[Project Number: 101060250]

NEWS ARCADE - Seriously, Play the News!

D2.2 NewsArcade Design

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Executive Summary

Thisdocument outlines the technical requirements and UX design of the NewsArcade prototype. It is made in continuation of and with insights from the NewsArcade User Requirements D2.1 - which answers the question: “What should News Arcade do for me as a young adult media user?”

The document first gives the context of the work and presents the main challenges as resulted from the initial user requirements research. It then delves into the design of the new gamified news format, sketching two different approaches to the user experience and flow, depending on the primary target group and outcome priorities for the consortium. The consortium will decide which of the two approaches is most beneficial, after further internal consortium and consultation with experts from the advisory board. In the Annex the detailed template for creating the final game design is provided.

The report further describes the initial technical specifications, considering topics like data tracking and software infrastructure, presenting several architecture designs and flow diagrams to highlight how components of the NewsArcade system will interact.

Table of Abbreviations

Acronym	Description
CMS	Content Management System
Flow	The user experience, from the user clicks the first time, until they are done with the experience.
Platform	Device that the user is using. E.g. mobile browser, desktop browser etc.
SoMe	Social Media
UX Design	User experience design

1. Introduction

This document is meant for project partners. It is the initial description of the user experience and technical specifications, that is to be iterated on, during the following stages.

The document is based on the original project description, the back ground experience of the two partners IN2 and PortaPlay, and the findings from the User Requirements.

NewsArcade core purpose

Original purpose of the project (condensation from Grant Agreement):
The project aims to teach **newsliteracy** and **critical thinking skills**, by bringing together journalism and news consumption closely by means of **gamification**.
Thus **strengthen the position of media outlets** that will also be able to leverage the **improved engagement** in news media and journalism.

The project leverages creativity and gamification in order to **create an engaging educational tool** that can **tackle disinformation** by allowing the public to **acquire the necessary skills** for spotting **fake news** and improve their **critical thinking** and better understanding **how stories can be manipulated** willingly or unwillingly.

The project needs to fulfil the need for **new engagement methods and improved interaction,** due to the shift happening: the audience changes from consumers to co-producers.

The output is a **Gamified news story format** based on **real, evolving current news**. Supporting the creation and distribution of different types of content formats, and **answering the user need for more interaction**. The format should **improve media credibility** by being **transparent** about research, methods and angles.

User needs identified

Initial research to identify the user requirements was carried out during the first months of the project, with results being summarised in D2.1 “User Requirements” report. The main take-aways when considering the threemain actors targeted are:

End users:
Can contribute in creating interesting and personal statements for Social Media (SoMe), for the user to express identity. Is enjoyable and engaging to consume. Has a point of view or an angle on a story. Is clearly informed by facts (rather than prejudice or agenda). Can guide users in qualifyingtheir own point of view. Give a fair representation providing diverse points of view. Is accessible where the user is (e.g. SoMe first).

Newsrooms:
Can present information in a new way. Facilitate tailor made content for primarily youth and secondarily educational use. Communicates that there are always several sides/views. Supports the need for different language/storytelling/subjects for online communication. Made with tools that are simple and efficient to use.

Publishers:
Can engage new segments/improve engagement in existing audiences. Can improve news literacy by explicitly pointing out different points of views - over time increasing curiosity about “seeking information on other perspectives” in general. Can be used to create SoMe sharable content with traction/visibility, that stimulates the users consumption of quality news and counters news avoidance. Establishes habits and preferences in a generation that gets their news from “SoMe first”, to ensure future customers (avoid “losing a generation of customers”).

Summary of purpose of the project
The project has a set of values and needs:

1. Educational
   Improve newsliteracy, critical thinking and skills in tackling disinformation and fake news.

2. Positioning
   Improve engagement and credibility, give users more agency (interaction, identity creation and co-creation), engage new segments, utilise SoMe, allow content tailor made for young audiences, create closer relationships between news media and users.

3. Journalistic
   New format for news, spotlight on different points of views, increase transparency.

Challenges

The project furthermore faces a series of challenges/oppositions/pitfalls[1], with examples listed below. The resulting UX and technical specifications, thus need to fulfil both the project's purposes, while also taking below challenges into account.

1. Different objectives needs to be balanced
When working with communication and media (news, fiction, games, e-learning etc.) there is a challenge in mergingseveral goals. E.g. making things informative/educational and entertaining at the same time.

2. Key stakeholders need to be on board
The format must appeal to journalists and publishers, to ensure roll-out and buy in/onboarding in the organisations.
The format needs to seem attractive to the end-users, to increase usage and thus effect.

3. Pre-cognitive priming can block adoption
The format has to accommodate scepticism in the target groups.
For the end-users, relating to how they see news in regards to validity.
For journalists and publishers relating to keeping journalistic integrity and avoiding formats with a low cost-benefit ratio.

4. Cost-aversion in the content creation process
The format cannot take too much time to set up in the organisation or to use for creating content. Potentially training in usage of the tool, should be facilitated by the project (e.g. “how to use the tool” video instruction videos).

5. Several possible end-user audiences
There are two potential audiences. The existing news consumers, which might be “media website first” and the non-consumers, who are “SoMe first”. The two groups deviate in regards to where you can meet them and what they want/need.

6. Platform are main gatekeepers for usage
The format needs to be accessible primarily on mobile and secondarily on desktop browser, and needs to be shareable on SoMe.

7. Building the right expectations
The format needs to use the right naming and wording, to build the right expectations.
E.g. avoid using game-words that will build up expectation of a news game that can compete in fun-factor with classical games for pure entertainment purposes.

8. Mindsets at consumption time

[1] List is based on both original application and user requirements as well as additional research and empiricalfindings.

Users that are online or on SoMe look often to get a combination of fun, mental stimulation, relief from stress and to connect with friends. Tapping into this, increases outreach and adoption.

9. Approaches can counter validity

In contrast to the classic gamification trope of creating imaginary worlds and contra-factual stories, the format must build on real world news stories.

10. Approaches can counter engagement

The format should stay away from classical educational game approaches, e.g. going into detail about each micro step in the journalistic process, as it might become too meta/complex/boring/long-winded[2].

11. Lecturing can be off-putting

The format can “put off people” if the experience lectures them morally “that they are doing it wrong”. Guiding a user is fine though, with the right initial hook and the framing of the experience.

12. Journalism is not “opinions”

The journalistic approach is not “having opinions about stories”, it is a set of objective rules that can be utilized and evaluated.
Thus, journalistic judgements need to be visible, even if users are given some freedom in engaging interactively in the content.

13. Low accessibility hinders learning/change

Users like an experience that makes it “easy for me to get smart” and experiences with morals, where “activism is only one click away”.

14. Innovating on many parameters is risky

Formats do not have to be unique in all aspects. It is a good thing to take inspiration from Quizzes (a format that works) and the tradition of some “serious games”[3], to avoid alienating users.

15. There are other news channelsfor the audience

SoMe, Youtube and click-bait websites are already distributing news. What can we give them as an alternative?
Some countries have dedicated and somewhat successful children/youth news, e.g. Ultra News (DK) and newspapers for kids (DK, NO, etc.), can we learn from them?

[2] Many educational games have a play-time of 20+ minutes, which does not fit with the users context while doing News consumption/SoMe.
[3] E.g. Gerda: a Flame in Winter, Through the Darkest of Times, Attentat 1942 etc. as well as more classic educational games, such as Deadline Athens, Stairway to Tax Heaven, CutThroat Capitalism, Signs, Two billion Miles, Project Iceworm, Fort Mcmoney, .

2. Description of format

Initially the project has envisioned a gamified news story that allows you as the player, to be the journalist. The following user journey has then been drawn up:

» *The experience starts showing you the morning briefing - the editors give you a topic to cover, a target group and reminds you about the core values of the organisation. Your goal is to create a news story, which fulfils these needs, as well as possible. Tasked with covering a given news story, you now sit down at your desk. It is littered with all the material - the different angles and sub-stories related to it. It is now up to you to choose how to angle the story. What should it be about and what should it not be about? What will you tell and what will you leave out? What is the truth you want to tell - and is it "the truth" or simply "your truth"? The material is presented as small "bites" of information. They fly out from the pile three at a time, pulsating in front of your eyes. You click on one of them - to enlarge it - then you read it. After looking at all three, you have to crumble and throw two of them into the trash-can. Then drag the chosen one to the "important pile". While choosing, your story is created automatically - it appears in front of your eyes, as you select the important material. You can thus instantly see the result of your choices. You are then presented with the next three pieces of material, choosing again and seeing the article expanding. When you are done selecting, your resulting piece will be presented to you. Satisfied you click "send" and the editor appears to thank you for your work. She then continues - goes into more details by reviewing the results. Telling you which agendas and motives will be promoted by your angling of the story - and how successfully it solves the challenge given. Then you are told the long term consequences - the editors thoughts on the potential outcome in society, due to your piece. Finally, you will be told that there are other ways you could have told the story and will be able to play it again, telling it in a new way, to change the outcome.*

Based on this first draft of a design for the gamified user experience, we explore further how this evolves and the ways in which the format for the game can be created.

Evolving the format

The final structure, flow and design of the news format depends on the target group and engagement strategies. The previous section has pointed out different possible goals, which needs to be prioritised. In below sections they are simplified into "Model A" and "Model B", to point to the principle behind the focus of each. In practice the divide is not binary, it is more a "slider" about where the project should position itself, as some elements from each model in theory can be combined into a hybrid solution.

Target groups - end users

The age group is 18+ of both sexes.
The project does not prioritise extreme or marginal groups, like existing heavy users of news - very interested in journalism or heavy disbelievers of press and journalism.

The project can prioritise one of the two groups below (to be decided):

Model A - News Consumers

The format should cater to young news-consumers. People who are interested in what goes on in the world, but right now only get a fraction of their news from quality journalistic sources and the rest from less objectively curated sources and SoMe. The audience is "news website first" and thus existing customers, but do not feel that the classic news formats are appealing to/enough for them. The audience is interested in consuming quality journalistic news and potentially in learning a little about journalistic approaches, to understand more about how stories are covered. They might be interested in "trying to do journalism themselves" as the main attraction, with learning more about the story, as a secondary outcome.

Model B - SoMe consumers

The format should cater to an indirect/disengaged news audience. People who are somewhat interested in what goes on in the world, but do not see themselves as news-consumers (or even sometimes "news avoiders"). The audience is SoMe first and very rarely visits websites with news - and are thus potential new customers. But indirectly consumes a lot of lower quality news from SoMe and click-bait/aggregation websites. The audience is interested in hearing about trendingtopics and different opinions on it, to feel up-to-date about the "hot-topics of the time" (as social capital). They might be interested in "hearing more about the story and expressing their opinion about it" as the main attraction, with learning about journalism as a secondary (and maybe subconscious) outcome.

Engagement strategies

The core approach is to place users at the centre of the narrative, communicate facts and opinions about a topic/story, allowing them to create a sharable output and inspire critical thinking.

Due to the different target groups, there are two different models for user engagement and funnels:

Model A - News Consumers

The format is first encountered on the news-website, by existing users/visitors.

Users are on the website to consume news, but their engagement is increased due to the experience. They are attracted by the possibility of going deeper into a story (e.g. seeing it from different angles) or trying themselves to create new story-variants on the news event.

The format is showcased alongside normal articles, as a special piece, and the usage/visibility depends mostly on efforts of the publisher (placement/visibility on the website).

The format has SoMe sharing, which allows users to share their story to their network. The shared material is either the “resulting story” or the “journalistic score”, communicating the users “skill”. The shared posts might be interesting for their networks, due to acknowledgement of the creators skills or from interest in the topic covered in the created story.

The shared posts will typically reach like-minded news-consumers directly, and get some of them to visit the website. Thus increasing the engagement with the existing audience.
But it will less likely be reshared to other types of users, and thus the audience will not grow as much.

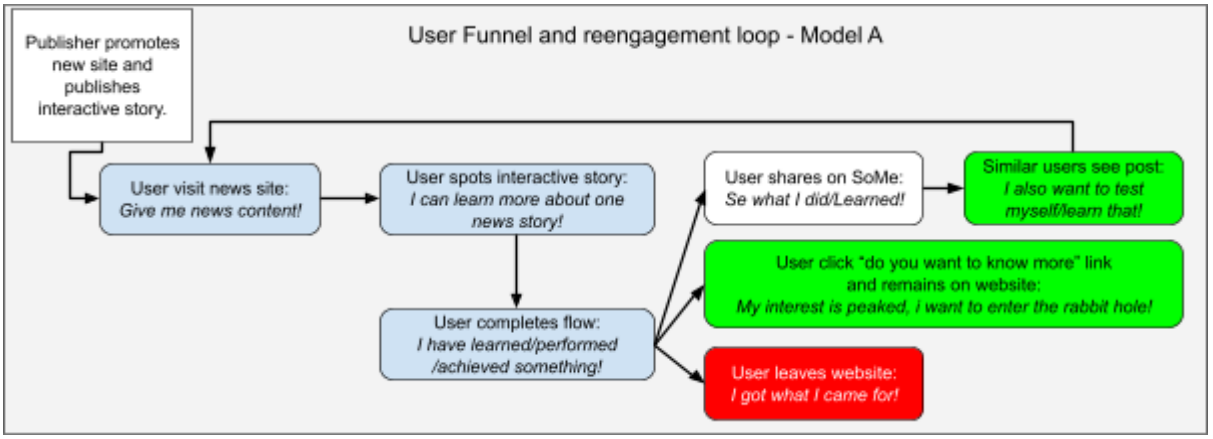


Figure 1. User Funner Model A

Model B - SoMe consumers

The format is encountered on SoMe by followers of the news-websiteor peer-to-peer users.

Users are met with the output of the format - a statement expressing opinions about a news story/event. They are attracted by the possibility to express their own opinion.
This leads them directly to the format as its present on the website, thus increasing engagement with the existing audience (publishers SoMe followers).
Engaging in the format allows them to qualify their opinion and compare it to other users, then reshare it on SoMe. After the experience they might leave the website again or might consume other news content on the site.

The formats use/visibility depends on a combination of initial SoMe sharing of the publisher (followers), type and popularity of the topic, and organic traffic from the SoMe platform (its popularity).

The shared SoMe opinion by the user, can have a higher degree of virality, due to the opinionated form, which works better on social media. Meaning that the chances of re-sharing/organic platform visibility outside of the first circle is higher. Thus increasing the outreach and growing the audience. While the formats shorter length potentially means less growth in engagement of the existing audience and less learning, than model A.

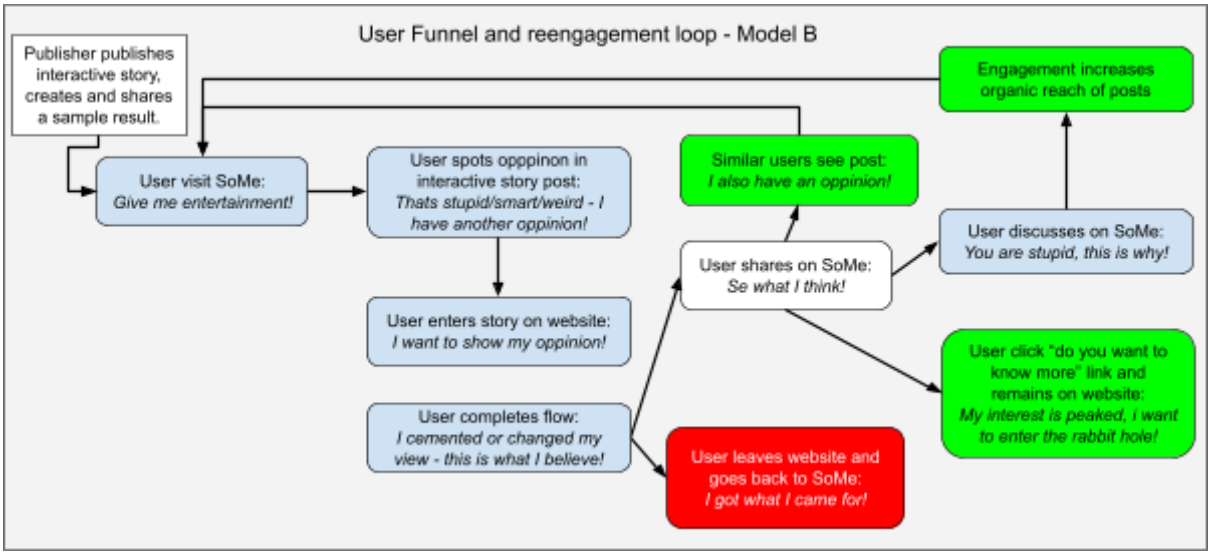


Figure 2 User Funnel Model B

In simplified words, you can say that the quantifiable success of Model A heavily depends on the promotion/distribution from the Publishers of the interactive stories. But qualitative can give a deeper learning. While model B can have a much higher quantifiable success from organic SoMe spread, while qualitatively have less deep learning.

In other words, the project could cater to the existing audience and reach fewer people with something of higher journalistic value. Or it could focus on attracting a new audience and reach more people, with something of not as high journalistic value.

Learning outcome

The learning outcomes are a bit different for the two approaches:

Model A - News Consumers

Model A prioritises giving an existing audience and a more deep and longer experience, trading in virality and spread.
It can teach in-depth about details in a story and about specific journalistic values/rules work, such as validity of sources, non-biased representation etc.
Thus increasing NewsLiteracy and Critical Thinking a lot, in some people.

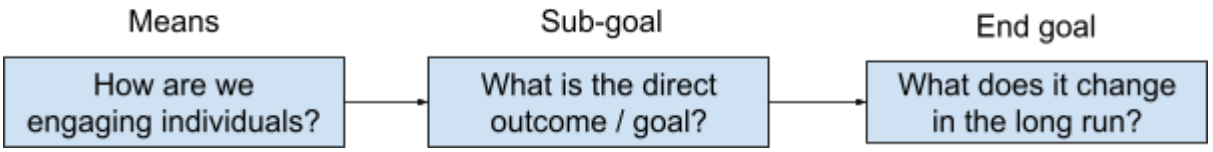
Model B - SoMe Consumers

Model B prioritises giving new audiences a lighter and shorter experience with less depth, while increasing virality and spread.
It can teach about different angles/opinions in a specific story and about that there in general are different angles/sources/truth to any story, and that journalism is thus important.
Thus increasing NewsLiteracy and Critical Thinking somewhat, in a lot of people.

Discussion

In simplified words, one can say that Model A teaches **why** there are journalistic rules and **how** they work, to a **smaller audience**. While Model B mostly teaches **why** there are journalistic rules, but to a **larger audience**.
In other words, Model A can teach "**journalism - how to**" to people already interested, while Model B can attract people who are not interested in journalism at all, and get them interested by teaching them "**why journalism**".

We should thus take a very well-informed decision, about what is our **end** goal, and what **means** we use, to reach that goal



We know our main/end goal is to improve critical thinking and newsliteracy. We now need to decide on whether quantitative or qualitative impact is most important, then pick the means which realises this the best.

E.g. The hook can be fun, the subgoal can teach about journalistic tools and values or create interest in why journalism is important, and the end-goal is to improve news literacy/critical thinking.

Interaction/Gamification strategy

To increase engagement, the experience flow of the iterative news format could have the following features/fulfil the following needs:

1. Allow the user to feel that they have choices (based on skill/opinion etc.) that impact the full flow.
    a. Allow at least 3 choices of at least 2-3 options, e.g.
        i. choose between content (quotes/sections/media elements)
        ii. rate on a granular slider (rate validity of source etc.).
    b. Potentially branch some sources based on choices (e.g. first choice can affect what options are available in second choice etc.).
    c. Have the choices impact the final output (micro story/piece, opinion or similar).
2. Comment on/evaluate the users choices
    a. Give feedback to the users individual choices/final outcome in regards to journalistic criteria
    b. Opt. give feedback to the users individual choices/final outcome in regards to other users (how do you compare/deviate from other users?)
3. Create a final shareable output (e.g. text/video/slideshow/gif/scorecard)

4. Support sharing of the output
5. Support engagement of new users, through the shared output

Other gamification/interaction/SoMe methods and methods that might be taken into use are:

1. Personal profiles and “badges” / “awards”
2. Online scoreboards
3. Hyperlinks on keywords that trigger info-popup boxes
4. “Do you want to know more” links at the end of the experience.
5. Links to similar interactive stories that are popular/related (from same publisher/across publishers).
6. Links to interactive stories, that users with the same opinions as you, have tried.
7. You had “x” opinion about this piece or validity, guess what other people/journalists have rated it.
8. Contact form or polls on what stories to be published in NewsArcade next

Length and format

The two models would be realised with somewhat the same general format and flow, but with different call-to-actions and communicative approaches to the topics.

Example of idea for format/flow:

Model A - length 3-5 minutes[4]:

1. Teaser/call to action
    a. Story piece on website with topic + call to action
        i. Try to create your unique angle on this story
2. Introduction (20-30 s).
    a. Short introduction to topic/event
3. 3-5 * Presentation and choice (3-5 * 10-30 s).
    a. Review elements (text, image, video etc.)
    b. Decide which to pick and rate importance/validity
4. Output - review piece (30 s)
    a. Text with images or video.
5. Rating (20-30 s).
    a. See journalist / user ratings of output
6. Sharing (0-30 s).
    a. opt. share on SoMe
7. Go back to consumption
    a. Go back to the main site or assess direct links to related articles.

[4] Surpassing the traditional 1-2 minutes.

Model B - length 2-3 minutes[5]:

1. Teaser/call to action
    a. SoMe post with opinions and call to action.
        i. This famous person said [Quote] about this story, what do you think?
2. Introduction (10-20 s).
    a. Short introduction to quote/event
3. 3-4 * Presentation and choice (3-4 * 5-20 s).
    a. Review elements (quote, gif, meme, image, video etc)
    b. Decide which to pick and rate importance/validity
4. Output - review piece (20 s).
    a. Short video/gif/image with text
5. Rating (20-30 s).
    a. See journalist / user ratings of output
6. Sharing (0-30 s).
    a. opt. share on SoMe
7. Go back to consumption
    a. Go back to the SoMe or assess direct links to related interactive news stories.

Themes, stories, angling and first hook

The two models are mostly equal in choice of topics, content, themes etc.
They mostly deviate in depth and “framing of the user's role”.

The framing/hook could be (temp naming):

- Model A: “challenge the journalist” or “can you find the most interesting angle on this story?”
- Model B e.g. “Bullshit detector” or “Rumour test”

The difference between the models is mainly in which sources that should be used to shine a light on the story. E.g. Model A could be more classic sources (politician quotes, scientific data etc), while Model B could rely a bit more on statements/opinions (quotes from politicians, spokespersons, celebrities etc.).

For both models, the stories/themes/topics need to be relevant for the young audience, and link to related stories/themes. They can have immediacy, but also sometimes be flash-backs (e.g. themed). The validity and integrity should be kept intact and high, by showing the stories/events from several sides - at least 2 sides and explicitly pointing out that several sides always exist. All sources should be clearly referenced and labelled (e.g. fact/opinion/rumour/theory etc).

[5] Set lower, due to SoMe consumption situation.

Technical overview

NewsArcade will be a web-based solution which at its core is composed of a Content Management System (CMS) that allows publishers to curate the content used in the NewsArcade Games and effectively create the gamified news experiences which can afterwards be published and shared.

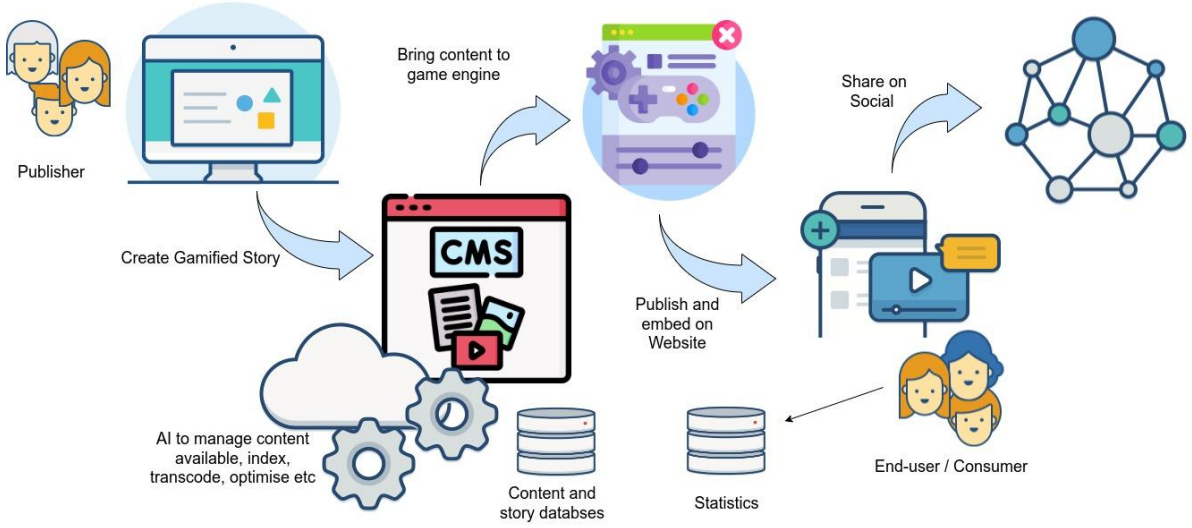


Figure 3. High-level architecture

Development software, platforms and compatibility

The solution will employ web standards like HTML5 and make use of responsive design, potentially using JS/WASM third-party frameworks for moving graphics, image, gif and video generation/playing etc.

The system will follow the principles of a service-based architecture. This has significant advantages with regards to other architecture types (e.g., monolithic or layered- based architecture) including better scalability, easier testability of components, faster deployment of services without any downtimes. Furthermore, this architectural approach gives the opportunity to design self-contained services which in turn help to better manage and control and are easier to maintain. Generally, service-based architectures are also designed to be more flexible and modular, using loosely coupled components. One major advantage of this approach is that individual components can be improved and even replaced, independently and don't require large management efforts between teams of developers, as long as the service contracts (i.e., the agreed APIs[6] between the services) are maintained. In the project we will implement APIs using REST[7] design principles.

[6] API stands for interface that two applications/software programs use to communicate with each other.
[7] https://www.redhat.com/en/topics/api/what-is-a-rest-api

User tracking and progression storing

The CMS will allow for professionals (e.g. editors, communication specialists from publishers) to create an account and login to the tool. Using the CMS the professional user will be able to create new stories and specify which content could be used in each game. Optionally the process the content selection will include a step of content redaction, e.g. shortening or selecting only specific paragraphs of video snippets. All stories (i.e. games) get a unique id and url on creation. Any progress when creating the game (e.g. text writing, adding sources etc.), will be saved by default.

All NewsArcade Game users get assigned a unique user ID on usage. All progress in individual stories, are stored in temporary “session cookies”, that do not demand GDPR related opt-in.

The format does not rely on login or persistent profiles. Any tracking across stories (if such features are needed), should use SoMe identification/login (e.g. use twitter handle as ID to store data). As the stories are short, the user does not need to “save” their story, to later go back and edit it. So the experience does not allow to “save inside a story”, e.g. for later completion.

Game-Story Creation

The experience is structured in several steps, each step a “page view” with content and user options. Each interactive story has a unique url and each step/page is indicated by a variable in the url. This allows content creators to jump directly to a given “step” in the story they have created for testing purposes. Also it allows the CMS system, to embed and show the interactive news story. Thus whosing the CMS and resulting page side-by-side in a WySiWyg editor.

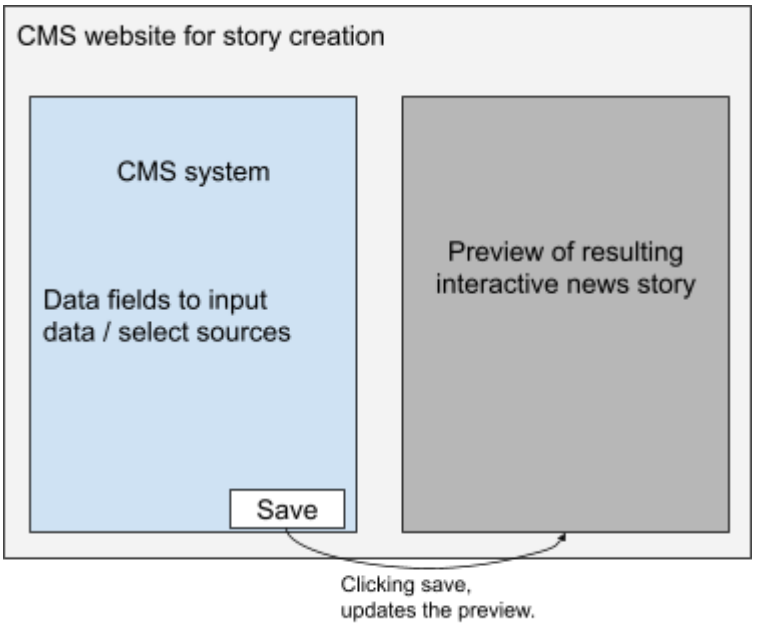


Figure 4 CMS interaction for game creation

3. Technical specifications

CMS backend

The backend will include a number of services for managing multimedia files:

- Upload files, including pdfs, video, gifs, audio
- Ingest new content programmatically using RSS feeds
- Create thumbnails programmatically from images
- Transcode videos in several resolutions
- Transform .doc and other document formats as PDF
- Transcode audio files as mp3
- Extract metadata (e.g. EXIF, location) from images

Moreover the CMS backend will allow for the import and processing of Twitter posts. The user will be able to specify accounts for which feeds should be imported, hashtags or individual tweets.

Data tracking

Data Tracking - usage

The statistics should track the following:

- Unique user id (random generated)
- Story ID (news story)
- Partner ID (publisher of the story)
- Creator ID (user in the cms system)
- Each unique use
    - Storying the above information +
    - Completion date
    - Completion time (duration + timestamp)
    - Choices
    - Scores (if any)
    - Url the user came from
    - Url the user leaves to
    - Origin country
    - Other data (to be defined later).

We will specifically not track

- IP address
- GPS location

- User ID (e.g. name, device name or similar).

GDPR and other data compliance

As the data is anonymous and no critical/personal data is stored, no GDPR compliance is needed. We thus do not need to do cookie accept or Opt-in/Opt-out.

The data is Anonymous, as in:
The userdata stored cannot in any way be associated with the user, due to no user name or time and Ip address stored.

The data is not critical/personal, as in:
No storing of name, address, credit card info, social security number, login info etc.

Full definition of data, will be updated in the Data Management Plan later on:
https://docs.google.com/document/d/14s6Y-1nrT8DicORvpRYNZMRgENd497asd1tgOxB2huo/edit#heading=h.7y00toya04t0

Infrastructure

Development setup

Internal git-server
External (cloud) staging server (test)
External (cloud) production server (live)

API between backend and Game

The CMS allows the creator (i.e professional user) to create a game story, manage the content to be used in it and then set it up (i.e. publish it).
The stories consist of content data and flow/customization data, that is stored in the Story Data database. Whenever the story is created, it gets a unique url that allows it to be viewed in a browser/embed it.

When calling the url, the “game code” is activated, requesting the data from the Story Database, with a REST call (Https/JS/Xml or similar), using the ID as identifier and receiving the required data in JSON format. The gamecode then runs the full flow, without interaction with the database.When the full flow is completed, usage statistics are sent back to the Statistics database, with a REST call, using the same ID.

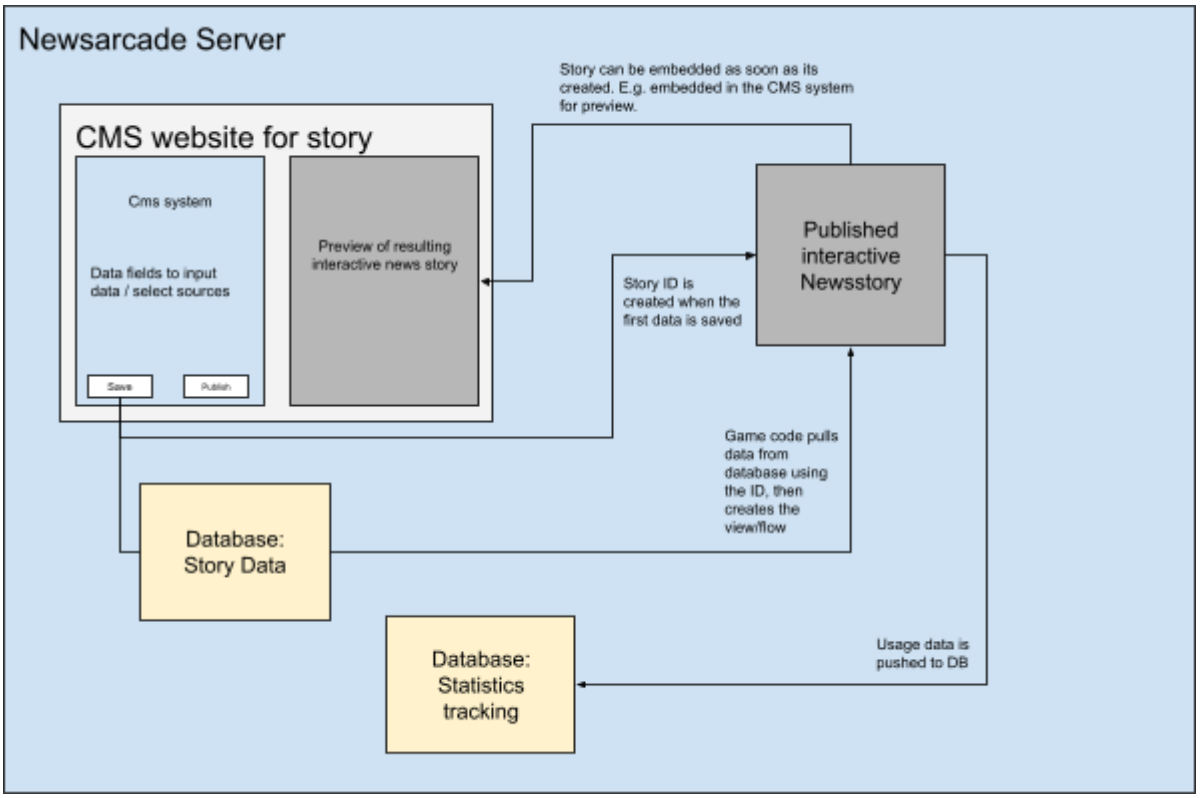


Figure 5 NewsArcade backend and game connection

Hosting solution

Webserver to host gamefiles, database + assets + CMS system. Cloud-based hosting with scaling capabilities, located inside EU borders to ensure 100% GDPR compliance. E.g. SQL, with linux server running Java (Angular etc).

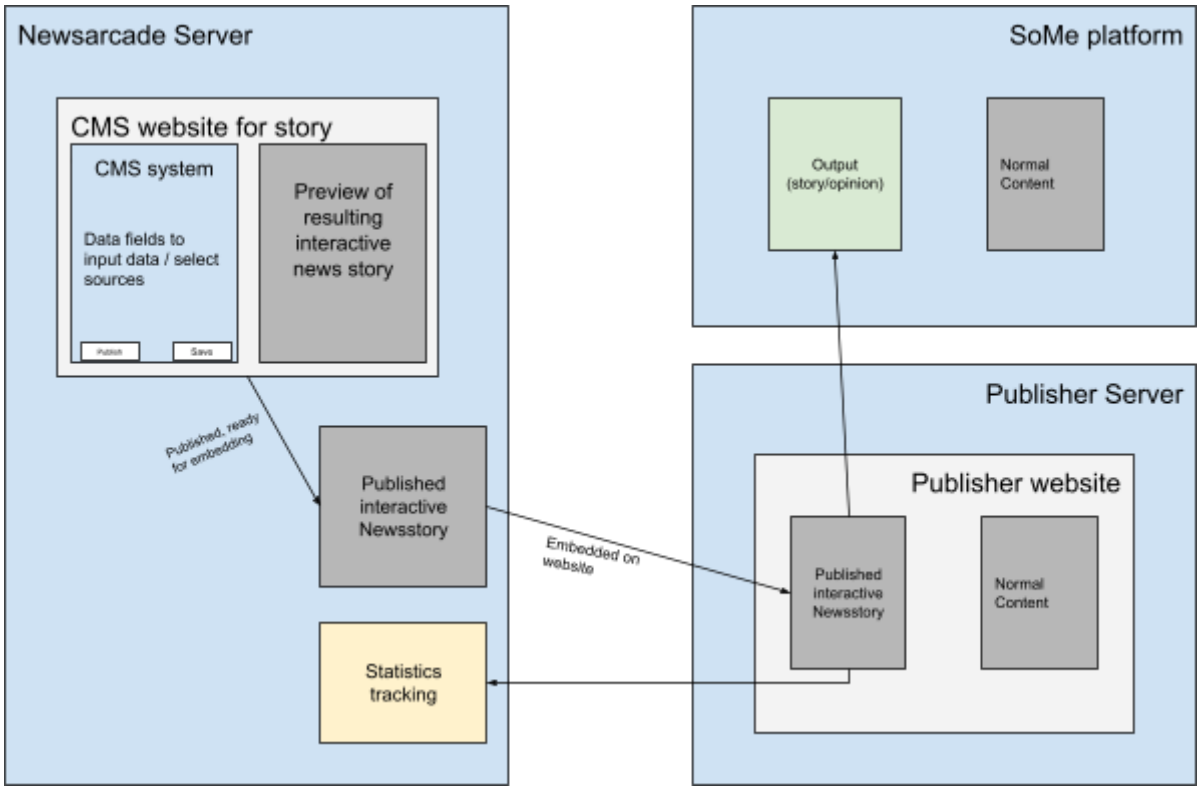


Figure 6 NewsArcade component flow

Domain strategy

The solution should have a custom domain, which is showcased for the editors in the CMS system, e.g. https://newsarcade.eu/publisherName/storyID. Each news story is embedded on the given publisher's website, and the browser should in those cases show the url of the publisher/website.

Social Media sharing and branding

The CMS system should include options to add SoMe account credentials, so the embedded news stories can share in the SoMe account name of the website they are embedded on.

Compatibility

Software infrastructure

The technology is JS based HTML5, with video player plugin.
Google Analytics can be implemented with data tracking consent/opt out or Matomo/Plausible or similar GDPR compliant open-source statistics tracking without consent.

Certificates and certification

The project needs SSL certificates for the web server for browsers + SoMe sharing and SoMe verified accounts, to allow posting on SoMe.

Demands to embedding on websites

The solution needs the following supported:

- Support of iframing/embedding from third party website/server
    - With html5 + JS + Video/audio playing
- Allow playing of sound on the website
- Allow auto playing of video on the website

If publishers and broadcasters have designated apps, that is used for their websites, compatibility needs to be figured out.

Platform Compatibility

The user experience works on the normal 4 desktop browsers (Edge, Chrome, Firefox or Safari) and should also work on niche browsers (Opera, IE etc). It will work on normal mobile browsers (Safari, Chrome). For all browsers, it should work on older browsers versions with a min. of 2 years backwards compatibility (e.g. browsers 2 years behind in updates).

ANNEX - Detailed flow design

This section is elaborated on, when Model A or B is decided.

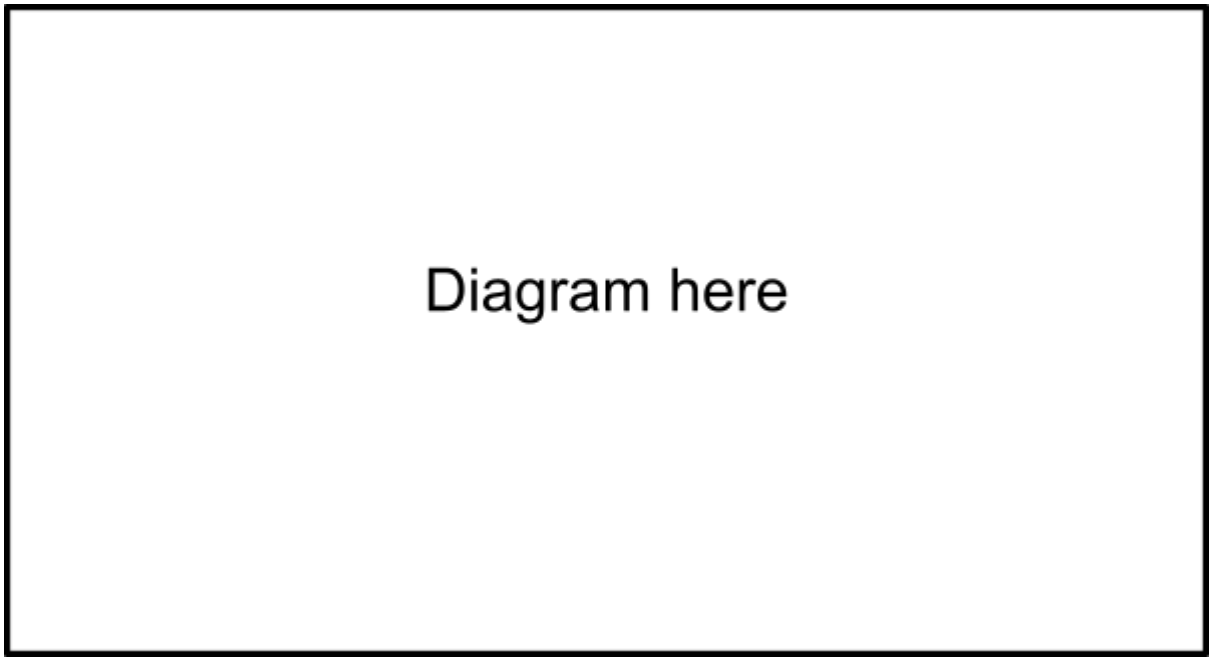
Experience flow - overview

1st touch-point

When you start the experience, you will experience the following flow:

Typical experience over time

A typical experience session experience could be like this:



Flow inside specific gamified news story

Entering the gamified experience

First 30 seconds gameplay

Time estimate for each stage:

-

First 3 minutes gameplay

Time estimate for each stage:

-

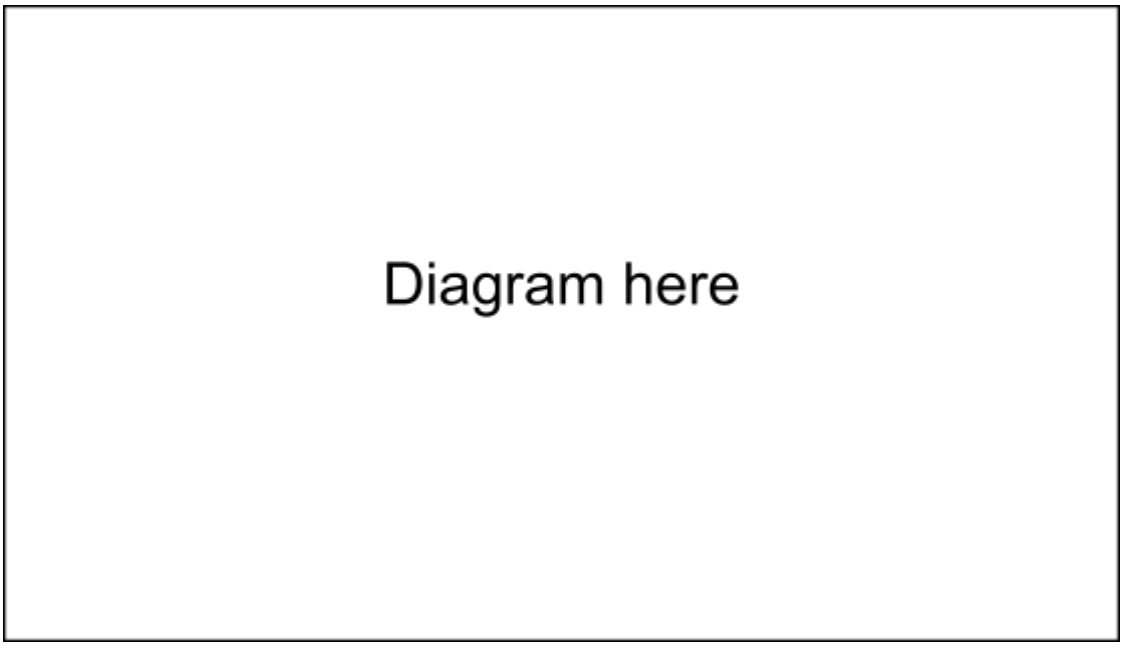
Long-time usage / retention

Time estimate for each stage:

-

Structure of gamified news - a typical experience

Rough flow of typical gamified news story:



Text types and layout

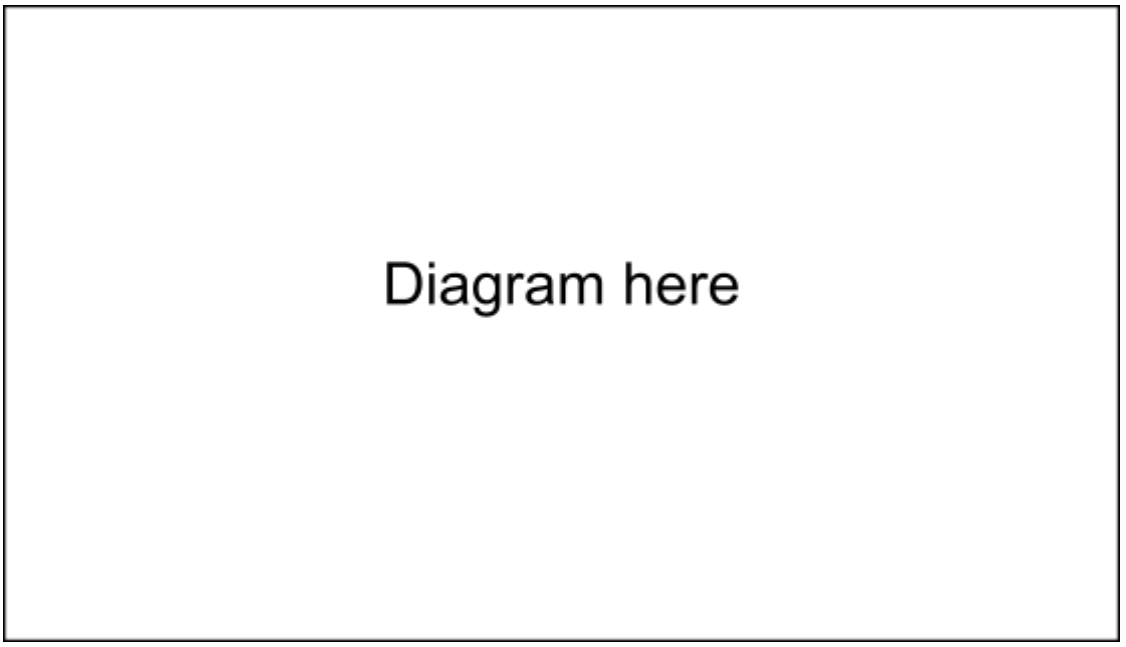
Media types and functionality

UI elements and functionality

Tutorial functionality

Gameflow variations

Possible structure/flow variations for gamified news stories

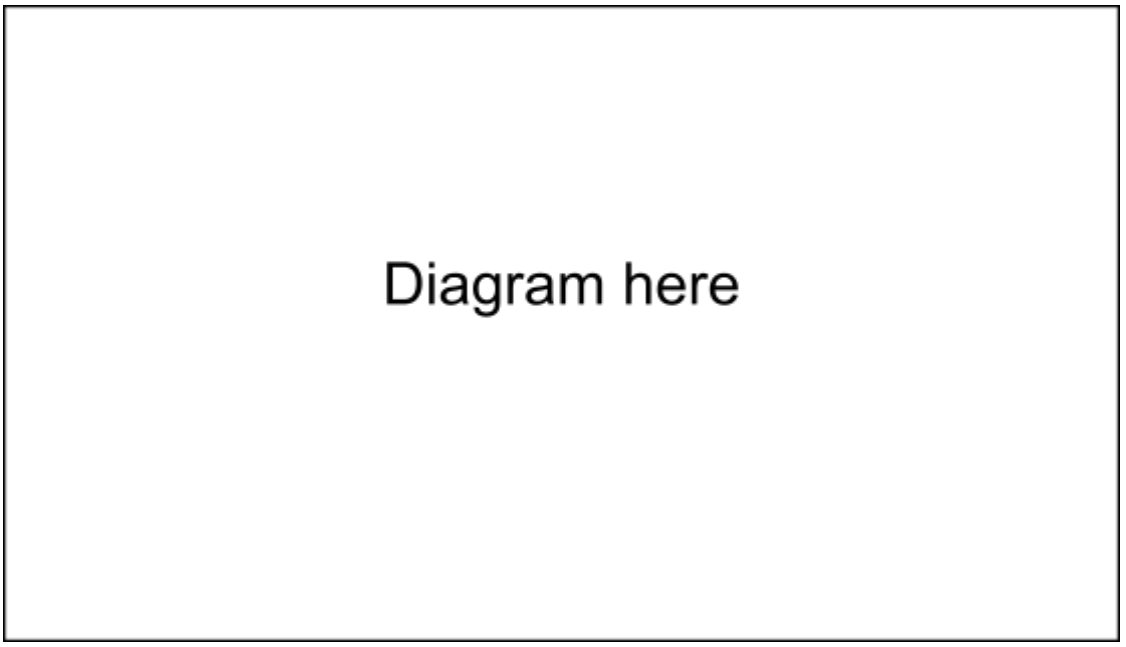


Objectivity and validity in scoring systems

Several approaches. 1. let journalists judge. 2. Let users judge and show ratings to others.

Flow across stories and other content

User flow between multiple gamified stories /other web-content



Social sharing and comparison

Possible output to website

Scoring/evaluation systems(s)

This section is elaborated on, when Model A or B is decided.

Flow/order structure and needed encoding in backend

This section is elaborated on, when Model A or B is decided.

Content/choice value encoding in backend

This section is elaborated on, when Model A or B is decided.

Asset list

General UI elements

- sound/graphic/effects/frames etc.

Story specific elements

-content to put into the CMS