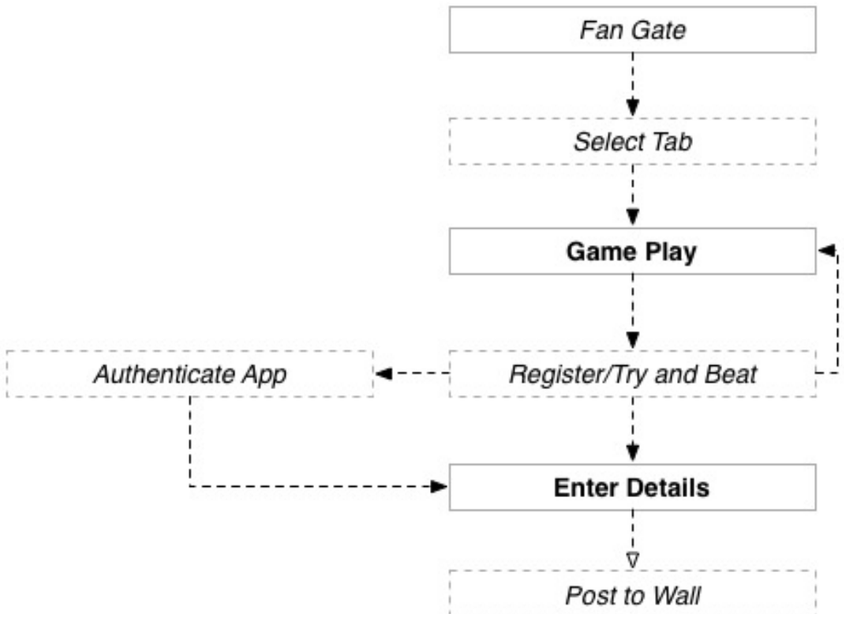
TAXI

CAPITAL ONE
NCAA Contest

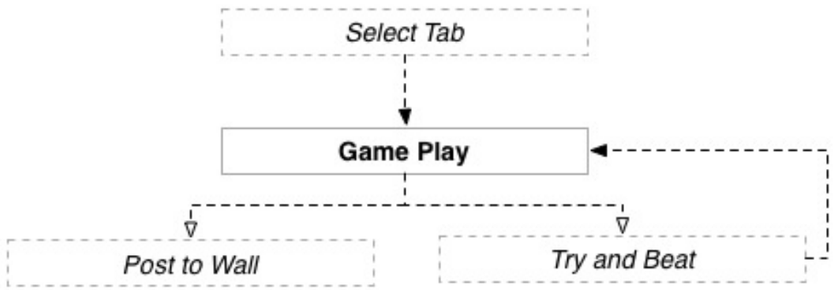
January 4. 2012

CONTEST FLOW RECAP

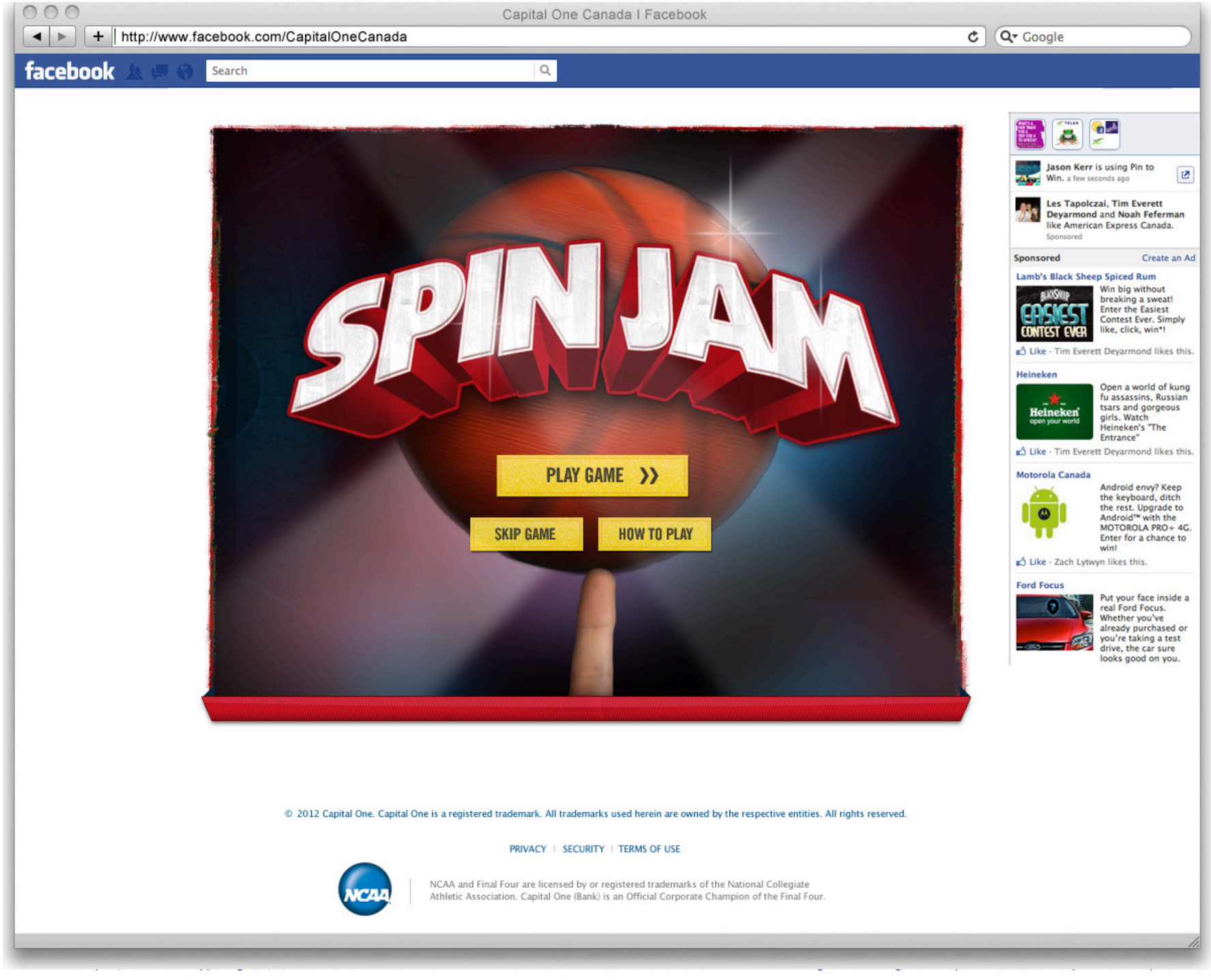
First Time Player/Un-Registered Returning Player



Registered Returning Player



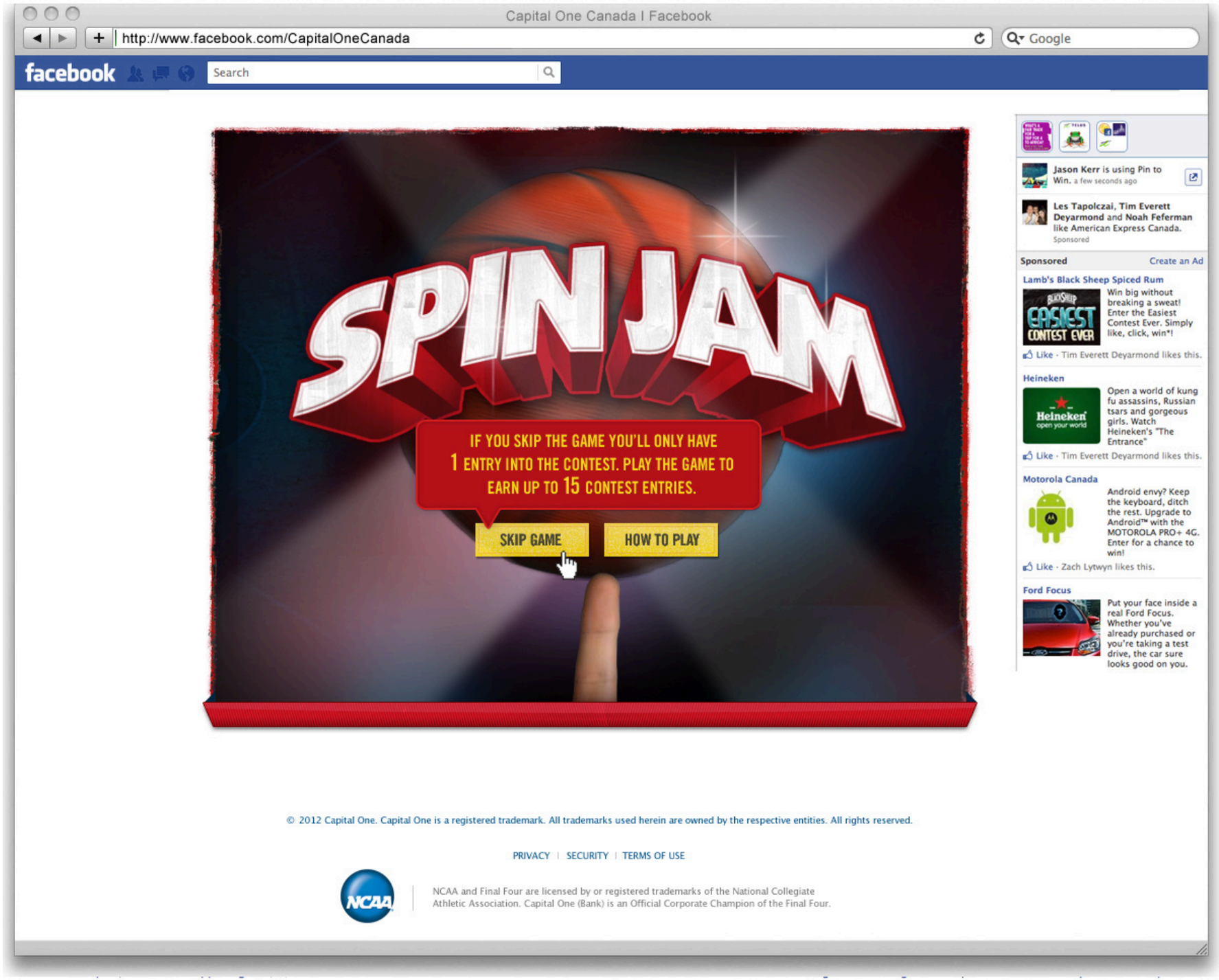
CAPITAL ONE NCAA CONTEST - GAME - INTRO



VO - Frame 6

"....SPIN JAM!"

CAPITAL ONE NCAA CONTEST - GAME - INTRO ROLLOVER

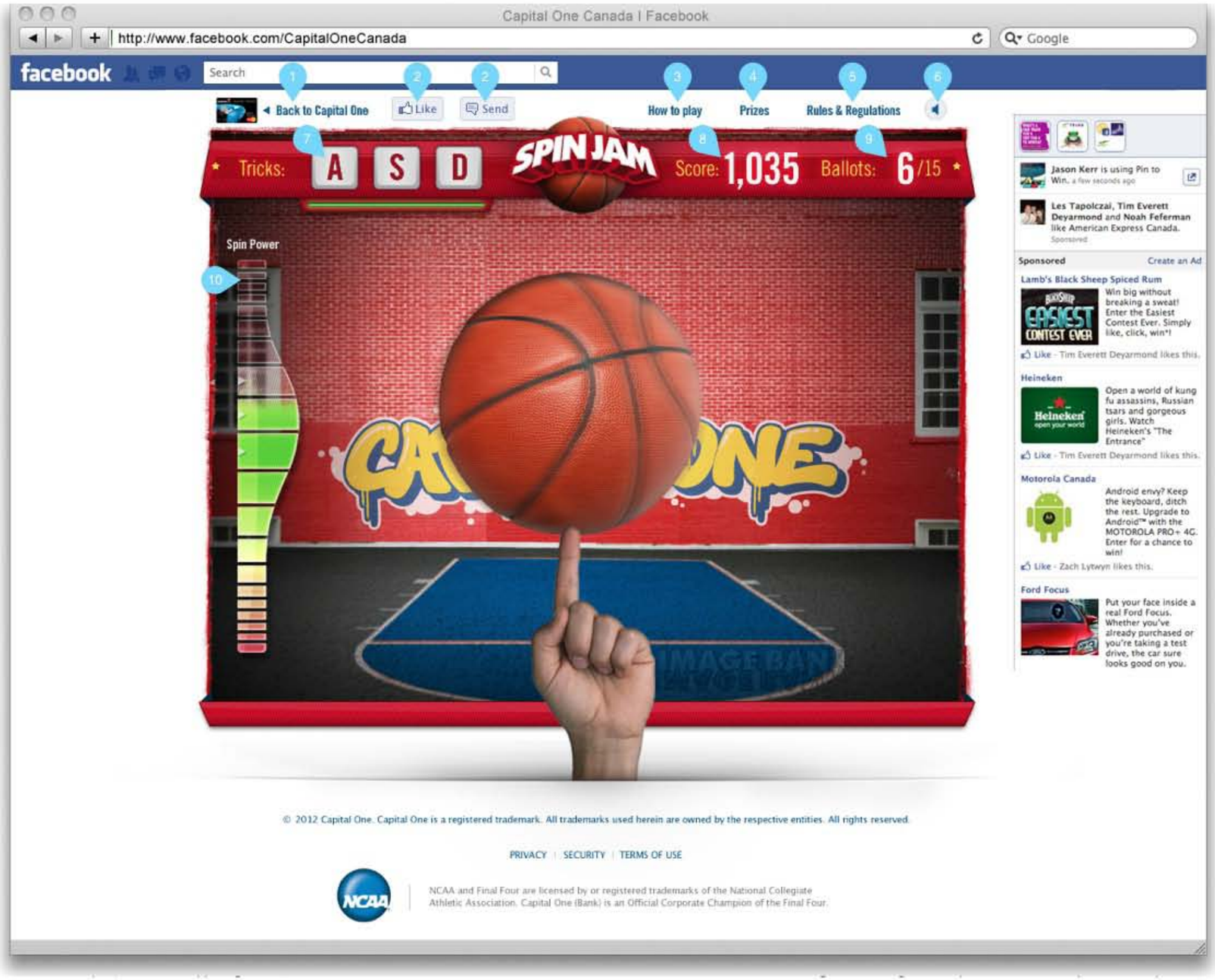


DESIGN ANNOTATIONS

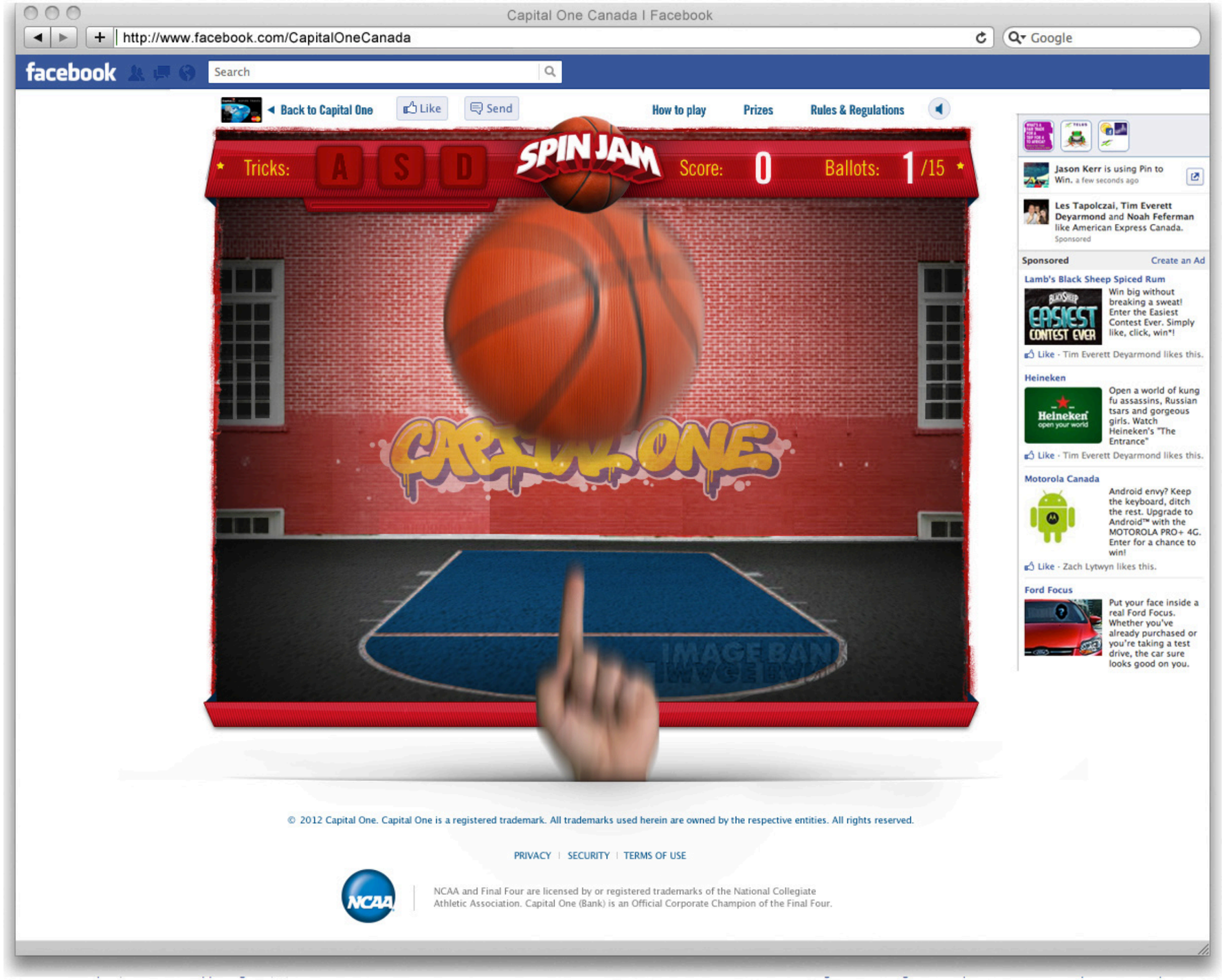
TASK	NCAA Contest
PAGE	Design Annotations

NOTES

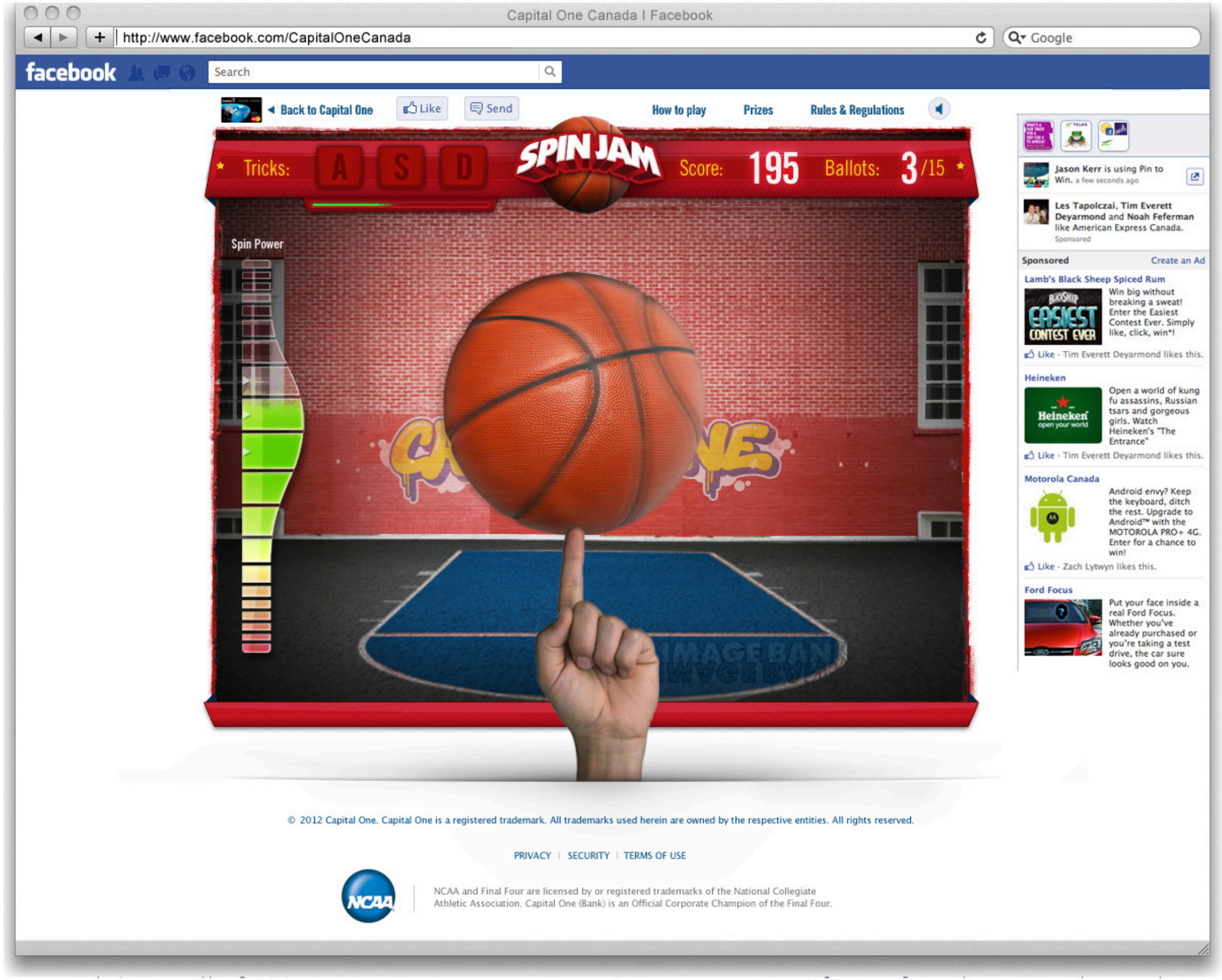
1. Back to Capital One will take users back to the Capital One Canada brand page.
2. Like button will like our application page as well as allow users to post this link to their wall. Send will post this application link to a friends wall.
3. How To Play will launch in an overlay & will detail game mechanics.
4. Prizing will launch in an overlay and will speak to the prize offerings of the contest as well as entry dates.
5. Rules & Regulations will launch in an overlay and have the legal documentation for participants.
6. Volume control will allow users to toggle on or off the sound.
7. Tricks are initiated by the user by pressing the A, S or D keys. They will have a 10 second load rate in which they can't be activated. Once activated, they will play out for approximately 5 seconds and reset the counter to zero. Each button will display a different trick.
8. Points are accumulated for the amount of time keeping the ball in play as well as using tricks. For each second of gameplay users are awarded 4 points. Each trick played is worth 40 points.
9. Ballots are earned for every 80 points the user has achieved up to 15 ballots maximum.
10. The power bar is activated by the user pressing the space bar during gameplay. When kept in the middle range of the bar, the ball will be in perfect balance, the higher and lower end of the bar will give the user less control over the ball.



CAPITAL ONE NCAA CONTEST - GAME - BALL DROP

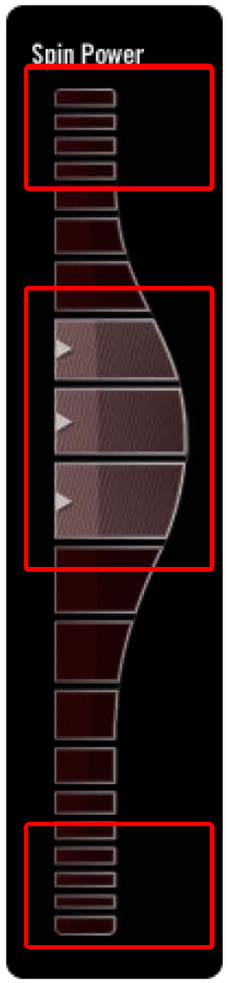


CAPITAL ONE NCAA CONTEST - GAME - GAME PLAY



Overview

Users can balance the ball with the mouse or their keyboard keys.



Ball will be much harder to control, user will have to rebalance the ball until the speed decreases.

Ball will have some sway, but will be easy to balance.

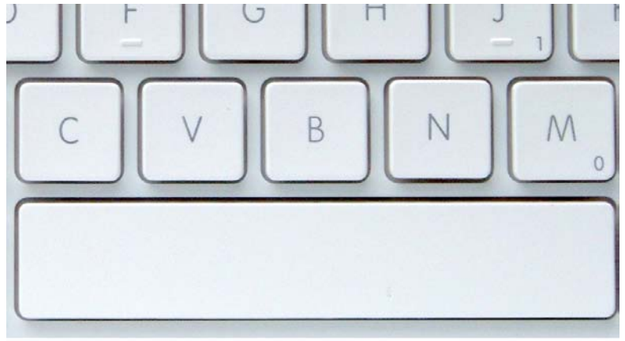
Ball will be much harder to control, user will have to rebalance the ball until the speed increases.

CONTROL

Users use the left and right arrow keys to balance the ball or use the mouse to guide the ball to centre it.

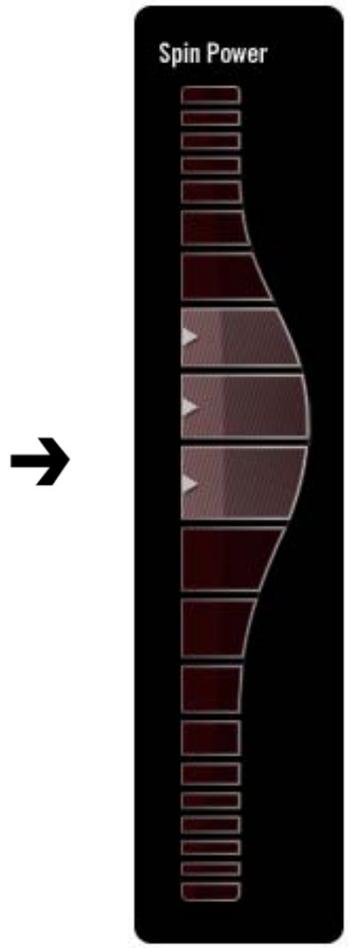
Overview

‘Power’ keeps the ball spinning – too much or too little power and the ball will fall off the finger.



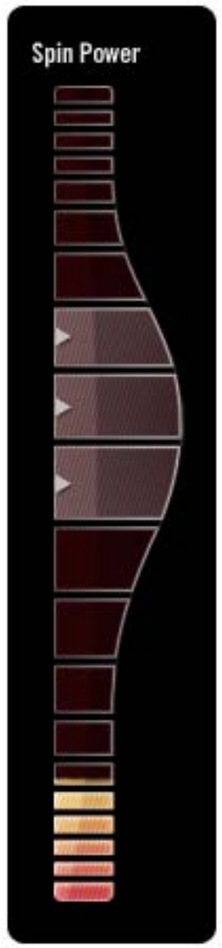
CONTROL

Ball power is controlled by pressing either spacebar or the left mouse button.



EMPTY POWER BAR

The power bar uses colour variations and a bulge to indicate the “sweet spot.”



PRESSING TOO SLOW

When the spacebar/left mouse button isn’t pressed often enough, the power level drops.

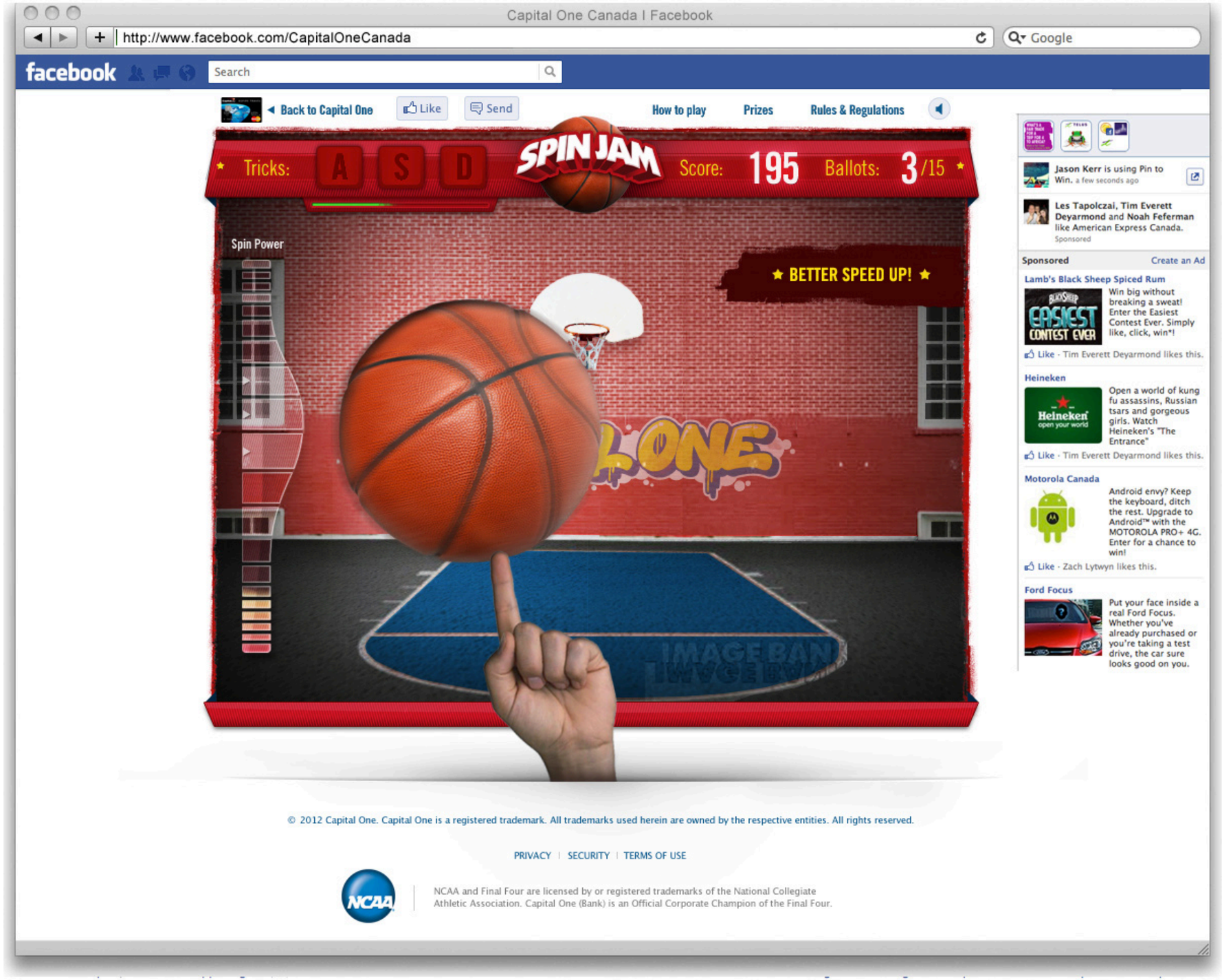
PRESSING TOO FAST

Pressing the spacebar/left mouse button too often will result in too much power.

SWEET SPOT

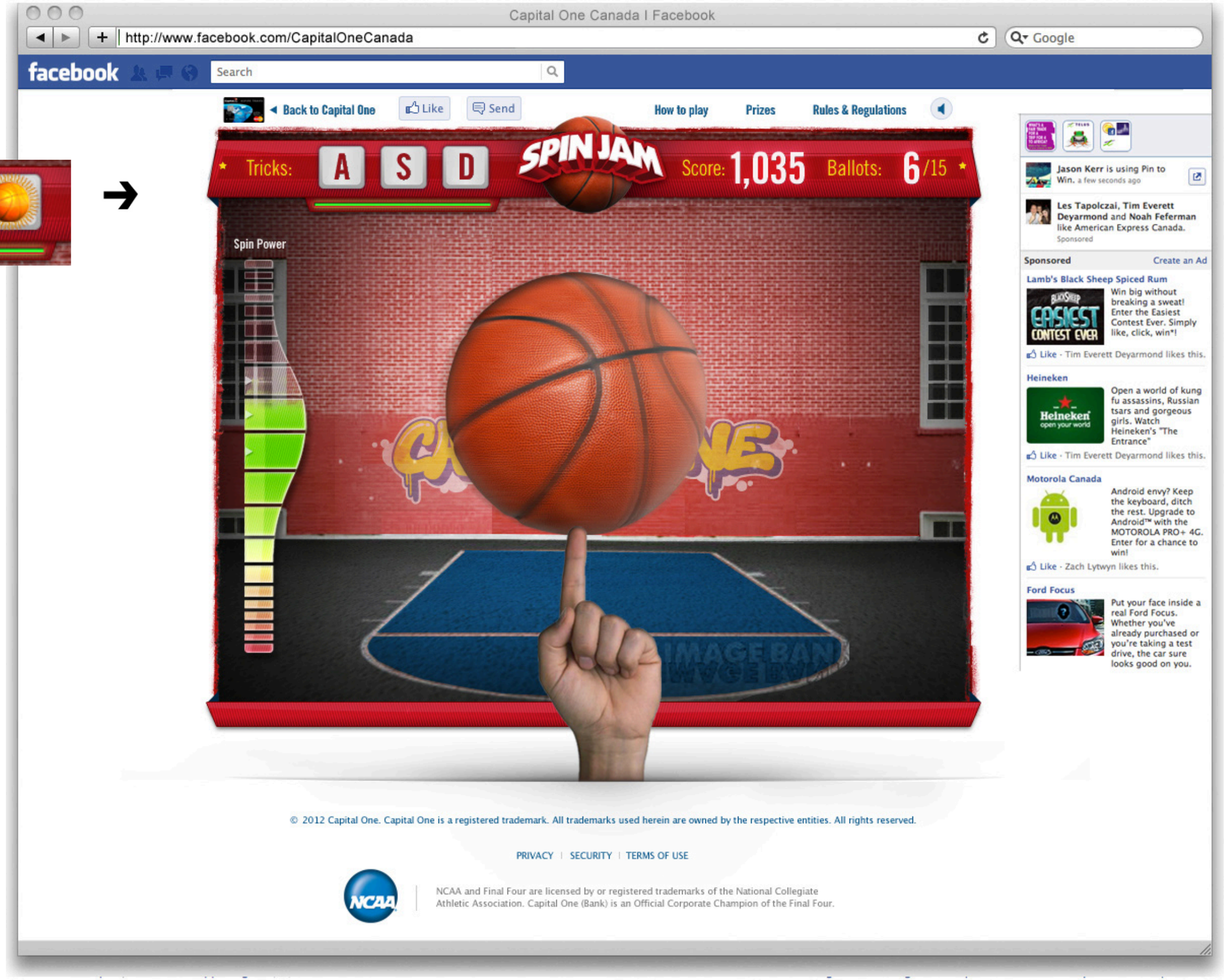
Keeping power within the ‘sweet spot’ maintains optimal balance.

CAPITAL ONE NCAA CONTEST - GAME - MESSAGING

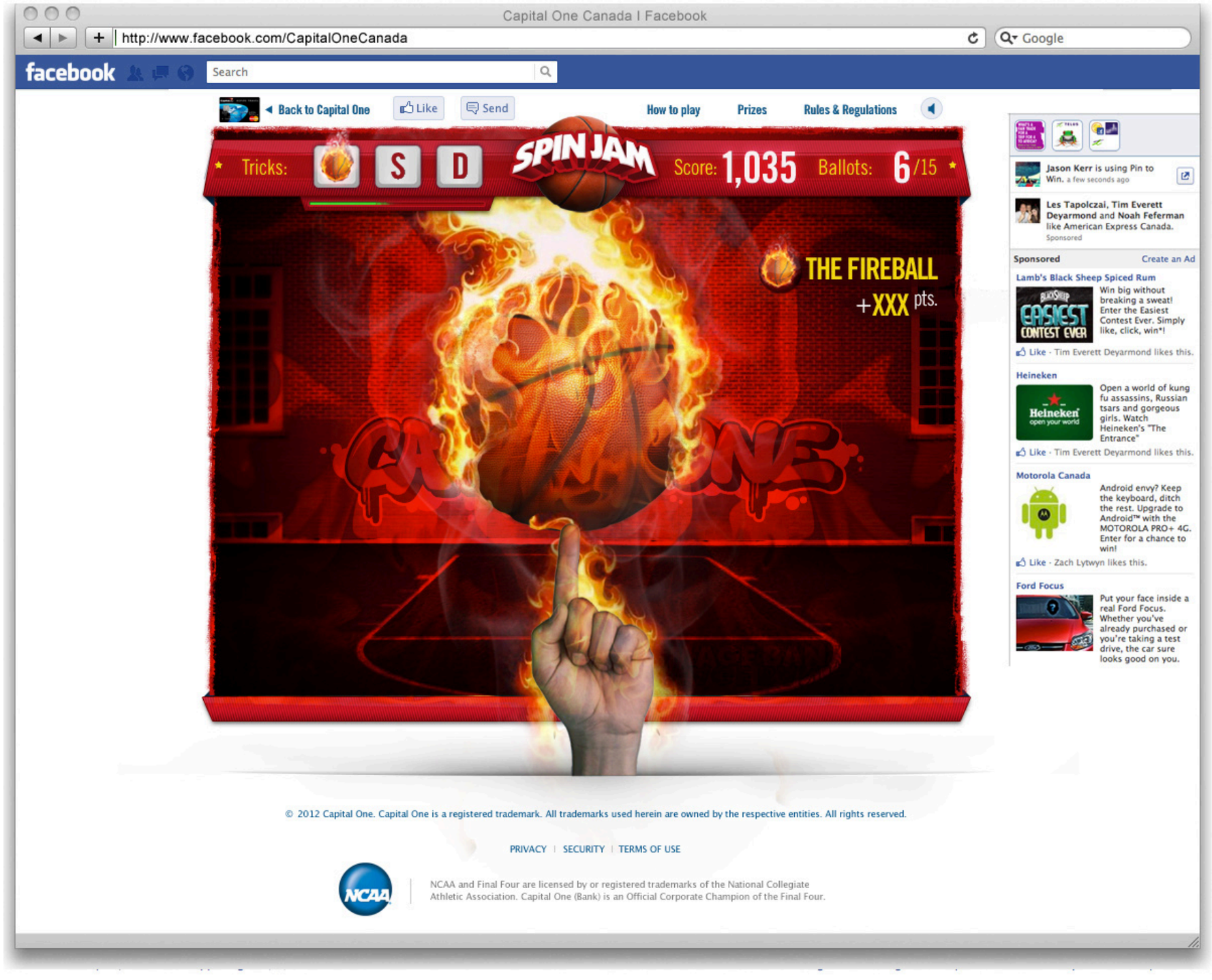


CAPITAL ONE NCAA CONTEST - GAME - TRICKS CHARGED

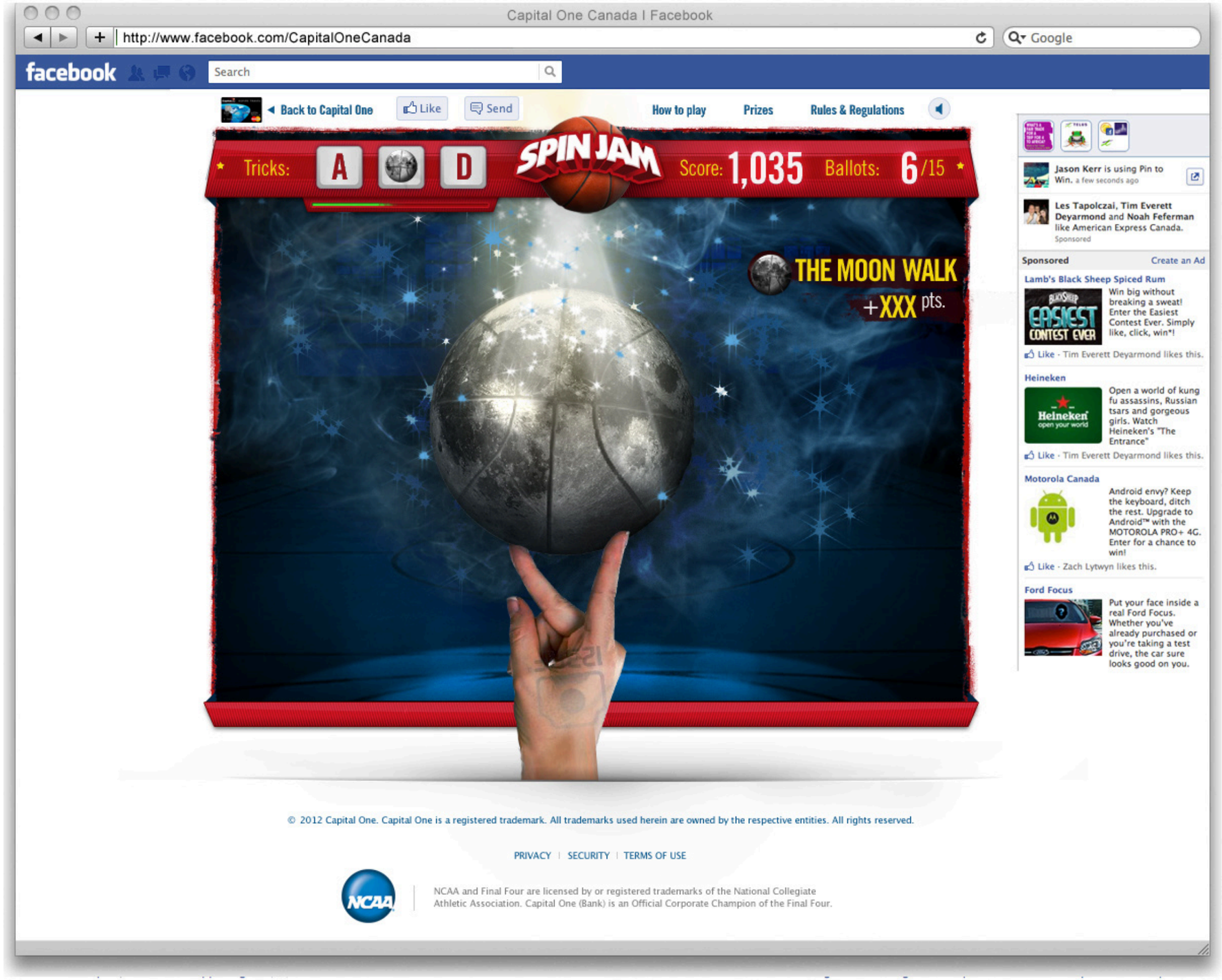
Once tricks are activated they cycle between keyboard icon and an visual of what the trick is.



CAPITAL ONE NCAA CONTEST - GAME - FIREBALL

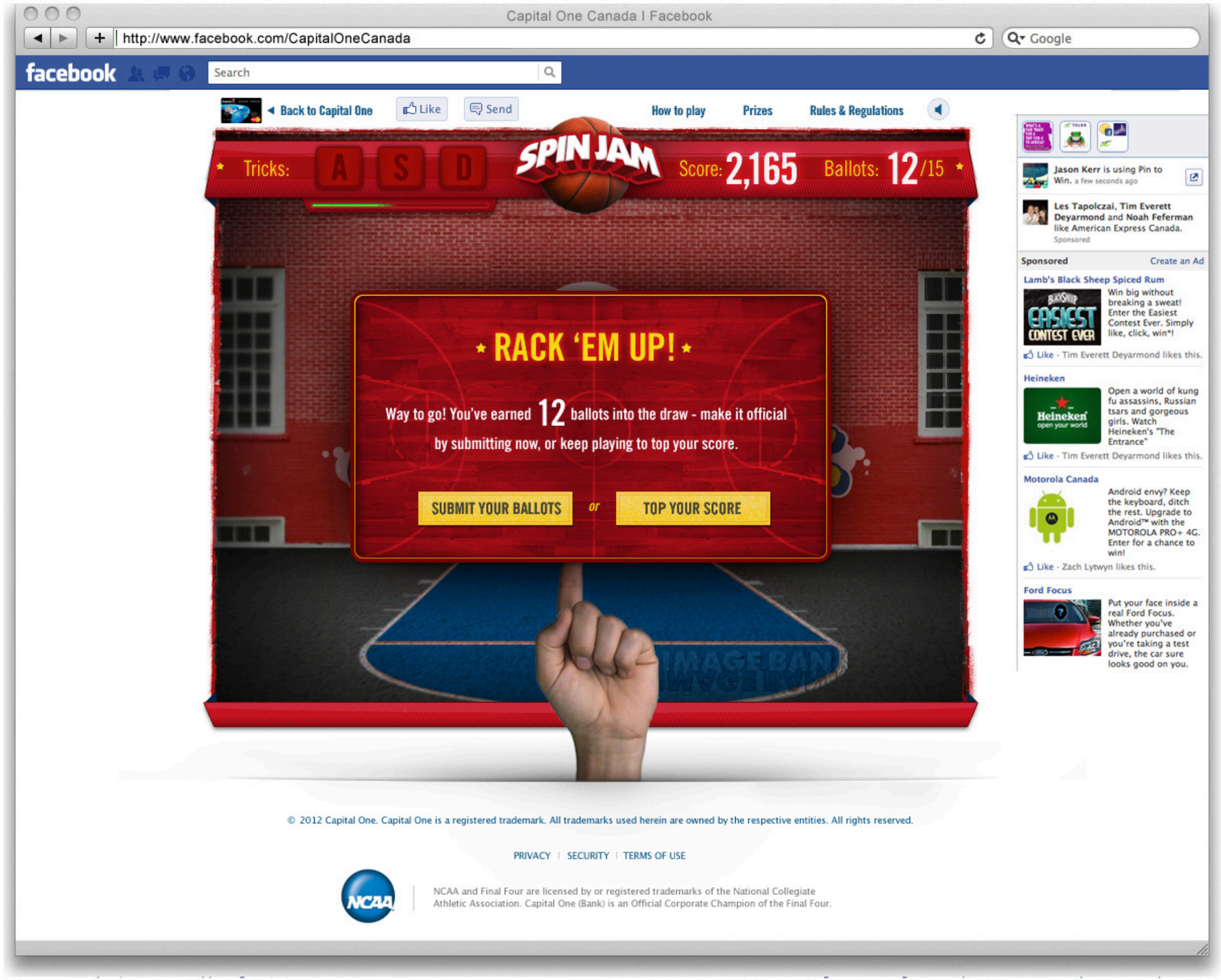


CAPITAL ONE NCAA CONTEST - GAME - THE MOON WALK

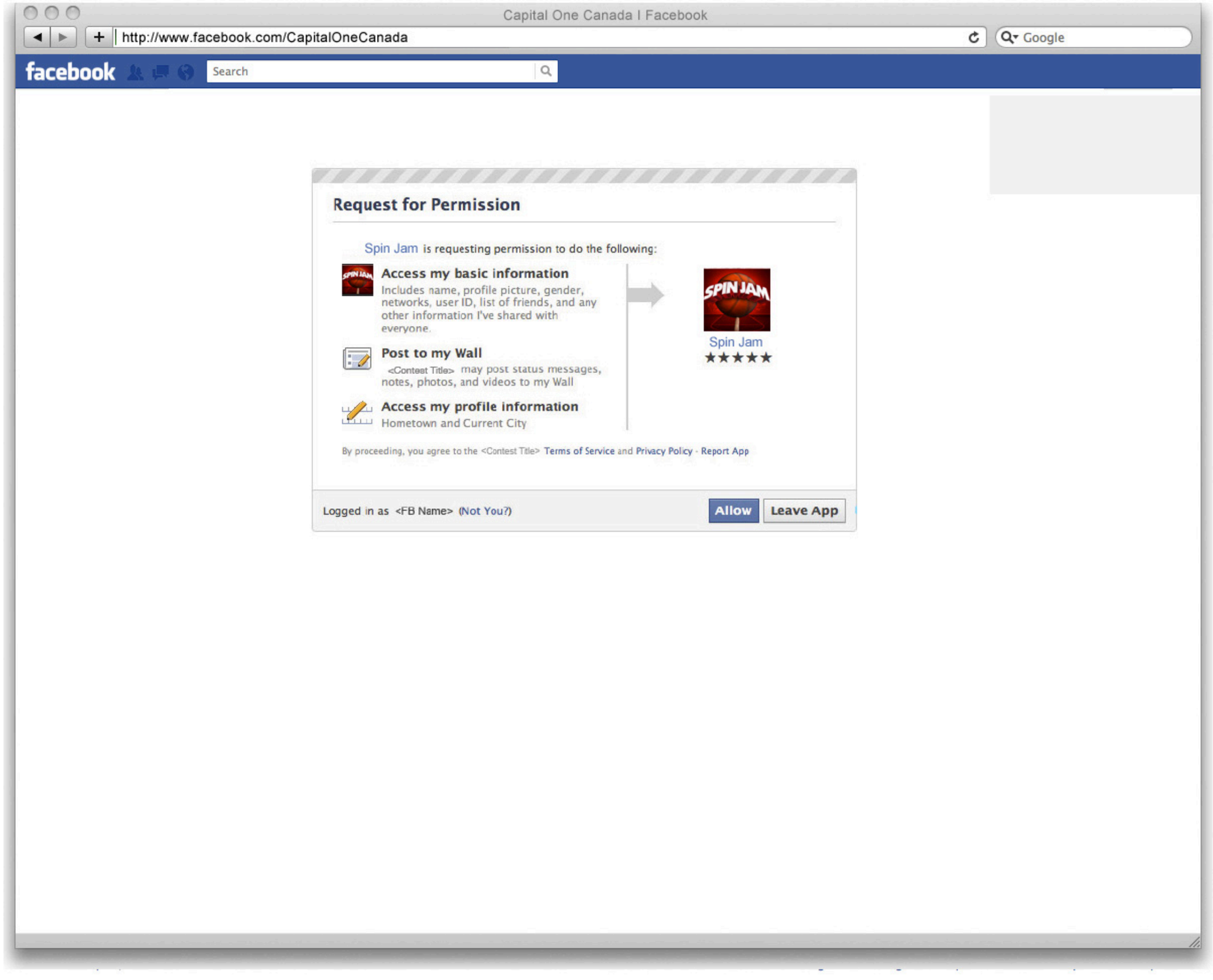


CAPITAL ONE NCAA CONTEST - GAME - IT'S ALL GOOD

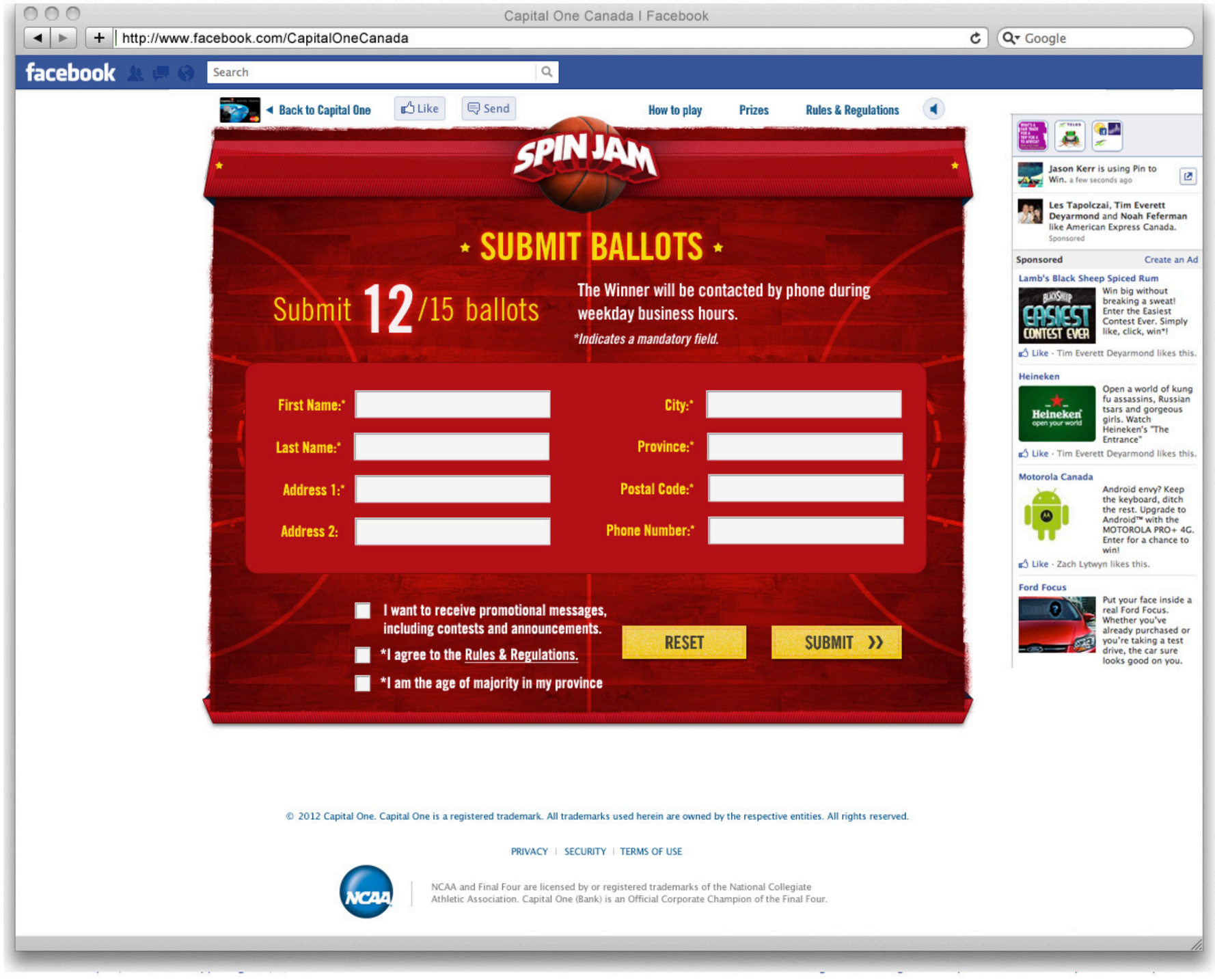
CAPITAL ONE NCAA CONTEST - GAME - GAMEOVER



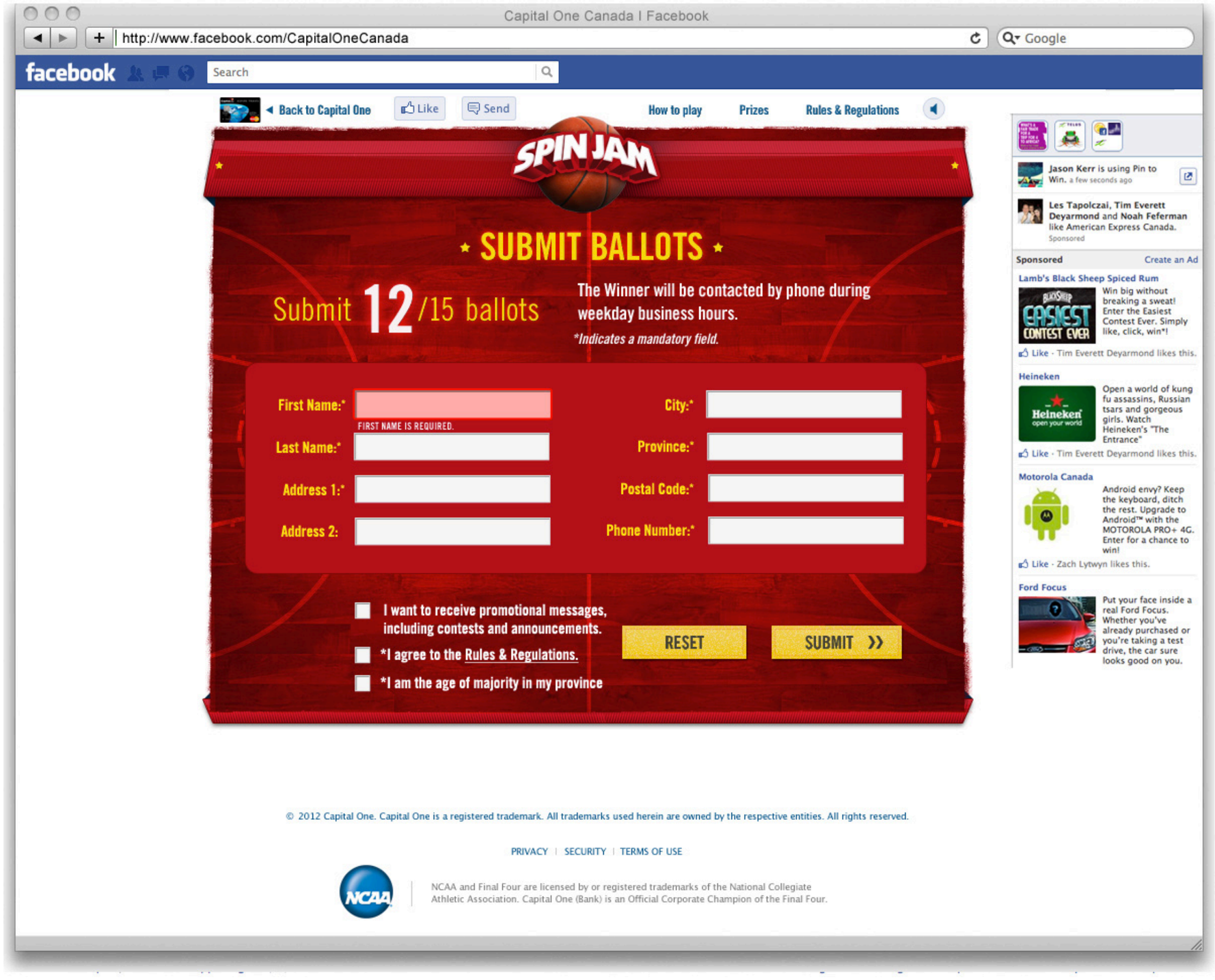
CAPITAL ONE NCAA CONTEST - GAME - AUTHENTICATION



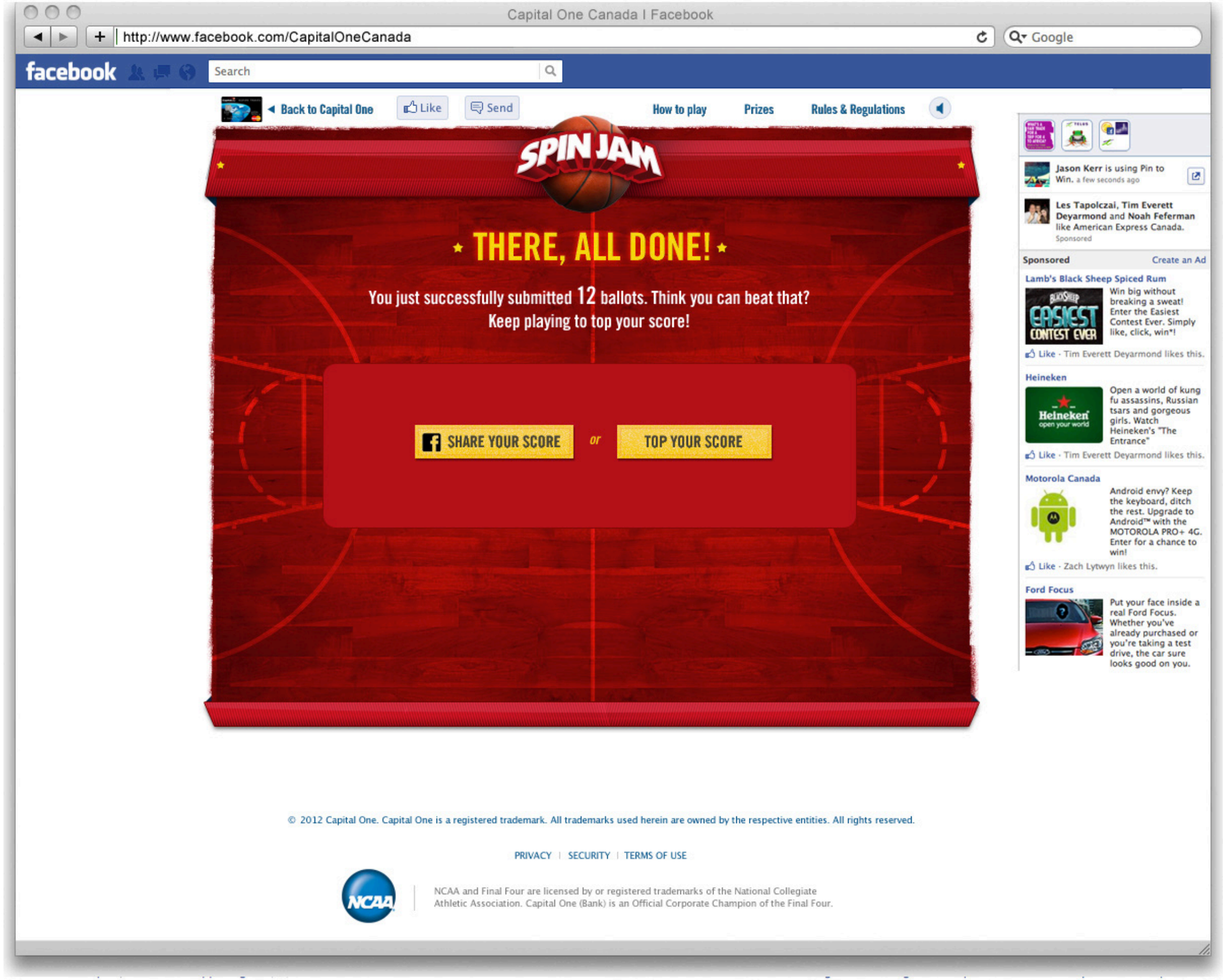
CAPITAL ONE NCAA CONTEST - GAME - SUBMIT BALLOTS



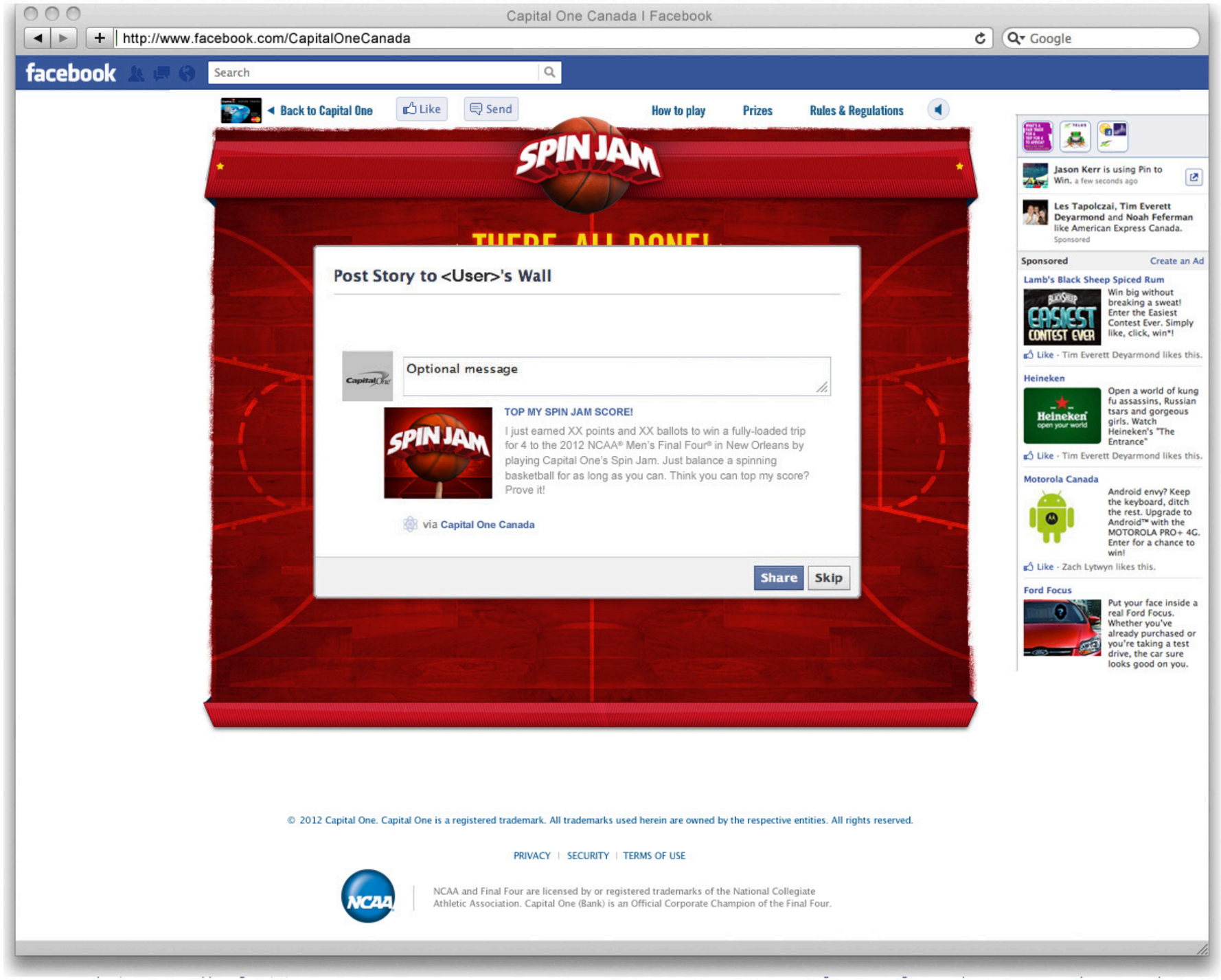
CAPITAL ONE NCAA CONTEST - GAME - SUBMIT BALLOTS - ERROR



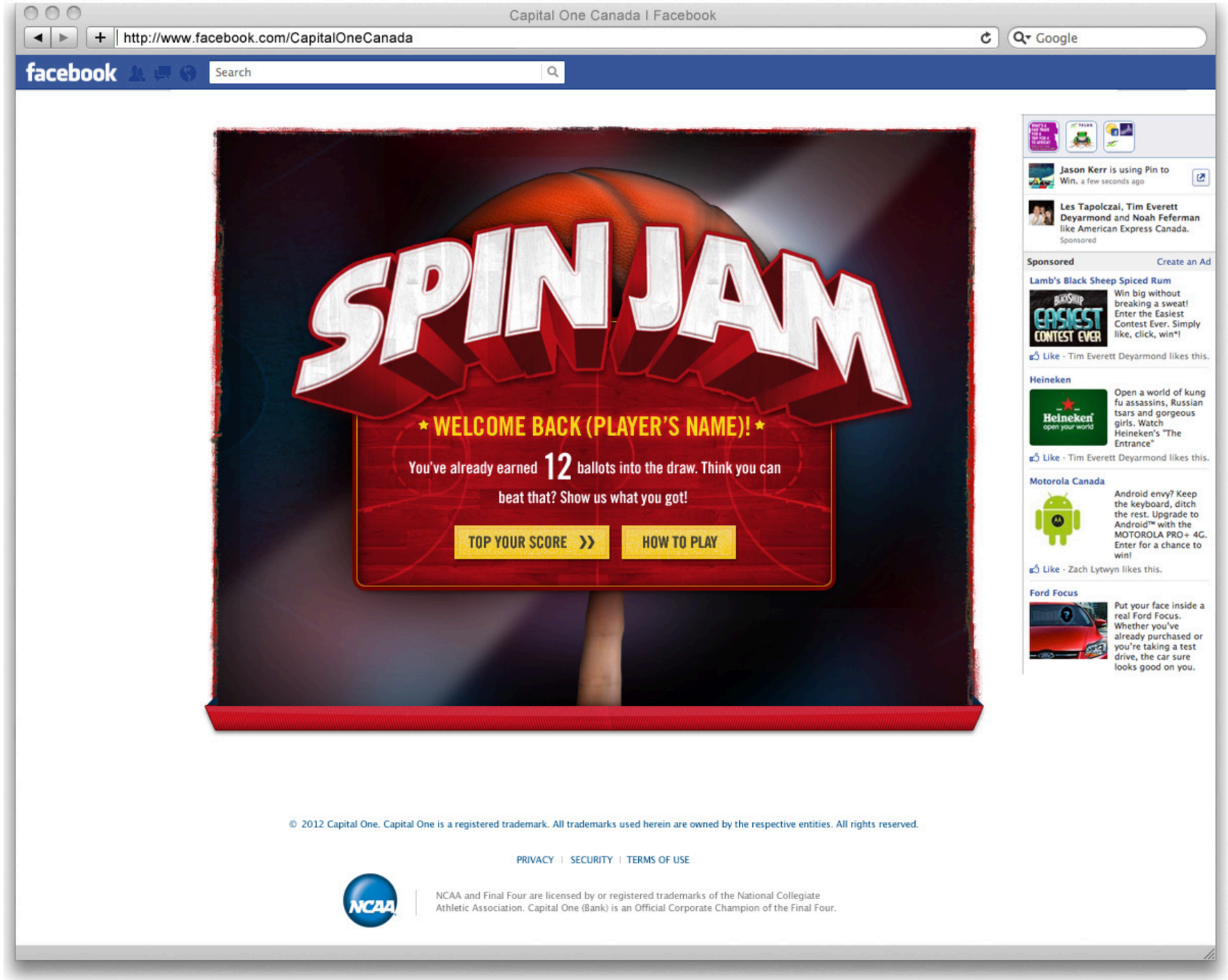
CAPITAL ONE NCAA CONTEST - GAME - SUCCESSFUL ENTRY



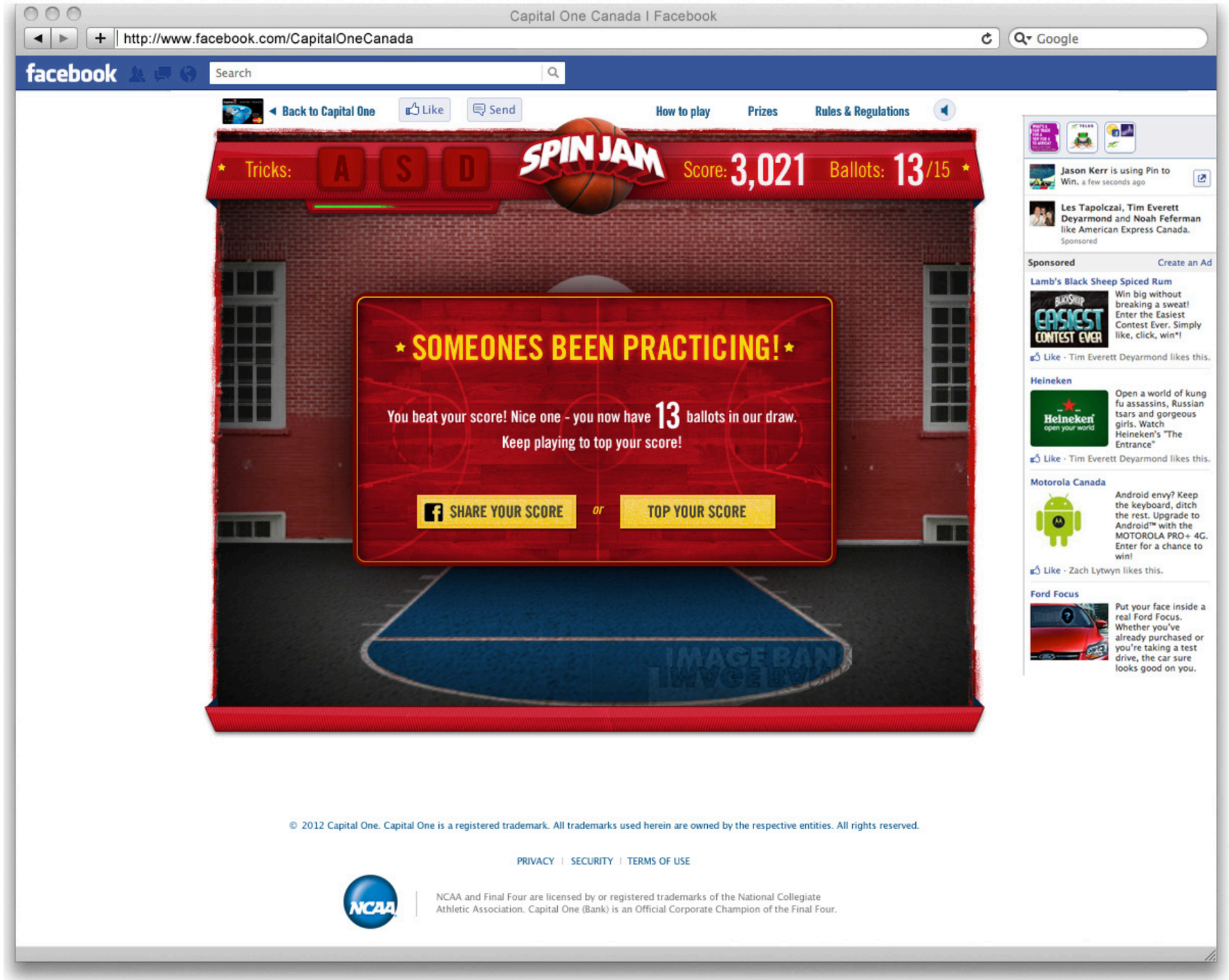
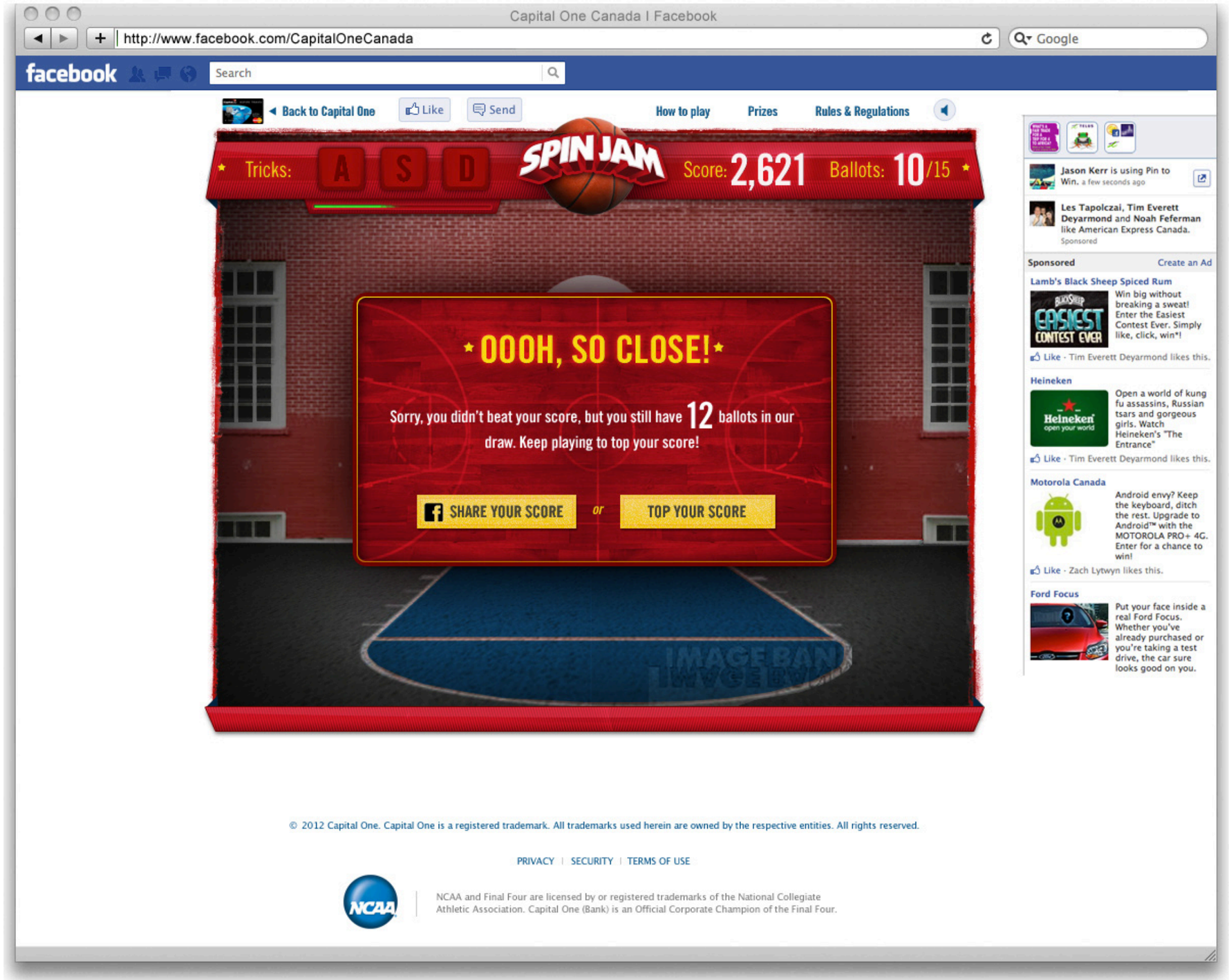
CAPITAL ONE NCAA CONTEST - GAME - SHARE



CAPITAL ONE NCAA CONTEST - INTRO - RETURNING PLAYER



CAPITAL ONE NCAA CONTEST - GAMEOVER (BEAT HIGH SCORE) - RETURNING PLAYER



CAPITAL ONE NCAA CONTEST - GAMEOVER (DIDN'T BEAT HIGH SCORE) - RETURNING PLAYER