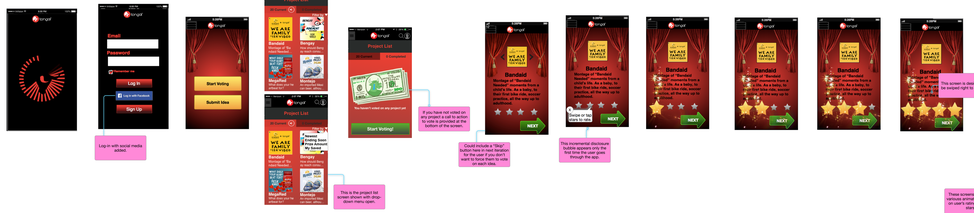
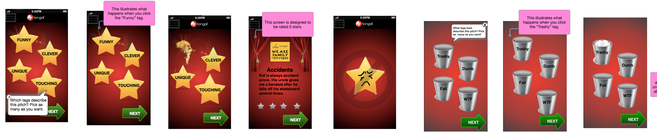
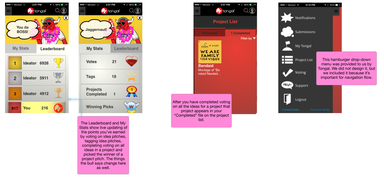
This user flow incorporates voting on two idea pitches. The first pitch, entitled "Bandaid" is programmed to receive a "Needed" vote from a user, which increases the idea's review zero stars. These clickable sets mode to illustrate two different paths a user could take. The first path shows the user drill down the happy pathway with star animations and positive bagging options. Anytime a pitch is "needed" it will be shown in the "Project List" as the happy pathway and encourtes negative bagging options and garbage cans.



These screens represent various animations based on user's rating from 0-4 stars.





These colored stars are an alternate animation option.

Why we incorporated this because of research in for Ezyk's book Hooked that it helps the user feel rewarded - we included it because it's important for navigation flow.