SAP Numbers: NBA Playoff Facebook Quiz
Functional Specifications

04.23.13
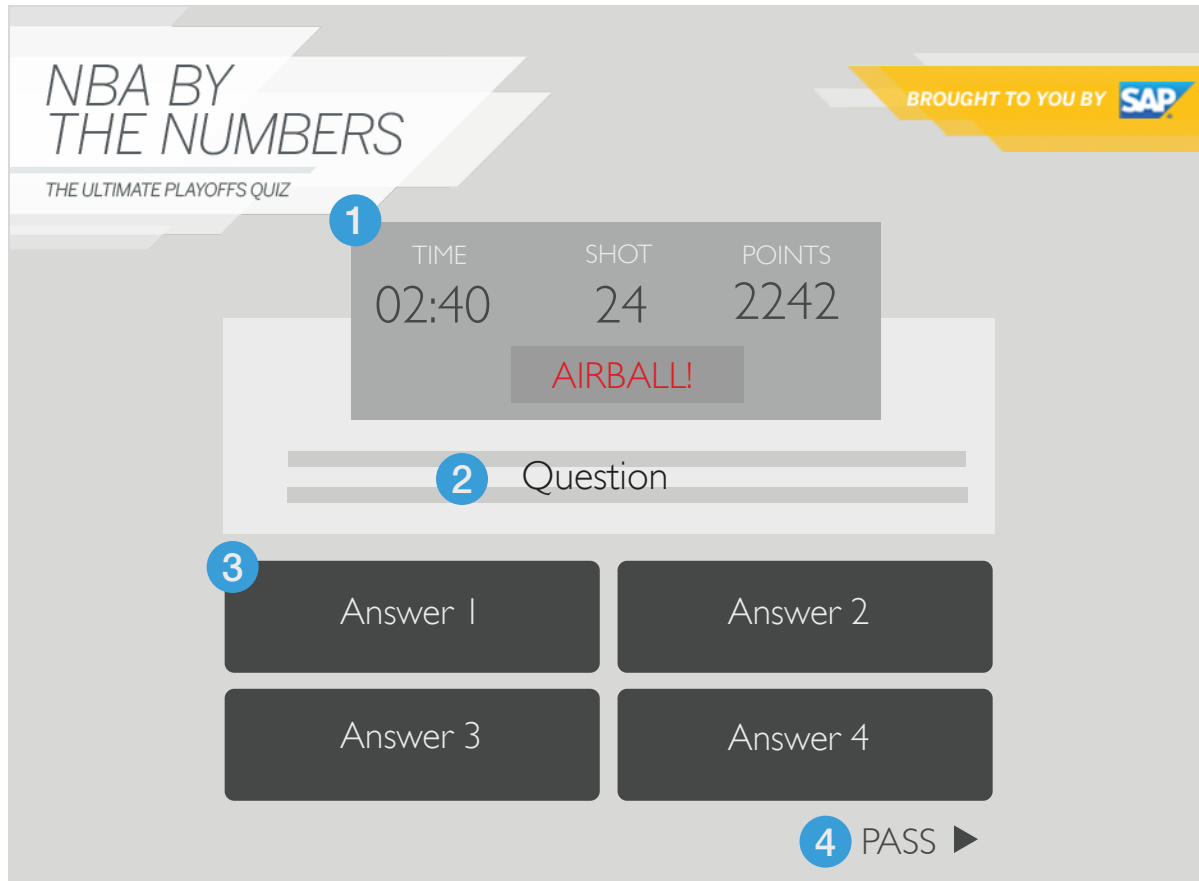
Jaclyn Perrone | Ogilvy & Mather
jaclyn.perrone@ogilvy.com
212.237.4057

Ogilvy

NBA BY
THE NUMBERS

THE ULTIMATE PLAYOFFS QUIZ

BROUGHT TO YOU BY **SAP**

Welcome

Lorem ipsum dolor sit amet, adipiscing elit. Proin venenatis mattis arcu, sed facilisis ligula pretium ut. Proin tincidunt, lectus et pretium
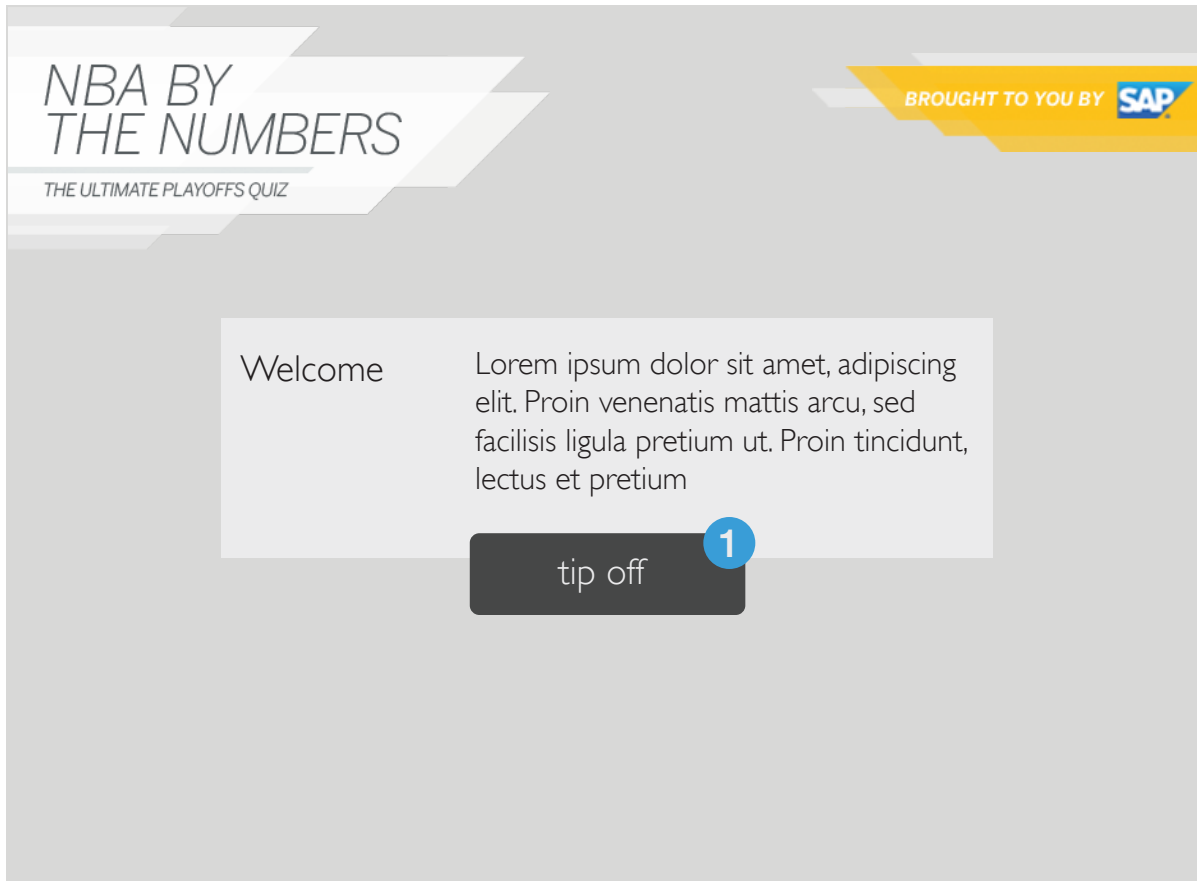
tip off **1**

Specifications

1 'Tip off' button
Clicking here will initiate the quiz (see page 3).

NBA BY
THE NUMBERS
THE ULTIMATE PLAYOFFS QUIZ

BROUGHT TO YOU BY **SAP**

1

TIME	SHOT	POINTS
02:40	24	2242

AIRBALL!

2 Question

3

Answer 1	Answer 2
Answer 3	Answer 4

4 PASS ▶

Specifications

1 **Scoreboard**
Functionality outlined on page 5.

2 **Question**
There will be 10 questions pulled from 3 different difficulty levels: Easy, Medium and Hard.

The point values for each are as follows:
Easy - 1 point
Medium - 2 points
Hard - 3 points

The order of difficulty is as follows:
Questions 1 - 3: Easy
Questions 4 - 7: Medium
Questions 8 - 10: Hard

3 **Answers**
Functionality outlined on page 4.

4 **Pass button**
Passing on a question will move the user to the next question. The user's score is unaffected by this action.

03 - Answer functionality

Hover state

Answer 1	Answer 2
Answer 3	Answer 4

PASS ▶

Correct answer selected

1

Answer 1	Answer 2
Answer 3	Answer 4

PASS ▶

Wrong answer selected

2

Answer 1	Answer 2
Answer 3	Answer 4

PASS ▶

Question passed

3

Answer 1	Answer 2
Answer 3	Answer 4

PASS ▶

Specifications

When a user selects an answer, the following animations happen instantly and the clock stops until the next question displays automatically.

1 **Correct answer selected**
If a user selects a correct answer, that answer tile turns green.

2 **Wrong answer selected**
If a user selects an incorrect answer, that answer tile turns red while the correct tile turns green simultaneously.

3 **Question passed**
If a user passes on a question, the correct answer tile turns green.

Specifications

1 **Total time elapsed**
2:40 is the maximum amount of time a user can spend on this quiz (24 seconds x 10 questions).

2 **Time elapsed per question**
The user will have 24 seconds to answer each question. This time will be recorded in milliseconds.

3 **Total points earned**
The scoring algorithm per question is as follows:

x = Time elapsed per question in milliseconds
y = Question's difficulty level (Easy = 1, Medium = 2, Hard = 3)

x * y * 10 = Points added after each question

At the end of the quiz, bonus points will be added to create the final score. These bonus points are calculated as follows:
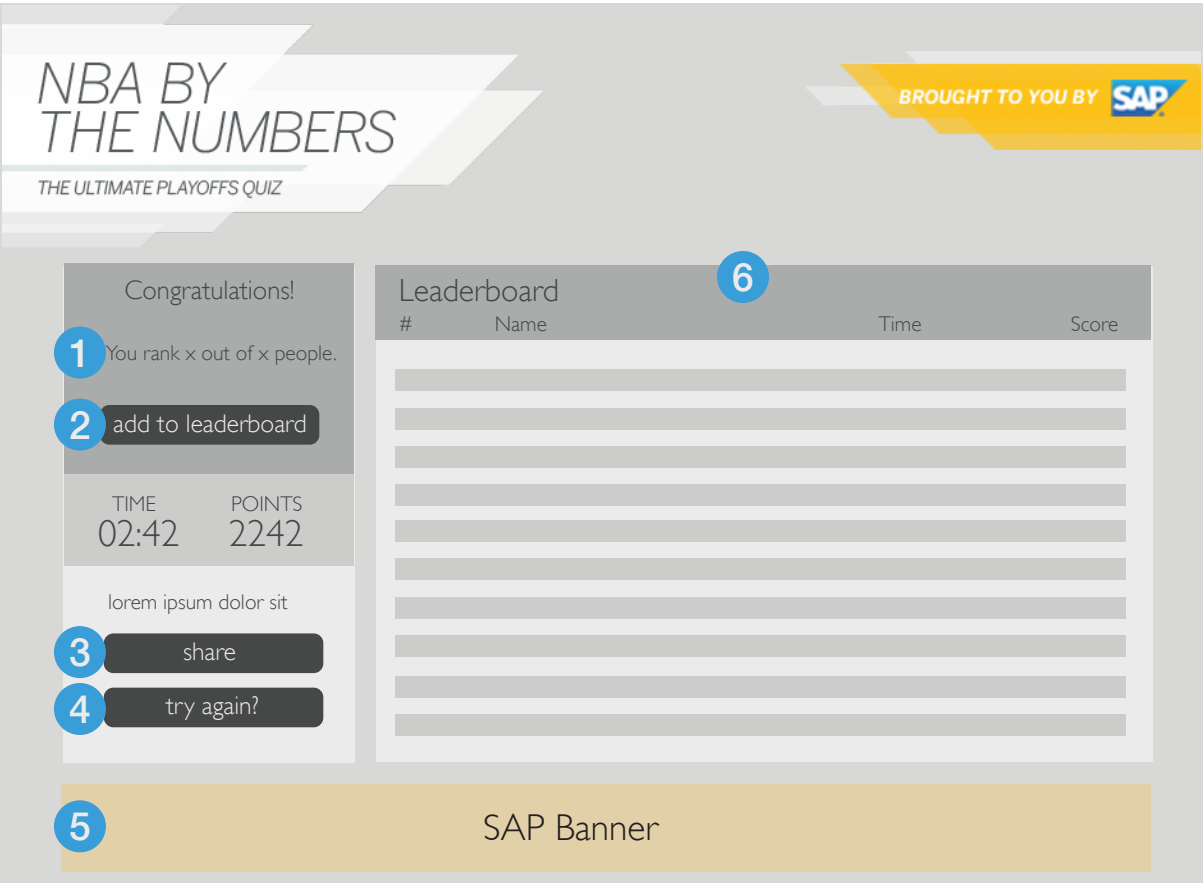
a = The number of correct answers
b = Maximum amount of time possible to complete quiz (2:40, or 160 seconds)
c = Your total time elapsed

a(b-c) = Bonus points

4 **Phrases**
These phrases will swap out after each question and will be either green or red, depending on whether the user answers correctly or incorrectly.

NBA BY
THE NUMBERS
THE ULTIMATE PLAYOFFS QUIZ

BROUGHT TO YOU BY SAP

Congratulations!

(1) You rank x out of x people.

(2) add to leaderboard

TIME   POINTS
02:42   2242

lorem ipsum dolor sit

(3) share

(4) try again?

(6) Leaderboard
    #   Name   Time   Score

(5) SAP Banner

Specifications

(1) **Ranking**
This is the user's ranking out of the total number of players.

(2) **'Add to leaderboard' button**
Clicking here will prompt the Facebook permissions dialog box (see fig.1). If the user clicks "Allow", their name will be added to the leaderboard (see page 7). If they click "Don't Allow", this leaderboard screen will remain unchanged.

(3) **'Share' button**
This initiates standard Facebook share, enabling the user to post on their friend's wall (see fig. 2).

(4) **'Try again?' button**
This will clear the user's score and restart the quiz with new questions.

(5) **SAP Banner**
This link will open in a new window.

(6) **Leaderboard**
The leaderboard will show the name (first & last), time and score of the top 10 players.
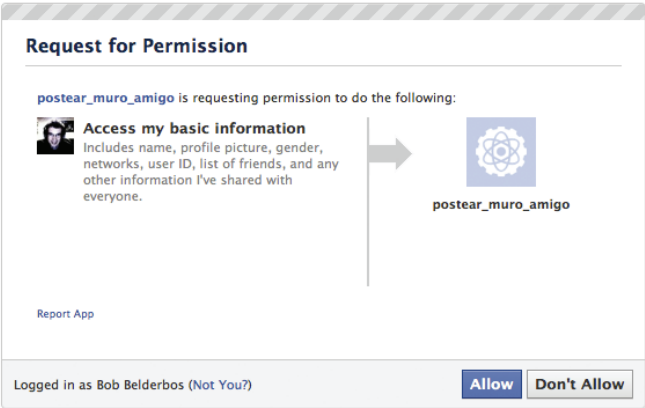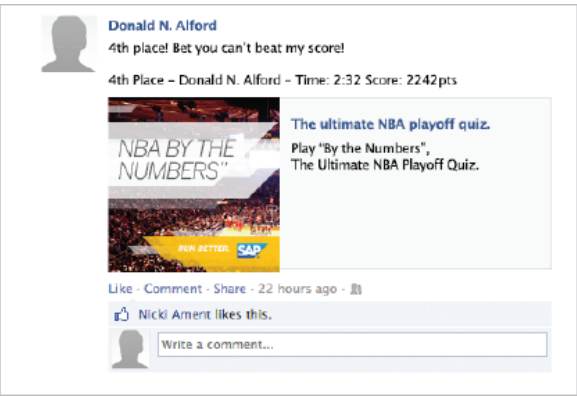
Fig. 1 - Facebook permissions request

Request for Permission

postear_muro_amigo is requesting permission to do the following:

Access my basic information
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.

postear_muro_amigo

Report App

Logged in as Bob Belderbos (Not You?)   Allow   Don't Allow

Fig. 2 - Facebook share dialog box

Donald N. Alford
4th place! Bet you can't beat my score!

4th Place – Donald N. Alford - Time: 2:32 Score: 2242pts

NBA BY THE NUMBERS"

The ultimate NBA playoff quiz.
Play "By the Numbers",
The Ultimate NBA Playoff Quiz.

Like · Comment · Share · 22 hours ago ·

Nicki Ament likes this.

Write a comment...

NBA BY THE NUMBERS

THE ULTIMATE PLAYOFFS QUIZ

BROUGHT TO YOU BY **SAP**

1 Congratulations!
[facebook first and last name]

You rank x out of x people.

TIME
02:42

POINTS
2242

lorem ipsum dolor sit

share

try again?

Leaderboard

#	Name	Time	Score

2

SAP Banner

post my score
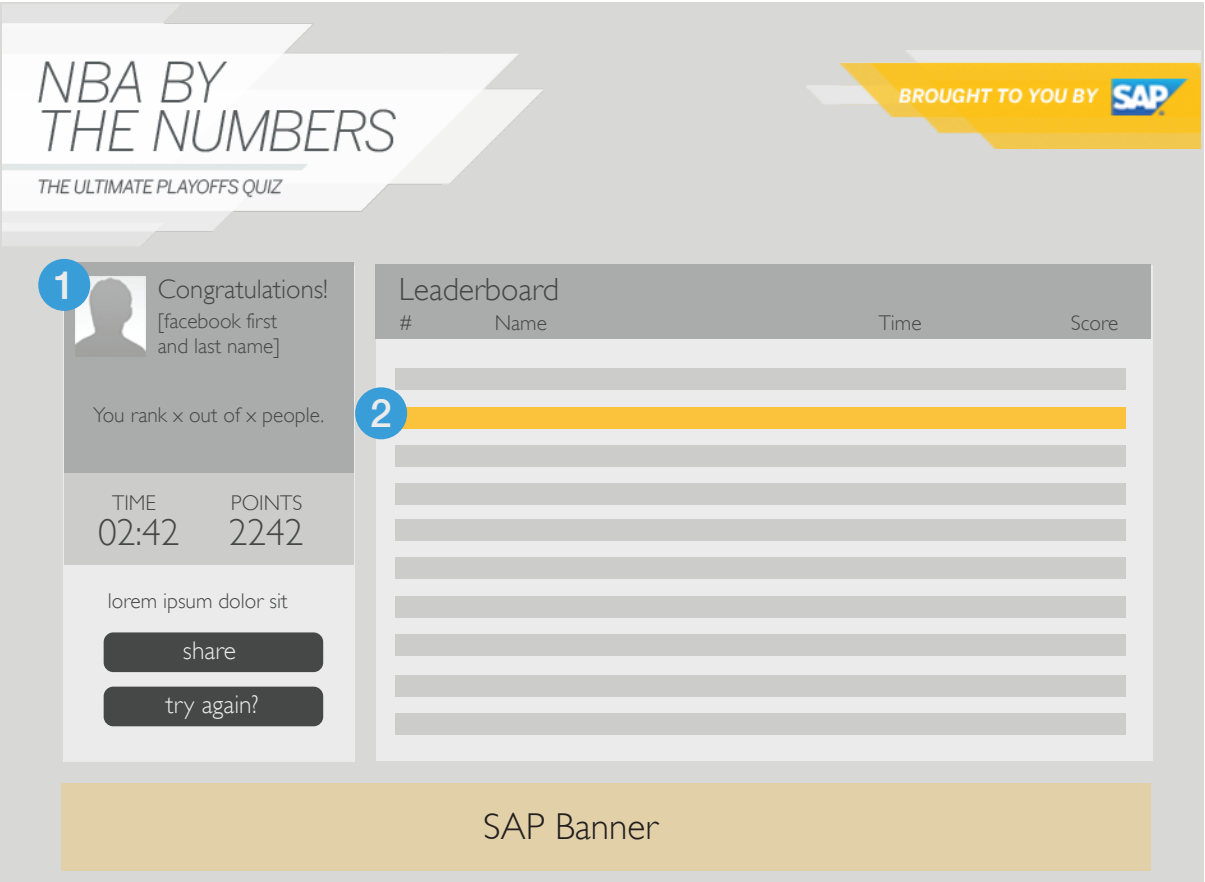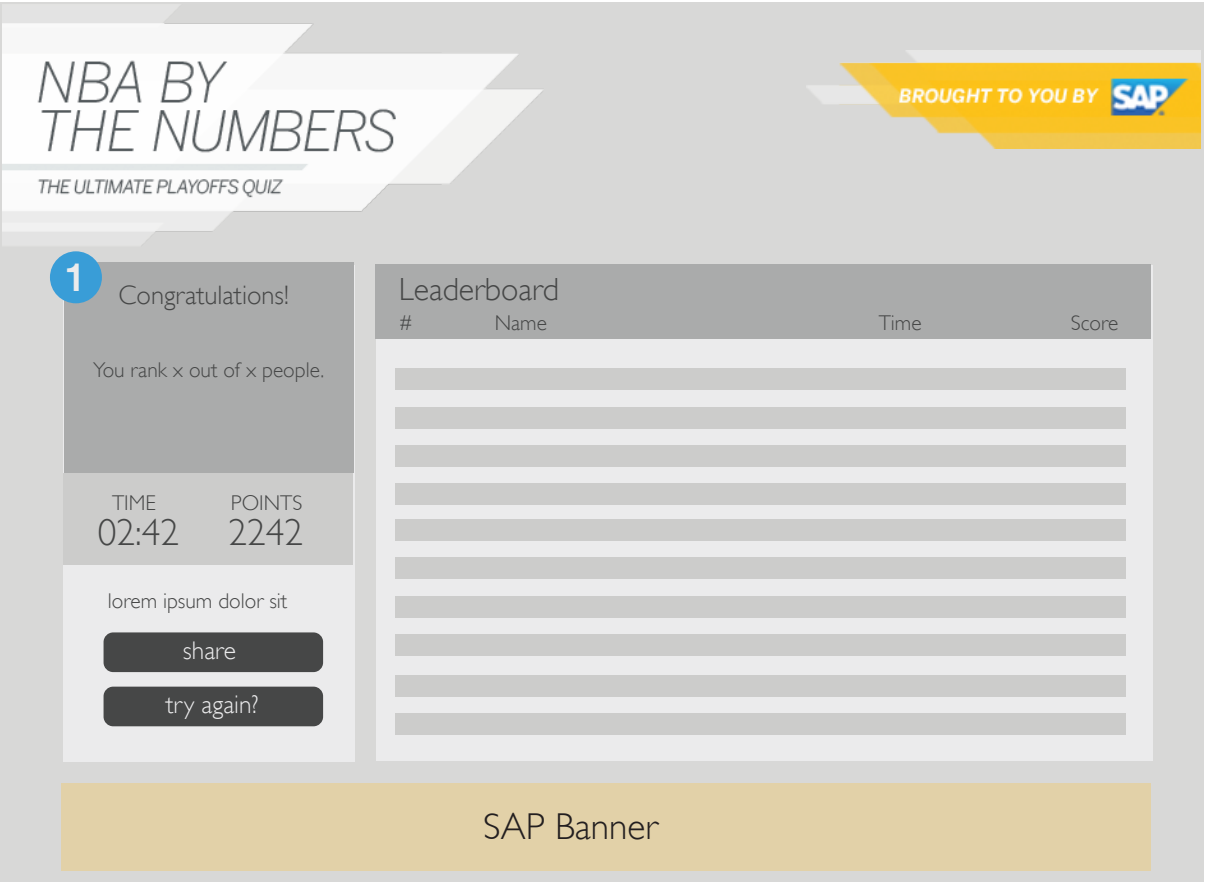
Specifications

1 **Facebook name and avatar**
After the user grants Facebook permission, their avatar and name (first & last) will be displayed.

2 **User's ranking in leaderboard**
After the user grants Facebook permission, their name, time and score will appear highlighted on the leaderboard.

NBA BY
THE NUMBERS

THE ULTIMATE PLAYOFFS QUIZ

BROUGHT TO YOU BY **SAP**

1 Congratulations!

You rank × out of × people.

TIME	POINTS
02:42	2242

lorem ipsum dolor sit

share

try again?

Leaderboard

#	Name	Time	Score

SAP Banner

Specifications

1 Results

If the user does not make the top 10 list, they will not have the option to post their score to the leaderboard.