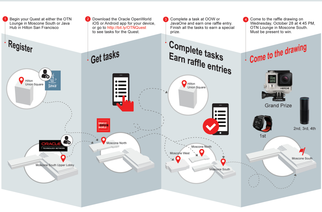
OTN Community Quest

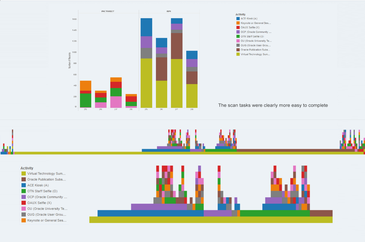


- **TASKS**
  What were the most popular tasks?
  Where selfies more popular than scans?
- **TRAFFIC BY DAY**
  How did the game go hour by hour?
  Show me how the players moved around from task to task.
- **SOCIAL MEDIA ACTIVITY**
  How much social media activity was generated by the game?
  I want to see those selfies!
- **ENGAGEMENT**
  How many players competed?
  How many tasks were accomplished?
  How many players made it from one stage to another?
  Who are the winners?

QuestThe most attended tasks were at

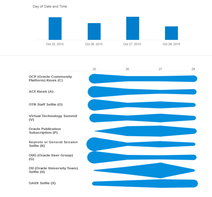
- Virtual Technology Summit in OTN Moscone South Upper Lobby and Community Cafe in Java Hub
- Oracle Publication Lounge in Moscone South Upper Lobby and at Java Magazine table in the OTN Community Cafe in the Java Hub
- ACE Kiosk in the OTN Lounge in Moscone South Upper Lobby The scan

TASK



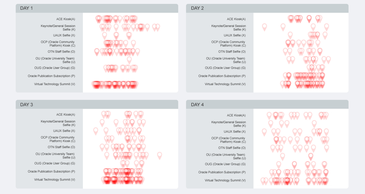
The scan tasks were clearly more easy to complete

TRAFFIC BY DAY



Most traffic happened on the third day Oct 27, but not uniformly across the tasks. The numbers here are % of a task's total traffic. For example, OTN task got most of its traffic (43%) on the first day.

TRAFFIC BY DAY

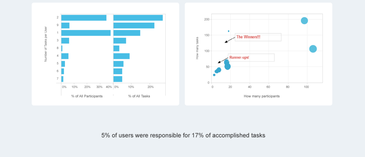


SOCIAL MEDIA ACTIVITY

Almost all social activity for OTN and OU was because of the Quest!
Not so for OOW Keynotes and OAUX.

SOCIAL MEDIA ACTIVITY

ENGAGEMENT



5% of users were responsible for 17% of accomplished tasks

ENGAGEMEMT