AMERICA'S GOT TALENT:

Who is most likely to win?

User experience specification of a consumer quiz

TABLE OF CONTENTS

SUMMARY

Who are AGT's winners? Transforming data on AGT winners into a functional concept allows NBC to take advantage of research and increase viewer interest at the same time. Potential contestants can check their chance ofwinning against AGT's history and viewers can see if their next vote will change the trends.

KEY QUESTIONS

- Does this functionality support our vision and objectives?
- How should quiz content be integrated into NBC's app and website?

INTRODUCTION

Process

1. Discovery
   - Define vision and objectives
   - Research AGT winners

2. Functionality
   - Incorporate research into functional concepts

3. Visual Scheme
   - Create visual design for functional concepts

4. Design Detail
   - Elaborate on functional and visual design

5. Build
   - Develop specifications for building project

Outcomes

- Brainstorming meeting
- Collected and analyzed data on past AGT winners
- User quiz idea

- Created quiz question for each data trend
- Assigned probability of winning to multiple choice selections

CHAPTER 1. DISCOVERY

In this chapter:

- Vision and objectives
- Research process
- AGT winner data trends

VISION AND OBJECTIVES

Vision

NBC will gain insight into the make-up of past AGT champions that will guide the 2019 audition selection process and increase viewership and ratings.

Objectives

- Identify trends in past AGT winner data.

- Present trends to NBC in a concise and engaging manner.

- Present trends to AGT's current and future audience to increase viewer interest and motivate viewers to vote.

RESEARCH PROCESS

Team members Luigi, Heather, Sarah, and Derek held a braintorming meeting to gather and analyze data on past AGT winners, and to determine how to present findings to NBC. Data on each of the 13 AGT winners was collected from gold-derby.com. Figure 1 shows the data organized by winner.

Figure 1

	Name	Age	Race	Gender	Talent	Where are they from	Judges
1	Name	Age	Race	Gender	Talent	Where are they from	Judges
2	Bianca Ryan	11	white	female	Singer/actress	Philladelphia	Piers Morgan, Brandy Norwood, David Hasselhoff
3	Terry Fator	42	white	male	Vantriloquist/comedian	Dallas Texas	Piers Morgan, Sharon Osbourne, David Hasselhoff
4	Neal E. Boyd	33	Mix	male	Singer	Missouri	Piers Morgan, Sharon Osbourne, David Hasselhoff
5	Kevin Skinner	35	white	male	singer/guitarist	Kentucky	Piers Morgan, Sharon Osbourne, David Hasselhoff
6	Michael Grimm	30	white	male	singer/guitarist	Mississippi	Piers Morgan, Sharon Osbourne, Howie Mandel
7	Landau Eugene Murphey Jr.	36	African American	male	Jazz singer	Detroit	Piers Morgan, Sharon Osbourne, Howie Mandel
8	Richard & Nicholas Olate	55, 19	Latino	male	dog tricks	Chile	Howard Stern, Sharon Osbourne, Howie Mandel
9	Kenichi Ebina	38	Japanese	male	dancer	Japan	Howard Stern, Heidi Klum, Howie Mandel, Mel B
10	Mat Franco	25	white	male	magician	Rhode Island	Howard Stern, Heidi Klum, Howie Mandel, Mel B
11	Paul Zerden	43	white	male	ventriloquism	London	Howard Stern, Heidi Klum, Howie Mandel, Mel B
12	Grace VanderWaal	12	white	female	singer	Lenexa, Kansas	Simon Cowell, Heidi Klum, Howie Mandel, Mel B
13	Darci Lynne Farmer	13	white	female	ventriloquism	Oklahoma City, OK	Simon Cowell, Heidi Klum, Howie Mandel, Mel B
14	Shin Lim	26	asian	male	close-up magic	Vancouver, Canada	Simon Cowell, Heidi Klum, Howie Mandel, Mel B
15							

https://www.goldderby.com/gallery/americas-got-talent-winners-full-list-agt-where-are-they-now-photo-gallery/

AGT WINNER DATA TRENDS

Data trends:

- 9 of 13 winners are white
- 10 of 13 winners are male
- 3 of 3 female winners were between 11 and 13 years of age
- 9 of 13 winners were from the U.S.
- Only one group act has won
- 6 of 13 winners sang for their talent

An outcome of the brainstorming meeting was the concept of a consumer quiz. The purpose of the quiz is to determine the quiz taker's likelihood of winning AGT based on past winner data.

CHAPTER 2.
FUNCTIONAL CONCEPT

In this chapter:

- Quiz content
- Quiz example
- Flow chart for user quiz
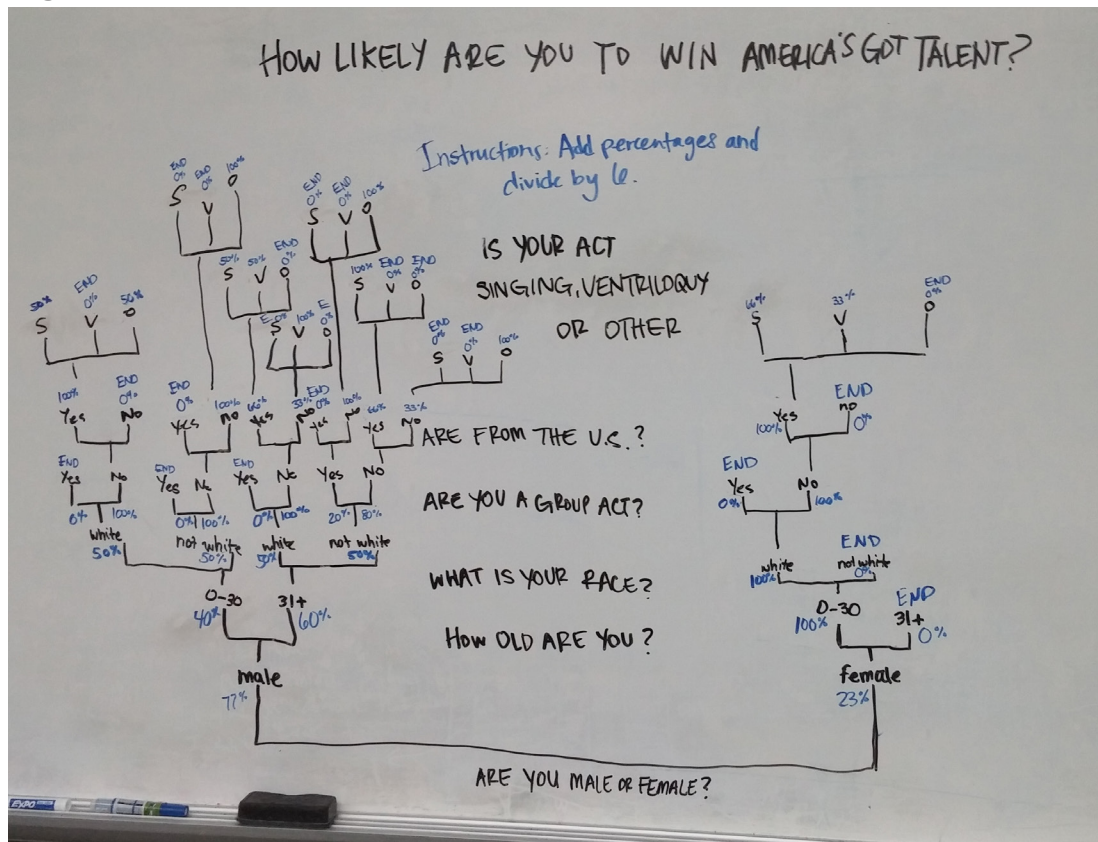
QUIZ CONTENT

Figure 2

Figure 2 shows a rough sketch of the consumer quiz. A question was written to cover each data trend. Multiple choice answers such as "male" and "female" were assigned a percentage based on past AGT winner data. As 77% of past winners are male, if a user selected "male" on question 1, the user would be assigned a score of 77 for that question. Upon completion of the quiz, the user's scores for each question will be totaled and divided by six (the number of questions) to determine the user's probability of winning AGT.

Tables 1 -6 show each quiz question with its respective multiple choice answers. Each answer has been assigned a score which reflects the percentage of past AGT winners with the same characteristics. When a user selects an answer that is assigned a score of 0, the quiz ends. The total score is still divided by 6. As predicted, this user's chance of winning AGT is lower than a user who is able to answer all of the questions.

Table 1. Are you male or female?

male	77
female	23

Table 2. How old are you?

male, aged 0 - 30	40
male, aged 31+	60
female, aged 0 - 30	100
female, aged 31+	0

Table 3. What is your race?

male, aged 0 - 30, white	50
male, aged 0 - 30, non-white	50
male, aged 31+, white	50
maled, aged 31+, non-white	50
female, aged 0 - 30, white	100
female, aged 0 -30, non-white	0

Table 4. Are you a group act or single act?

male, aged 0 - 30, white, group act	0
male, aged 0 - 30, white, single act	100
male, aged 0 - 30, non-white, group act	0
male, aged 0 - 30, non-white, single act	100
male, aged 31+, white, group act	0
male, aged 31+, white, single act	100
male, aged 31+, non-white, group act	20
male, aged 31+, non-white, single act	80
female, aged 0 - 30, white, group act	0
female, aged 0 - 30, white, single act	100

Table 5. Are you from the U.S.?

male, aged 0 - 30, white, single act, from U.S.	100
male, aged 0 - 30, white, single act, outside U.S.	0
male, aged 0 - 30, non-white, single act, from U.S.	0
male, aged 0 - 30, non-white, single act, outside U.S.	100
male, aged 31+, white, single act, from U.S.	66
male, aged 31+, white, single act, outside U.S.	33
male, aged 31+, non-white, single act, from U.S.	66
male, aged 31+, non-white, single act, outside U.S.	33
male, aged 31+, non-white, group act, from U.S.	0
male, aged 31+, non-white, group act, outside U.S.	100
female, aged 0 - 30, white, single act, from U.S.	100
female, aged 0 - 30, white, single act, outside U.S.	0

Table 6. What is your talent?

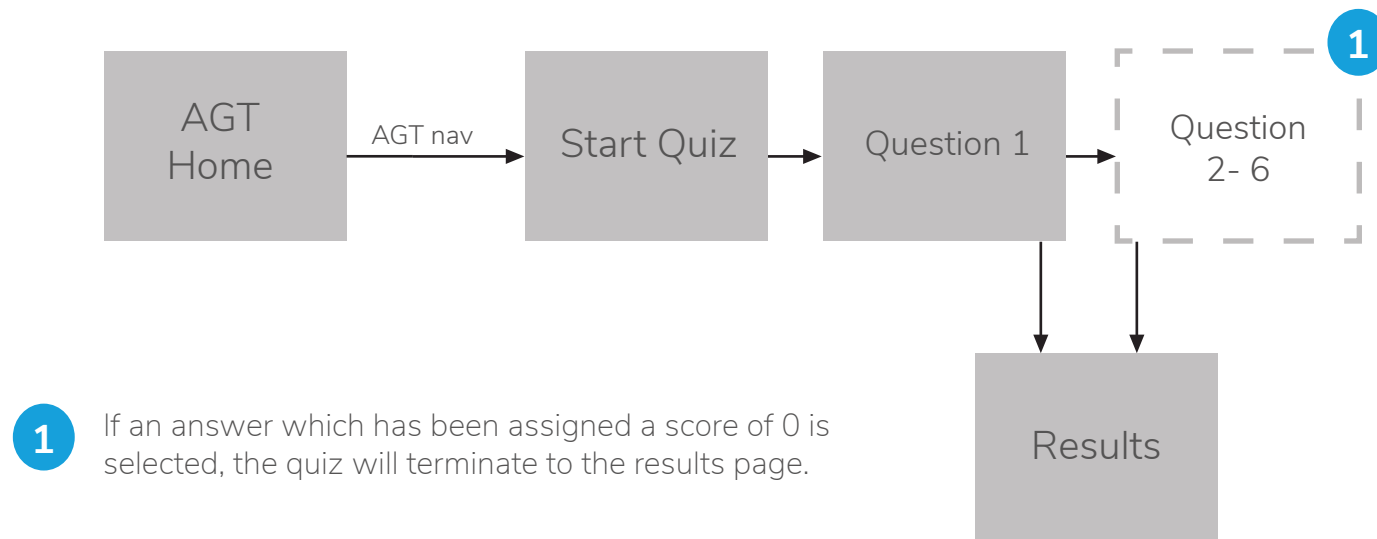|	
male, aged 0 - 30, white, single act, from U.S., singing	50
male, aged 0 - 30, white, single act, from U.S., ventriloquy	0
male, aged 0 - 30, white, single act, from U.S., other	50
male, aged 0 - 30, non-white, single act, outside U.S., singing	0
male, aged 0 - 30, non-white, single act, outside U.S., ventriloquy	0
male, aged 0 - 30, non-white, single act, outside U.S., other	100
male, aged 31+, white, single act, from U.S., singing	50
male, aged 31+, white, single act, from U.S., ventriloquy	50
male, aged 31+, white, single act, from U.S., other	0
male, aged 31+, white, single act, outside U.S., singing	0
male, aged 31+, white, single act, outside U.S., ventriloquy	100
male, aged 31+, white, single act, outside U.S., other	0
male, aged 31+, non-white, single act, from U.S., singing	100

What is your talent? - continued

male, aged 31+, non-white, single act, from U.S., ventriloquy	0
male, aged 31+, non-white, single act, from U.S., other	0
male, aged 31+, non-white, single act, outside U.S., singing	0
male, aged 31+, non-white, single act, outside U.S., ventriloquy	0
male, aged 31+, non-white, single act, outside U.S., other	100
male, aged 31+, non-white, group act, outside U.S., singing	0
male, aged 31+, non-white, group act, outside U.S., ventriloquy	0
male, aged 31+, non-white, group act, outside U.S., other	100
female, aged 0 - 30, white, single act, from U.S., singing	66
female, aged 0 - 30, white, single act, from U.S., ventriloquy	33
female, aged 0 - 30, white, single act, from U.S., other	0

QUIZ EXAMPLE

A female who is white, 22 years old, from the U.S. and singing in a group act would be assigned these scores: 1. 23 2. 100 3. 100 4. 0. The quiz would end at question 4 and the user would receive a score of 223. The score divided by 6 would mean that this user has a 37% chance of winning AGT.

FLOWCHART OF USER QUIZ

AGT Home → AGT nav → **Start Quiz** → **Question 1** → **Question 2- 6** [1]

Results

[1] If an answer which has been assigned a score of 0 is selected, the quiz will terminate to the results page.

NEXT STEPS

Process

1. Discovery
- Define vision and objectives
- Research AGT winners

2. Functionality
- Incorporate research into functional concepts

3. Visual Scheme
- Create visual design for functional concepts

4. Design Detail
- Elaborate on functional and visual design

5. Build
- Develop specifications for building project

Outcomes

- Brainstorming meeting
- Collected and analyzed data on past AGT winners
- User quiz idea

- Created quiz question for each data trend
- Assigned probability of winning to multiple choice selections

- *Wireframes to elaborate on integration of functional content and introduce visual design*