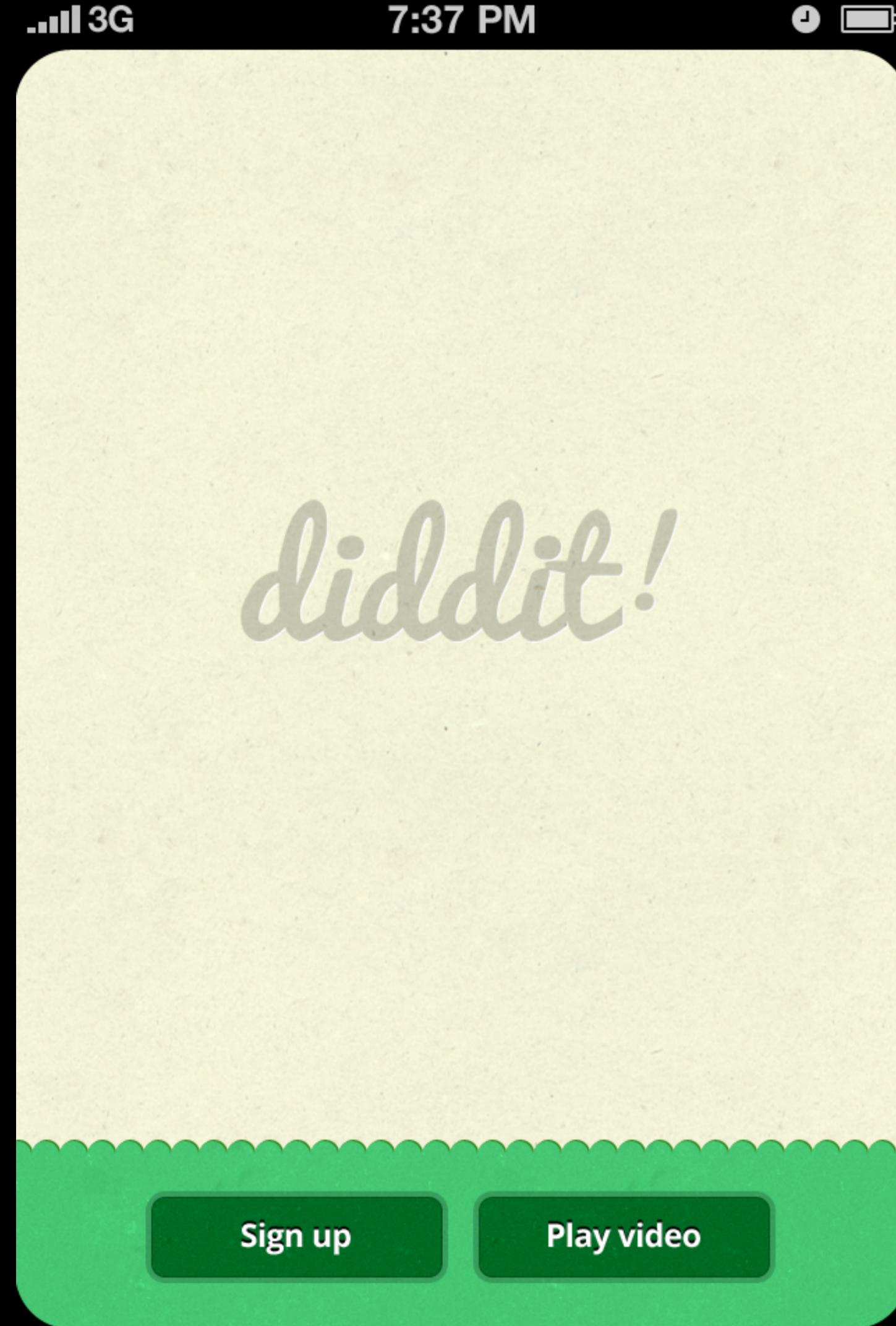


diddit!

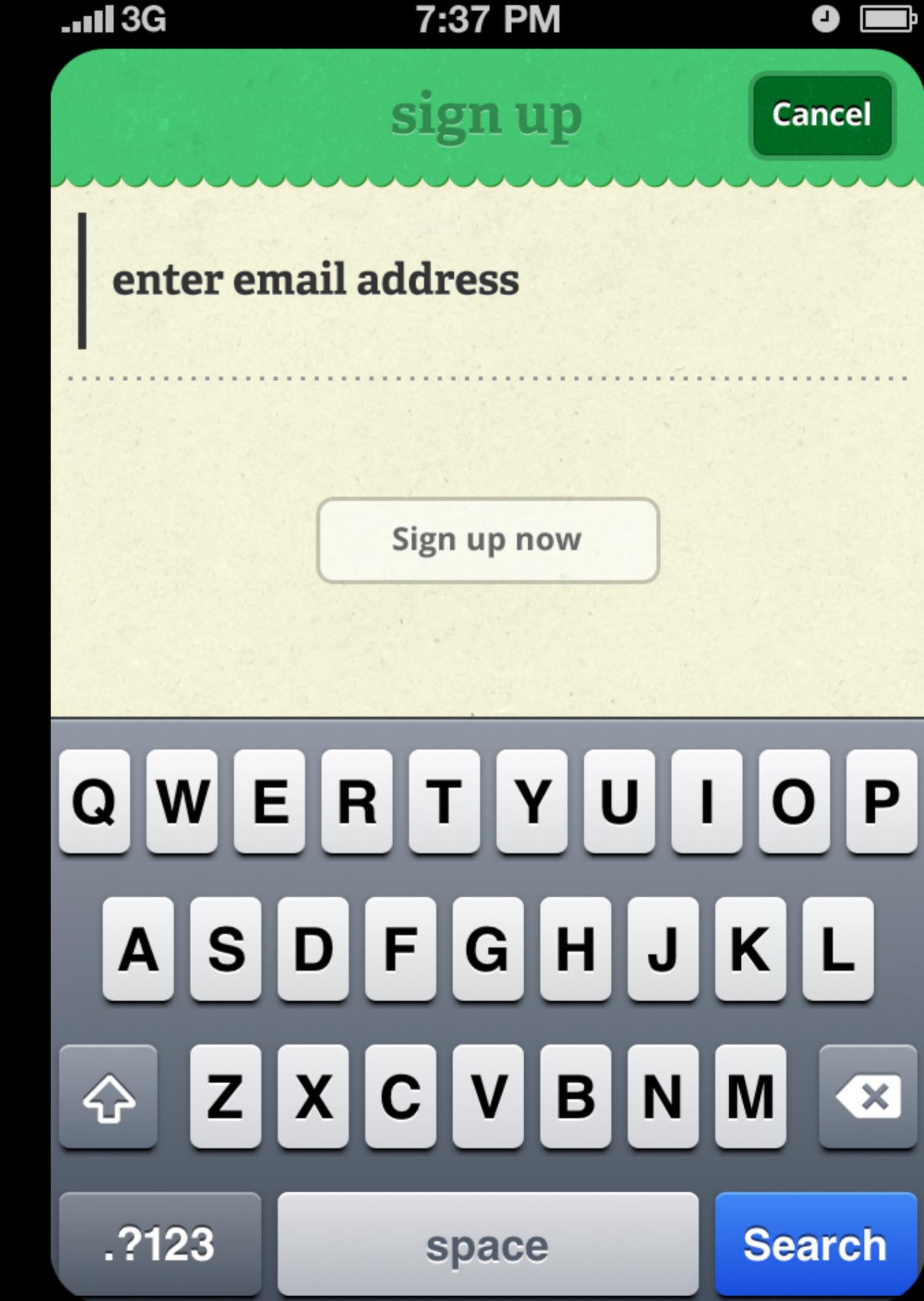
First user experience



landing screen

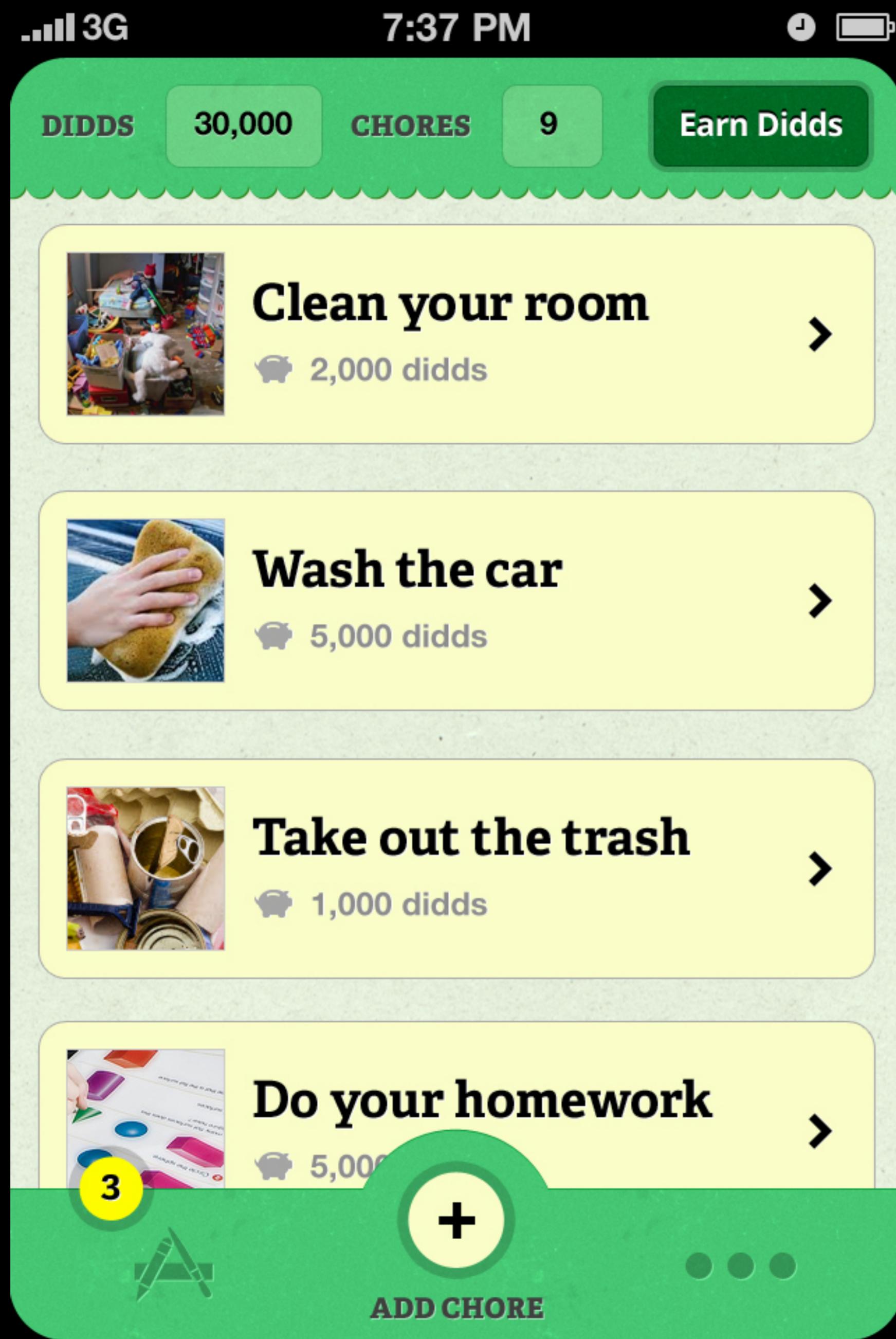


portrait demo video

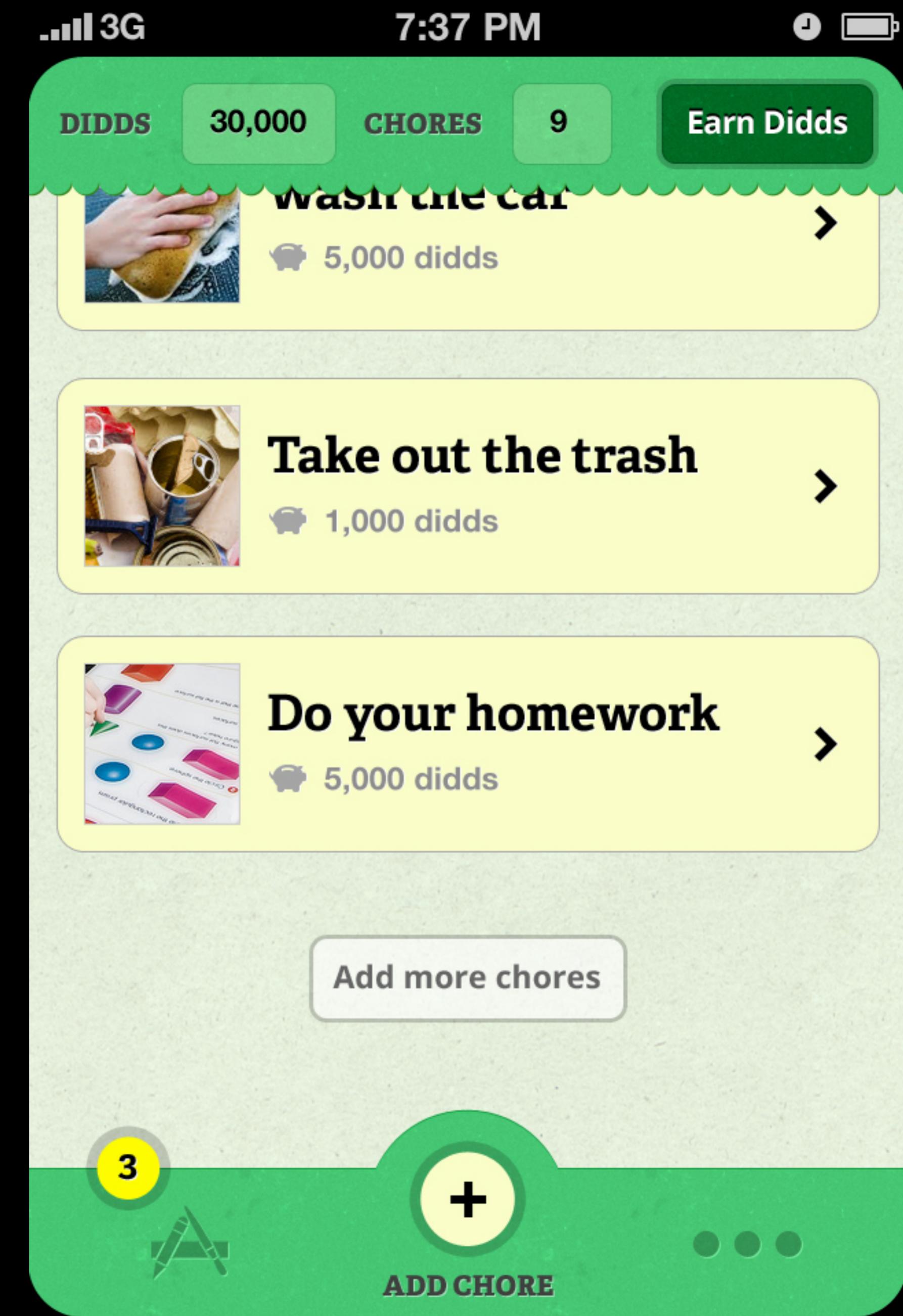


sign up

Main menu



main chore menu



main chore menu continued

Adding a chore

3G

7:37 PM



Cancel

add chore

Next

give your chore a title

additional note (optional)

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

.?123 space Search

give your chore a title

3G

7:37 PM



Back

add chore

Next

when should the chore be done?

in...

2 days

- 24 hours
- 2 days**
- 3 days
- 4 days

choose when it needs to be done

3G

7:37 PM

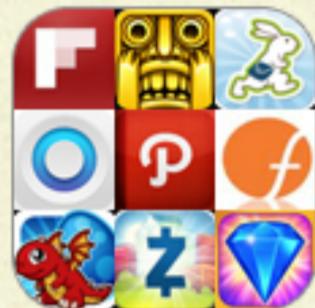


Back

add chore

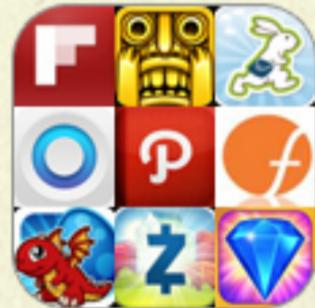
Next

how much is the chore worth?



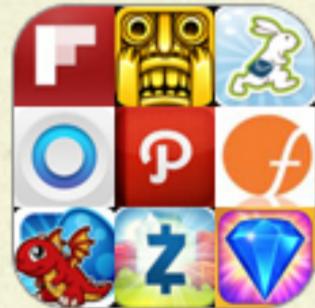
1000 didds

\$.99



2000 didds

\$ 1.99



5000 didds

\$ 4.99



How do didds work?

select how much it is worth

3G

7:37 PM



3G

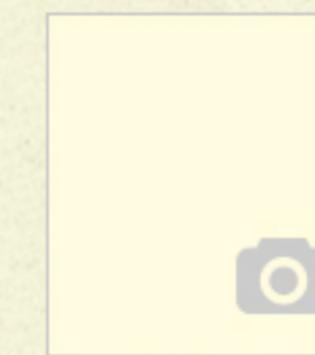
7:37 PM



Back

add chore

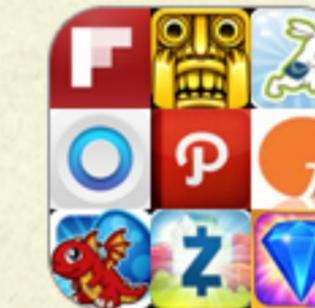
review, approve, and submit



Clean your room

I want the entire room cleaned! I mean it :)

Reward



1000 didds

\$.99

Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...

Expires on 12/12/11

submit

confirm and purchase (charges iTunes acc.)

Completing a chore

3G

7:37 PM



DIDDS

30,000

CHORES

9

Earn Didds



Clean your room

2,000 didds



Wash the car

5,000 didds



Take out the trash

1,000 didds



Do your homework

5,000



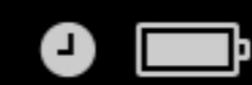
ADD CHORE



user selects chore

3G

7:37 PM



clean your room



5000 didds

Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...

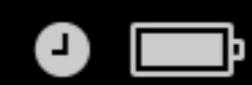
Expires on 12/12/11

approve chore

parent approves chore

3G

7:37 PM



job complete

Done

DIDDS

30,000

CHORES

9

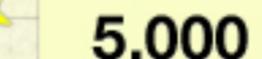
5,000 didds

Earn Didds

Great work!

Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...

5,000 didds



go to the store

Didds are rewarded to account

Diddit store

3G

7:37 PM



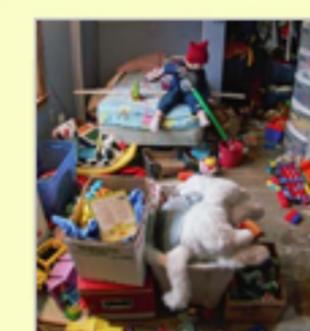
DIDDS

30,000

CHORES

9

Earn Didds



Clean your room

2,000 didds



Wash the car

5,000 didds



Take out the trash

1,000 didds



Do your homework

5,000



ADD CHORE



user selects the diddit store

3G

7:37 PM



store

DIDDS

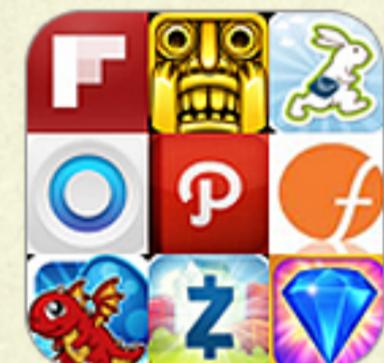
30,000

CHORES

9

Earn Didds

Popular Rewards



10,000 didds

\$10 value



15,000 didds

\$15 value



15,000 didds

\$15 value



15,000 didds

\$15 value

In-App Goods



Unlock Secret Pet

1000 didds - \$.99 value

Get It

Free Apps



didd store landing UI

3G

7:37 PM



Back

store

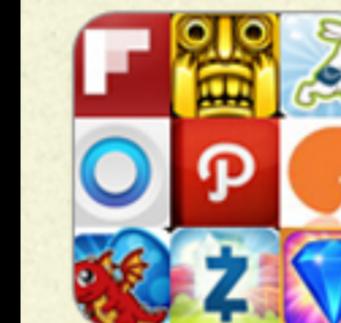
DIDDS

30,000

CHORES

9

Earn Didds

**10,000 didds**

\$10.00 iTunes store value

Turn 10,000 of your didds credits into a \$10 dollar gift card right now! You can use your gift card for anything you want on the Apple iTunes Store. Once your credits are available, Diddit will notify you via push and email.

Get paid apps & games like...



Angry Birds

get iTunes credits

iTunes gift card details

using didds...

3G

7:37 PM



Back

store

DIDDS

30,000

CHORES

9

Earn Didds

**10,000 didds**

\$10.00 iTunes store value

Turn 10,000 of your didds credits into a \$10 dollar gift card right now! You can use your gift card for anything you want on the Apple iTunes Store. Once your credits are available, Diddit will notify you via push and email.

Get paid apps & games like...



Angry Birds

get iTunes credits

user selects to get iTunes credits

3G

7:37 PM



Back

thank you

DIDDS

20,000

CHORES

9

Earn Didds

**10,000 didds**

\$10.00 iTunes store value

Fine Print: Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food for four hungry characters. Pick any ingredient and prepare it in your own way! Slice, boil, fry, cook, microwave or mix?

thank you confirmation

3G

7:37 PM



redemption code

Done



10,000 didds

\$10.00 iTunes store value

Fine Print: Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food for four hungry characters. Pick any ingredient and prepare it in your own way! Slice, boil, fry, cook, microwave or mix?

\$GSHS8S9SADMSAD7ASD0

copy code to clipboard

push notification modal

3G

7:37 PM



redemption code

Done



10,000 didds

\$10.00 iTunes store value

Fine Print: Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food for four hungry characters. Pick any ingredient and prepare it in your own way! Slice, boil, fry, cook, microwave or mix?

\$GSHS8S9SADMSAD7ASD0

*copied

go to iTunes now

user goes to iTunes to enter their gc#

Earning didds

3G

7:37 PM



earn didds

DIDDS

30,000

CHORES

9

Need Help

**Watch Tap Pet Hotel's trailer**

1000 Didds

**Watch Tap Pet Hotel's trailer**

1000 Didds

**Watch Tap Pet Hotel's trailer**

1000 Didds

**Watch Tap Pet Hotel's trailer**

1000 Didds

offers wall

3G

7:37 PM



Back

tap pet hotel

DIDDS

30,000

CHORES

9

Need Help

**Watch Tap Pet Hotel's trailer**

1000 Didds

Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...



Cook for 4 hungry characters!

**watch trailer now**

details view

Help & settings

need help?

earning didds is easy and fun



Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food Now you can!

Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...

Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...Ever wanted to play with your food? Now you can! Toca Kitchen lets you cook and play with food...

Facebook

Twitter



settings

iTunes Redemption Codes >

Passcode >

Notifications

ON

Support >