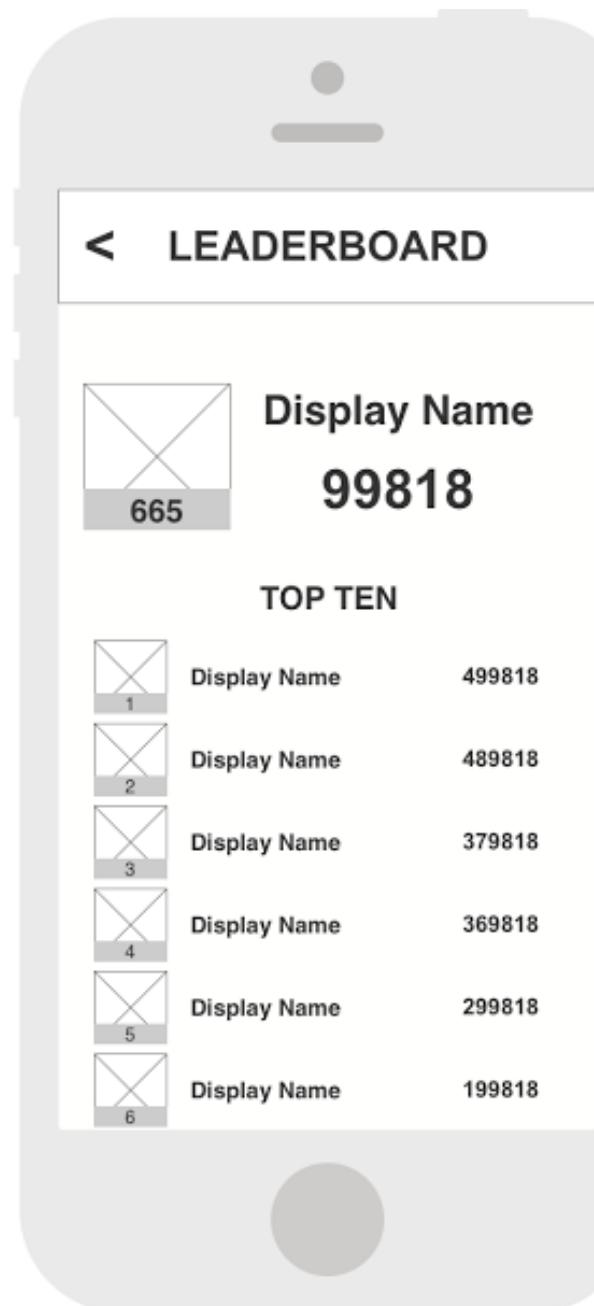
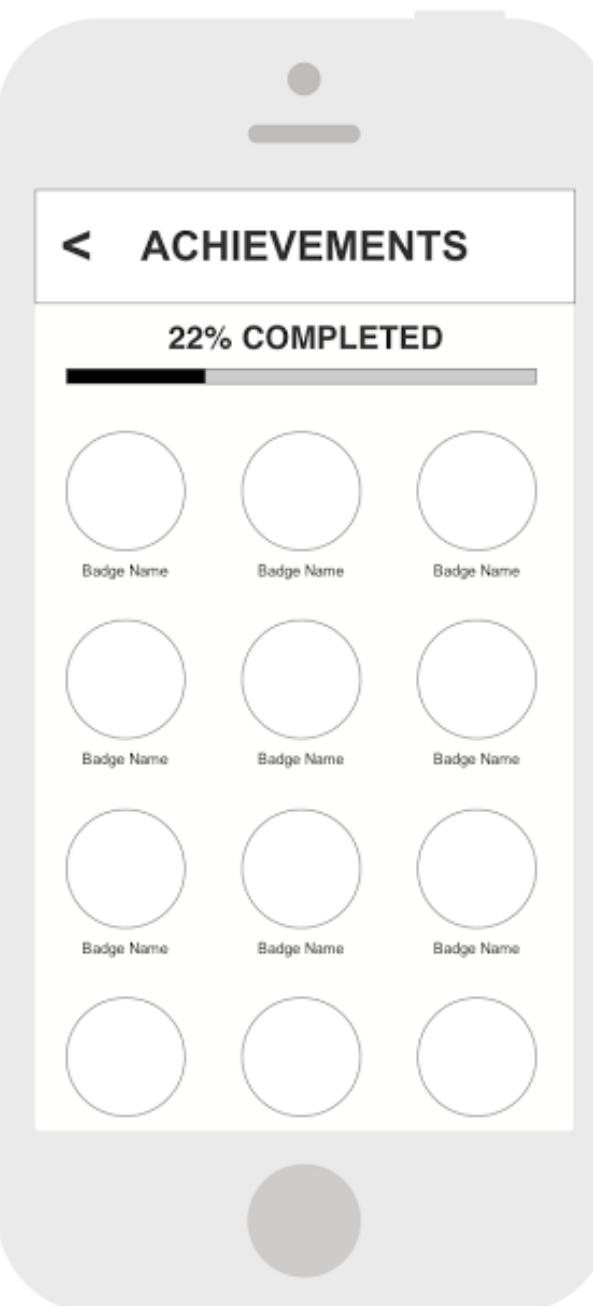
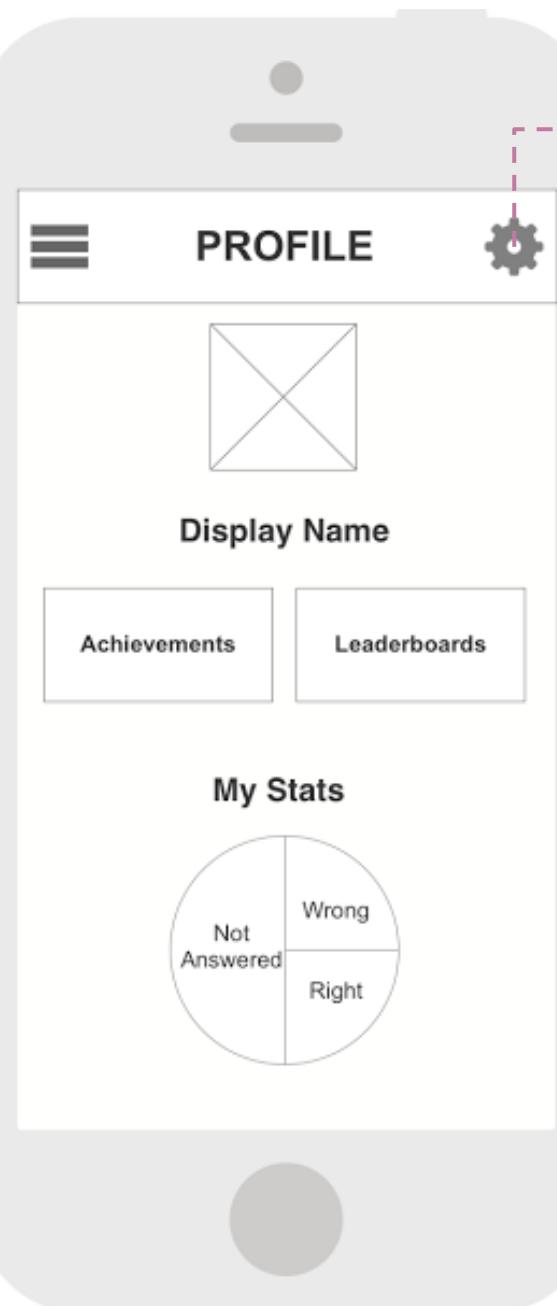
Left Screen (Topic Completed):

- Header:** Basic Rules
- Section:** TOPIC COMPLETED!
- Text:** YOU GET:
- Badges:** BADGE 1, BADGE 2, BADGE 3 (BADGE 3 is red)
- Text:** *75% of Right Answers*
- Score:** +2218
- Score:** +23c
- Bottom Left:** 3 hearts
- Bottom Center:** 99818
- Bottom Right:** X button

Right Screen (Completed):

- Header:** Basic Rules
- Section:** COMPLETED
- Badges:** BADGE 1, BADGE 2, BADGE 3 (BADGE 3 is red)
- Text:** *75% of Right Answers*
- Text:** You can do better, unlock the hidden pool and pump your score up:
- Score:** 8c
- Bottom Left:** 3 hearts
- Bottom Center:** 99818
- Bottom Right:** X button

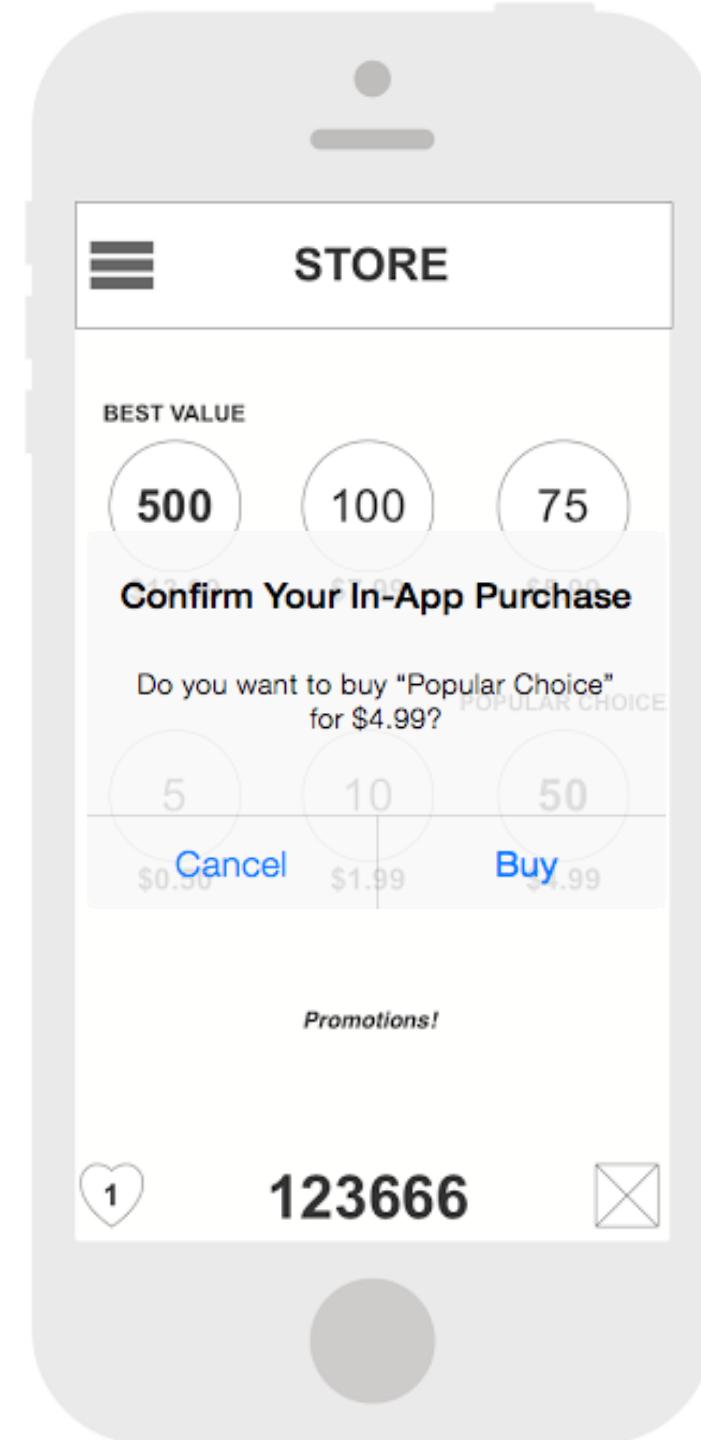
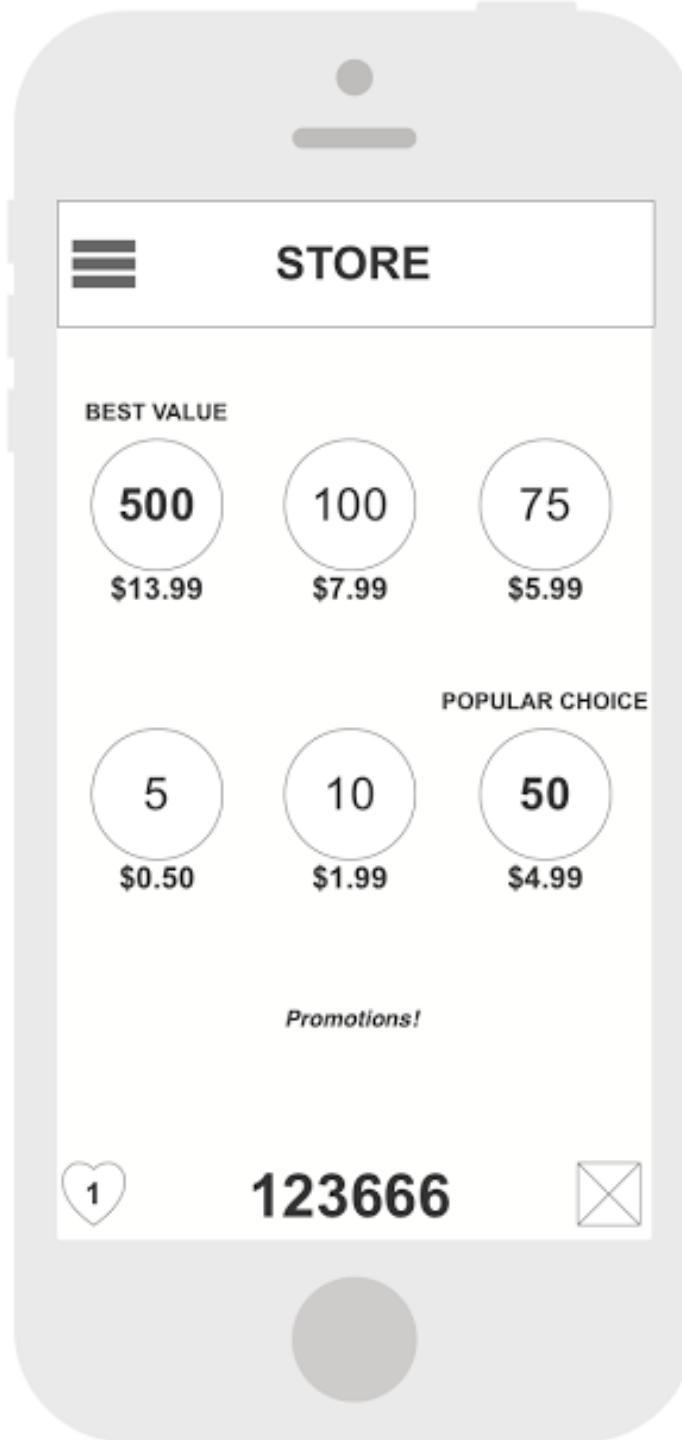
Goes to SETTINGS



STORE

The store shows 6 options to buy coins. A common practice is having a best value pack as well as the popular choice.

One click over the one of them will immediately trigger the Notification.



SETTINGS:

Standard setting screen with possibility to switch on/off privacy, sound effects, notification.

Users can change their password and link their social accounts (Facebook & Twitter).

The other tab show the about, possibility to enter a promotion code or to logout or to delete the account.

Each button triggers a small popup window for confirmation.

