**ONE CLICK MORE!**

**Become a Superhero!**

**One Click More!**

**It’s nice when you care.**

**Home page**

1. Welcome, do this simple challenge!

Begin or Assist  
  
Landing page calls the user to either   
a) begin playing / learning or (intro game flow)  
b) if he’s a past user to go straight to helping (search and shop flow)

**Intro Game Flow (IGF)**

1. “Let’s say you want to buy something online. What would that be?”  
   Type on the address bar its category: Eg Gadgets, Books, Clothing or Tickets
2. User redirects to a fictional web site from which he can pretend to buy something
3. “Yeey! Okay, here’s another one:  
     
   Repeat the process only this time, do it with one click more! Can you do it? “  
     
   a) User lands on OCM LP: “Type below the same category as you did before (Books)”

b) User is redirected to the same page as before and at the checkout page, he’s told that the price is still the same as before.

1. “Cool! You received your first award!   
   ***“Fast learner! “***  
   To receive the ***Family member*** award register now.” > **Registration flow  
   or Begin again to understand the process better.**

**Search and shop flow (SSF)**

1. (logo) One Click More  
   Type below the name of the e-shop or its category  
   Search bar: Eg. Public or just books  
     
   User will be able to either select his shop right away and move onto **Pick your cause** **page** or type in a category and move onto **Results page**
2. **Pick your cause page**“Select which cause you wish to assist from the commission given to us from your purchase.”  
   or Click below to see past causes and select one of them

**Registration flow**

1. User can register with either his email, google, fb, twitter and / or microsoft account
2. One the user has completed his registration process, he is prompted to invite his friends too. “Invite some of your friends and earn the ***Popularity badge***!”

**Pages to be designed**

1. **How it works**
2. **Who we are**
3. **Contact**
4. **User logged on  
   a) Badges / Achievements**

**b) Points, levels and explanation  
c) Chip in real money**

**d) Profile / Edit  
e) Leaderboard**

**f) History**