


## User Story

Name	Quiz - UX Design	Design Lead	Mary Designer
Platform Impacts		Development Lead	Johnny Developer
<ul style="list-style-type: none"><li>• Web</li><li>• IOS</li></ul>		Current Status	
Total Points	80 (40 points over 2 sprints)		

## Narrative

Users want the ability to “test drive” the quality of content with the LA Times before becoming a full paid subscriber. One of the methods being tested as a method to earn the ability to see an article is answering 1 or 2 basic questions about the article for a reader’s comprehension of the content. From a UX standpoint, users need to agree to a comprehension quiz before gaining access to the content and then be presented with the questions upon reaching the end of the content. A visual indication of time ticking past will drive urgency with the user. If a user fails to answer the questions in the time allowed they will not be promoted again for the feature. If a user answers the questions incorrectly they will be presented with content on the same topic as the failed questions. Finally, if they answer the questions correctly, they will be prompted at the next article to try again having earned another opportunity.

This user story is designed to cover the design of the interface needed to support this functionality. This story is designed to span 2 sprints and includes the prototyping of screens, user design reviews, and production of final mockups that are ready for development. All screens are envisioned to work like modal screens but UX designers should feel free to experiment within the boundaries of the existing UI design patterns.

## Requirements to Satisfy

ID	Requirement	Acceptance
QV1	<b>View:</b> User prompted before content with the ability to answer questions in exchange for content access. This interaction is the user opting into the	Mockup: Web Mockup: IOS (Phone) Mockup: Android (Phone)

	<p>engagement.</p> <p>Pixel Level design includes</p> <ul style="list-style-type: none"> <li>• Layout and Design</li> <li>• Copy</li> <li>• Event Tracking Optimized Layouts</li> <li>• Error State: Not Eligible for Quiz</li> <li>• Error State: User Not Logged In</li> </ul> <p>UX must be designed for development and only utilize existing style elements.</p>	
QV2	<p><b>View:</b> User prompted with questions once scrolling on the article has reached the end. At this time questions will always be multiple choice with 4 possible answers given. Time to answer will also be a constant with the default being 10 mins.</p> <p>Pixel Level design will include :</p> <ul style="list-style-type: none"> <li>• Layout and Design</li> <li>• Copy</li> <li>• Visual Timer Element</li> <li>• Event Tracking Optimized Layouts</li> <li>• Error State: Failure to Load</li> <li>• Error State: Time Expired</li> <li>• Error State: Wrong Answer</li> </ul> <p>UX must be designed for development and only utilize existing style elements.</p> <p><b>Future Design Considerations:</b> Different question formats, varying the number of questions, variable times by question, multi-language support</p>	<p>Mockup: Web</p> <p>Mockup: IOS (Phone)</p> <p>Mockup: Android (Phone)</p>
QV3	<p><b>View:</b> User Correctly Answers Questions. Once the user has correctly answered both questions a celebration screen should appear and let them know they have earned the right to do it again on another article. This celebration draws inspiration from Loot Crate celebrations in Esports.</p> <p>Pixel Level design will include :</p> <ul style="list-style-type: none"> <li>• Layout and Design</li> <li>• Copy</li> <li>• Error State: General System Error</li> </ul>	<p>Mockup: Web</p> <p>Mockup: IOS (Phone)</p> <p>Mockup: Android (Phone)</p>

	UX may utilize new graphical elements.	
QV4	<b>T&amp;Cs</b> : New Terms for this feature must be made for the user to see. Terms will be supplied to UX team at a later time, placeholder text is fine for comp generation.	The inclusion of T&Cs where applicable
QV5	<b>ADA 508 Compliant</b> ADA 508 compliance is expected for all views.	ADA Compliance
QV6	<b>Ads</b> : All screens should come with variates that have programmatic ad containers and ones that do not for future A/B testing. The container must support all IAB ad sizes under 1024px.  Testing on ad support won't begin until 1 sprint after deployment.	Mockup Variant with Ads and without for all Views.
QV7	<b>Analysis Support:</b> Screens will explicitly need to support analysis tests H1,H2,H3,H4, and H5 across the following dimensions :  <ul style="list-style-type: none"> <li>• Event Tagging on Screen</li> <li>• Layout support for A/B containers</li> </ul>	Review with Design Lead
QV8	<b>Idea Submission:</b> Design staff should include notes for design improvement for later revisions with design check-in	System Submission

## Notes :

Question Sample :

Rapper 21 Savage was detained by which government agency?

A-Pentagon

B-IRS

C-ICE

D-Dept of Housing and Urban Development

**Rough Wireframe of Question Prompt as reference sample of screen elements only :**

Question Text

Timer Element

Answer A

Answer C

Answer B

Answer D

Submit Button and User Prompt Text