

XX

Reuters/Vive Pro : Event Piece (interactive sign portion only)

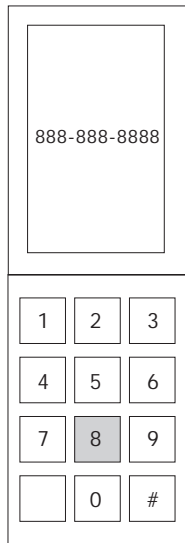
Interaction Design

Client: **XX**
Date: 21 SEPT 2006
Version: v 8.0
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Overall Signage



Cell Phone Component

User sees sign and calls 888 number

If first in line, recording says:

"You're up! To play, use a number on your phone's keypad to "turn over" a square and reveal a hidden object. For example, if you think there's an object behind square #2 on the screen, press the number 2 on your phone. One of them will already be flipped over for you as a freebie. But choose carefully because you can only press a total of 5 digits. To win the grand prize, you have to find 3 matching hidden bottles. You are welcome to play as much as you like. After you play, be sure to visit military island for the event."

If not first, user gets in queue, recording says something along these lines:

"Welcome! You're number "x" in line and you'll be up in approximately 3 minutes. We'll tell you when, so hang on. While you're waiting, here's how to play: Use a number on your phone's keypad to "turn over" a square and reveal a hidden object. For example, if you think there's an object behind square #2 on the screen, press the number 2 on your phone. One of them will already be flipped over for you as a freebie. But choose carefully because you can only press a total of 5 digits. To win the grand prize, you have to find 3 matching hidden bottles. You are welcome to play as much as you like. After you play, be sure to visit military island for the event."

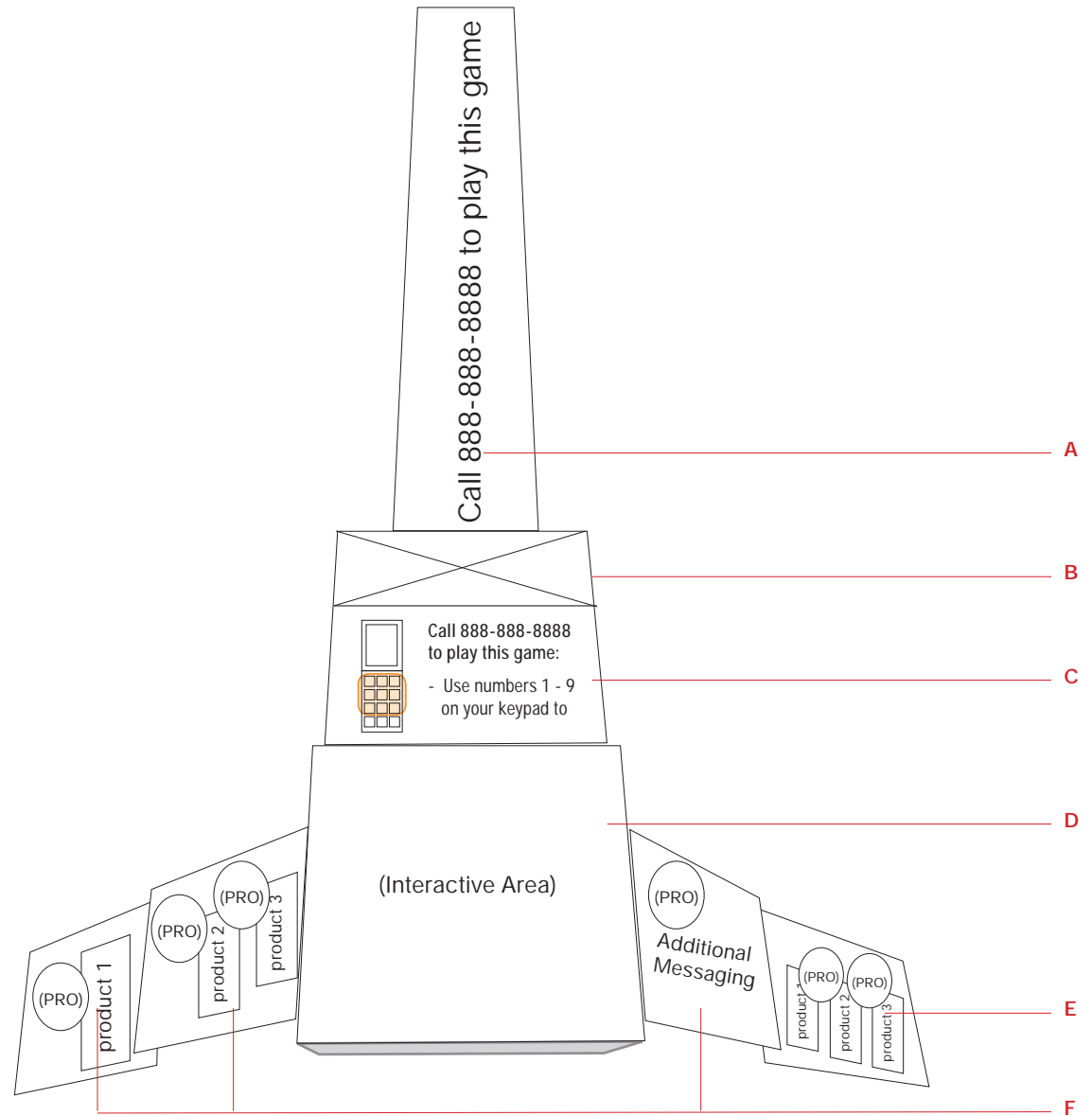
The user is reminded of these instructions 30 seconds before they are about to play.

While user is on hold and narrator is not talking, the user might hear:

- music
- pre-recorded "conversations/gossip" about hair (gossipers' voices would be distinctly different from narrator's voice)
- Tips from the pros

If hang up before game starts: the next person in the queue moves up and is told their new wait time.

If the queue is full, anyone who calls will get a busy signal.

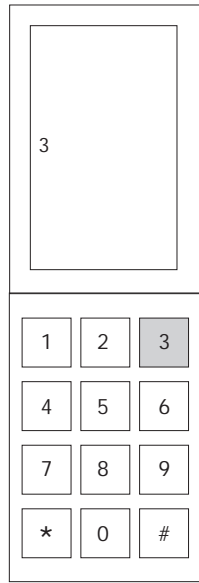


Reuters Overall Signage

Note: All interactivity will take place on the central panel (C). All other panels are static but will feature looping video, photos, motion graphics, animated supporting text, etc.

- A. Call to action: Call 888-888-8888 to play a game on this sign with your cell phone! You might win a hair makeover with Garren, etc.
- B. Real time video display
- C. Instruction area: Call 888-888-8888 to play a game on this sign with your cell phone! Phone diagram & simplified instructions for how to play
- D. Interactive area: where game play takes place. Attract loop while no one is playing.
- E. Additional messaging about game, prizes, products, models, and Military Island messaging with map/clear visual indicating where it is
- F. Product screens will feature looping messaging, video, stills, models, pros, product shots, etc.

Opening Sequence



Cell Phone Component

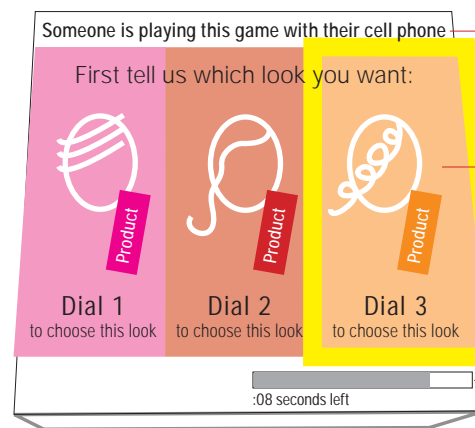
User dials 1, 2 or 3 to select the look they love.

If hang up at any point during game, or If idle for 10 seconds, or 10 second/30 second timer runs out, at any point during game:
the next person in the queue moves up and is told their new wait time. Sign would say something along the lines of, "Sorry, your time is up".

Step 1:



Step 2:



Interactive Panel

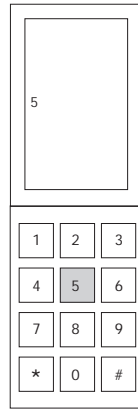
- A. Quick, colorful, amazing interstitial welcome animation.
 - B. Messaging to tell onlookers what is happening on the sign
 - C. First step of the game: choose the look you love by dialing number 1, 2 or 3. The user selects Look #3, and it lights up.
(This determines the game's color scheme and hidden objects (which models/products*))
 - D. Timer: each player gets 10 seconds to make a choice, and then gets 30 more seconds once the game starts. If user doesn't select anything within 10 seconds, she's out and we accept the next person in the queue.
- If hang up, or if idle for 10 seconds, or the 30 second timer runs out, at any point during gameplay:
- transition to screen to say, "Sorry, your time is up."
 - then, if no players are in queue: pause 2 seconds on "sorry screen" and then transition to attract loop.
 - If there are players in the queue, the next person is up: pause 2 seconds on the "sorry screen" and then play the welcome animation.

*STORE WHICH MODEL EACH USER CHOOSES FOR TRACKING DATA AND POSSIBLE LATER USE WITH LANDING PAGE.

Game-Play - 1

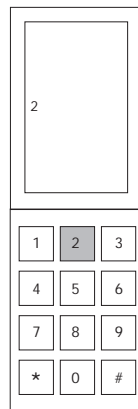
Cell Phone Component

User presses the number 5 on their phone and sees that it causes "square #5" on screen to flip over, revealing a product.

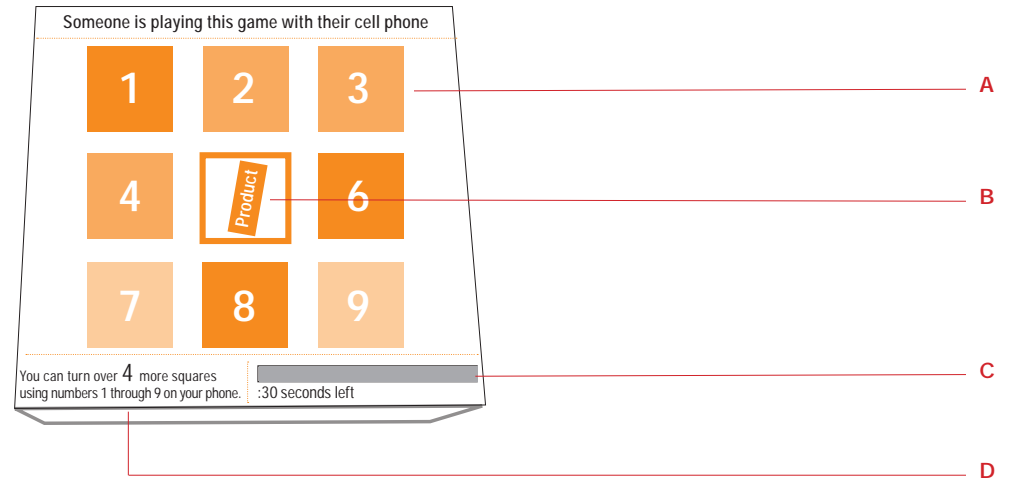


Cell Phone Component

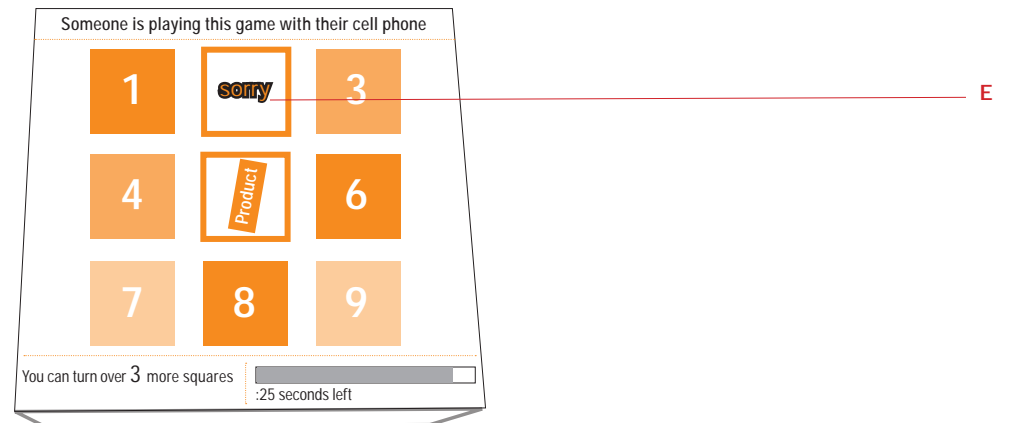
User presses the number 2 on their phone and sees that it causes "square #2" on screen to flip over, revealing a product.



Step 3:



Step 4:



Interactive Panel

- A. The user's "look" selection triggers the build of the playing grid. (The look they chose determines the color scheme of the grid, and the set of hidden objects (which models, products) that the user can reveal.
- B. User has made their initial choice by pressing the number 5 on their keypad, revealing a product bottle.
- C. Timer: resets after their initial "look" choice; each player gets 30 seconds once the actual game play starts.
- D. Indicates how many key presses (out of 5) you have left. If user presses more than 5 keys, those keys will not affect anything on screen. For very first screen, also include "using numbers 1=9 on your keypad". after first screen, that copy disappears.
- E. User presses key #2 on the phone, square #2 flips over to reveal a message "try again, sorry" (TBD).

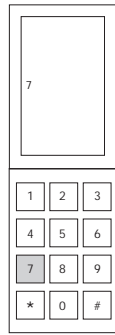
Note: Timer continues to count down, and the number # of remaining squares is adjusted accordingly.

Every time the game starts, the objects will be hidden in different locations, and different objects will be selected (however they will be appropriate to the "look" that the user initially selected).

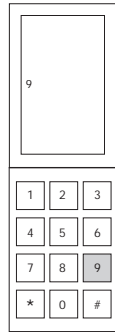
Game-Play - 2

Cell Phone Component

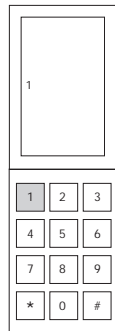
User presses key #7, which causes square number 7 (on screen) to flip over. She turned over another "try again".



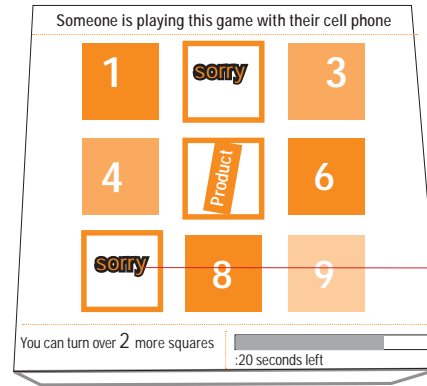
User presses key #9, which causes square number 9 (on screen) to flip over. It reveals a product.



User presses key #1, which causes square number 1 (on screen) to flip over. It reveals a "try again".

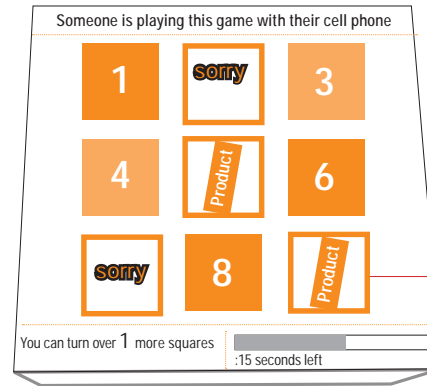


Step 5:



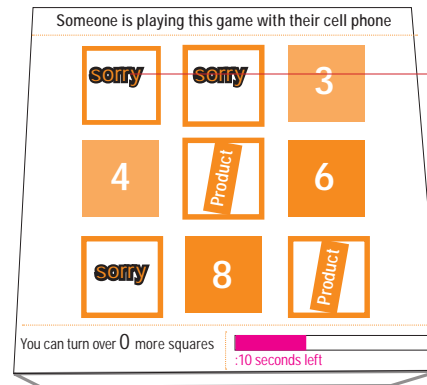
A

Step 6:



B

Step 7:

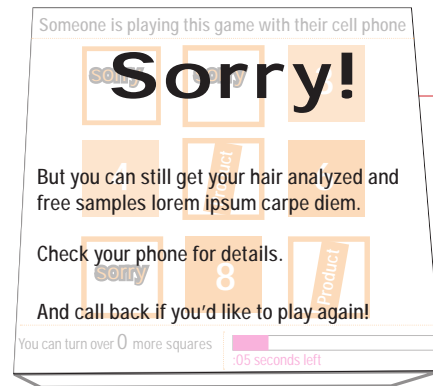
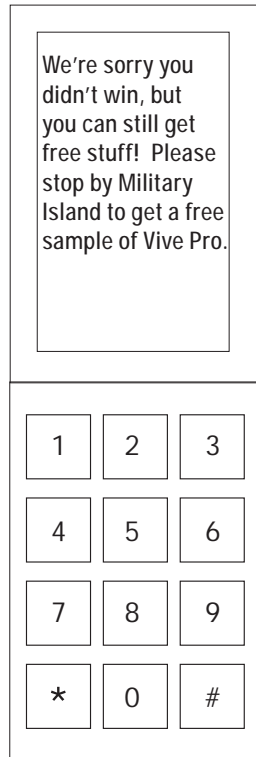


C

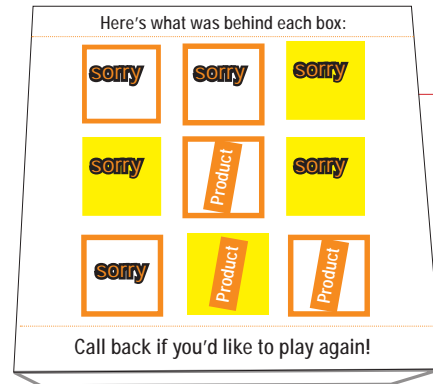
D

Interactive Panel

- A. User can continue to press numbers. In this case, she picks # 7, and uncovers another "sorry" screen. ("timer" and "remaining squares indicator" continue updating).
- B. User keeps going. She presses #9, and the square flips over to reveal a product.
- C. User keeps going. She presses #1, and the square flips over to reveal another "sorry" screen. She does not win.
- D. Once timer hits 10 seconds, it starts blinking in a bright color.



A



B

Cell Phone Component

Phone automatically receives the following messaging:
 "We're sorry you didn't win, but you can still get free stuff!
 Please stop by Military Island to get a free sample of Vive Pro. Play again to win a chance to win!"

Note: 160 Character Limit

Interactive Panel

- A. Losing screen (1): the user did not find 3 matches, so the screen gives "sorry" messaging.
- B. Losing screen (2): user is shown where the bottles were hiding. (the rest of the squares are automatically turned instead of turned by user-initiation).

If the user wants to play again, she has to call in again.

Winning Screen

Congratulations!
Only 4 players will win. The haircut will take place this afternoon between 2-5 pm. e pluribus e pluribus e pluribus e pluribus e pluribus e pluribus e pluribus e pluribus e pluribus e pluribus

1	2	3
4	5	6
7	8	9
*	0	#

Cell Phone Component

Phone automatically will receive a message instructing them they have won and to proceed to Military Island to register for their chance to win the Grand Prize (i.e. the haircut).

Note: 160 Character Limit



Interactive Panel

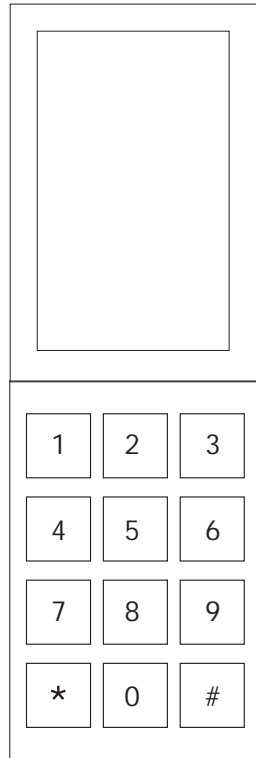
A. Winning Screen: If the user has successfully found 3 matching models within 30 seconds, the screen animates, congratulates her and prompts her to check her phone for details about the grand-prize procedure.

This screen should stay up for 8-10 seconds (so that user has time to read it) before accepting the next player or reverting to the attract loop.

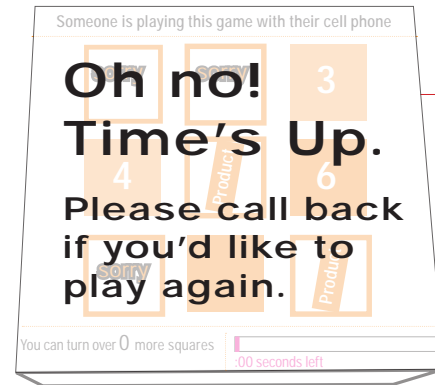
Phone automatically receives text message.

User may only enter for the Grand Prize drawing once.

Timed-out screen



Cell Phone Component



A

Interactive Panel

- A. The user will see this Timed-out screen if:
They are idle for 20 seconds, or:
Their timer runs out while they are playing.

Usability Testing

Procedure

We conducted a paper usability test with 10 individuals last week in an effort to fine-tune the game play. We wanted to see how the user experience would differ, depending on how many chances a player had to reveal the 3 like-objects.

- We had 9 sheets of paper (3 had pros, 3 had products, 3 had models). We shuffled them, turned them over, and laid them out in a grid on a table.
- We first gave the user 3 chances to reveal 3 matching objects.
- Next, we gave each user 5 chances to reveal 3 matching objects.

Results: 3-Chance-Test

- **Negative Experience**
4 of the players lost on their first flip (they either flipped a model or a product). 6 of the players got a pro on the first flip, but the next object they got was not a pro. All 10 players expressed some form of discouragement (saying either, "I lost already", or "No point in picking another one, huh").
- **No Build-Up/Excitement**
Since, odds are, most people are going to lose by their second "flip", the game wasn't very interesting for onlookers to watch, either. What's the point of watching a game if you know they're going to lose. So the onlookers weren't that inclined to play.

Results: 5-Chance-Test

- **Positive Experience**
Even though only 2 of the 10 players matched 3, all of them had a more enjoyable experience while playing. The vocabulary changed from "I'll probably lose" to "I might win".
- **Inherent Suspense**
With more chances for a single person to get 3 matches, onlookers were more invested in watching. The games were less predictable and therefore more suspenseful. Also, the audience had more time to "guess" what they'd secretly flip if it were their turn - lending conversation and buzz to the game.

Unexpected Insight

Just to see how it would effect the game-play, one player asked if one sheet of paper could be flipped for him before he even started, and then get 4 more of his own flips. We tried it this way several times, and since people felt like they were starting off with a freebie (even if, technically, they were still only getting a total of 5 chances) their attitude toward the game became even more positive. Additionally, the "initial flip freebie" reinforced the object of the game, since people saw immediately that things were hiding behind each square in the grid.

Summary

The number of chances made a substantial difference in the user's experience of the game. Based on these results, we strongly encourage increasing a players' chances from 3 to 5 (one of those 5 being a "freebie flip), since it will provide a richer, more entertaining and more buzz-worthy experience.