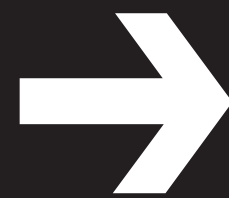


# TAXI

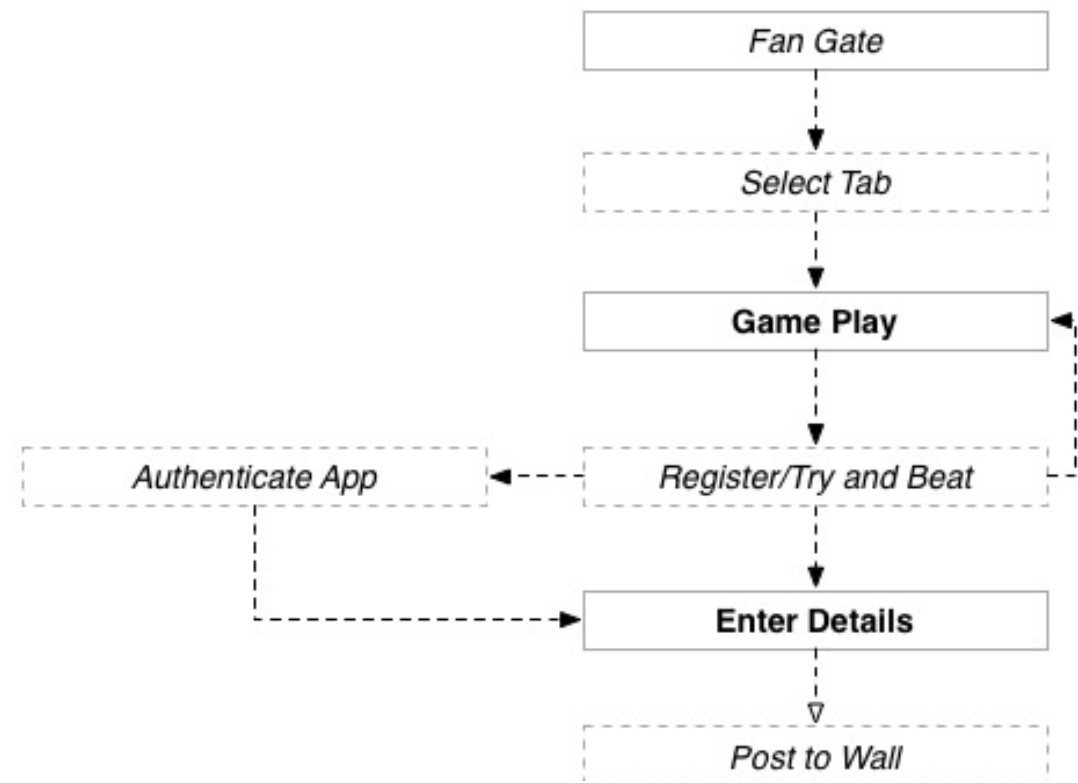


**CAPITAL ONE**  
**NCAA Contest**

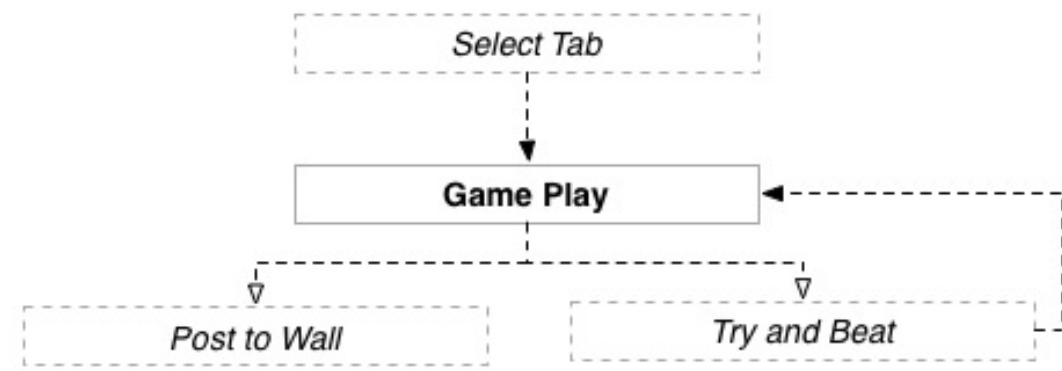
January 4, 2012

# ➔ CONTEST FLOW RECAP

First Time Player/Un-Registered Returning Player



Registered Returning Player



CAPITAL ONE NCAA CONTEST - GAME - INTRO

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# SPIN JAM

PLAY GAME >>

SKIP GAME HOW TO PLAY

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VO - Frame 6

"...SPIN JAM!"

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CAPITAL ONE NCAA CONTEST - GAME - INTRO ROLLOVER

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**SPIN JAM**

IF YOU SKIP THE GAME YOU'LL ONLY HAVE 1 ENTRY INTO THE CONTEST. PLAY THE GAME TO EARN UP TO 15 CONTEST ENTRIES.

SKIP GAME HOW TO PLAY

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# ➔ DESIGN ANNOTATIONS

TASK	NCAA Contest
PAGE	Design Annotations
NOTES	<ol style="list-style-type: none"> <li>Back to Capital One will take users back to the Capital One Canada brand page.</li> <li>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.</li> <li>How To Play will launch in an overlay &amp; will detail game mechanics.</li> <li>Prizing will launch in an overlay and will speak to the prize offerings of the contest as well as entry dates.</li> <li>Rules &amp; Regulations will launch in an overlay and have the legal documentation for participants.</li> <li>Volume control will allow users to toggle on or off the sound.</li> <li>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.</li> <li>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.</li> <li>Ballots are earned for every 80 points the user has achieved up to 15 ballots maximum.</li> <li>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.</li> </ol>

The screenshot shows a Facebook page for Capital One Canada. The main content is a game interface for 'SPIN JAM'. The game features a basketball on a hand, a 'Spin Power' meter on the left, and a 'Tricks' section with buttons for 'A', 'S', and 'D'. The score is 1,035 and the user has 6/15 ballots. The game is set against a red brick wall background with 'CAPITAL ONE' graffiti. The Facebook interface includes a search bar, navigation links like 'Back to Capital One', 'Like', 'Send', 'How to play', 'Prizes', and 'Rules & Regulations', and a sidebar with sponsored ads for Heineken, Motorola Canada, and Ford Focus. Design annotations are represented by numbered blue circles (1-10) pointing to various UI elements.

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CAPITAL ONE NCAA CONTEST - GAME - BALL DROP

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★ Tricks: **A S D** **SPIN JAM** Score: **0** Ballots: **1 / 15** ★

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CAPITAL ONE NCAA CONTEST - GAME - GAME PLAY

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Tricks: **A S D** **SPIN JAM** Score: **195** Ballots: **3/15**

Spin Power

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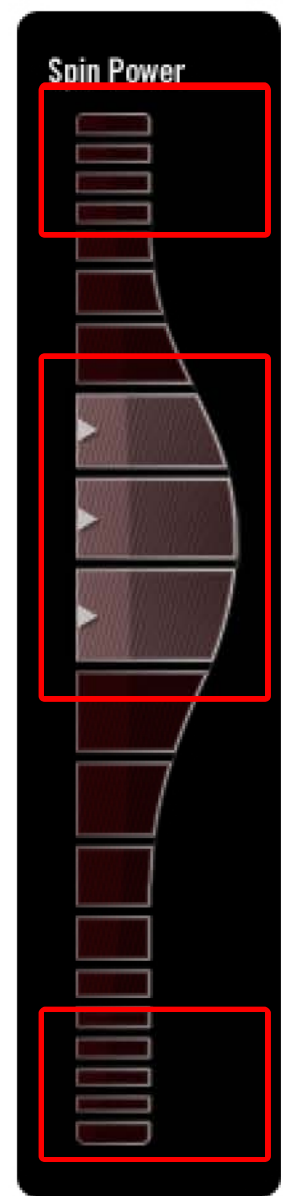
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# CAPITAL ONE NCAA CONTEST - GAME - BALL CONTROL

## 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.

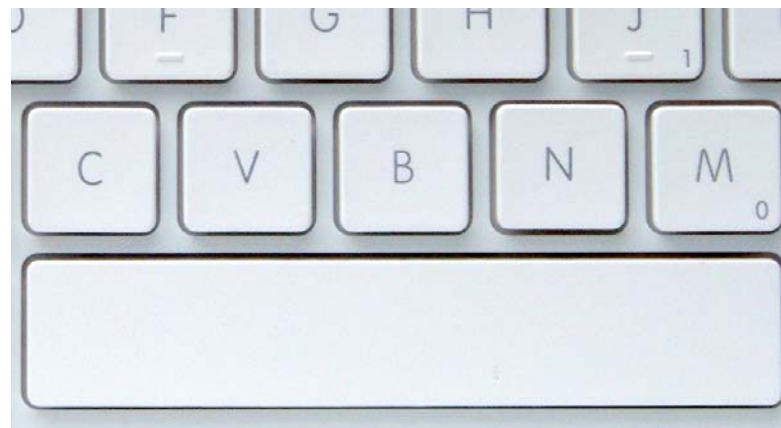
## CONTROL

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

# CAPITAL ONE NCAA CONTEST - GAME - POWER BAR FUNCTIONALITY

## Overview

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



### EMPTY POWER BAR

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



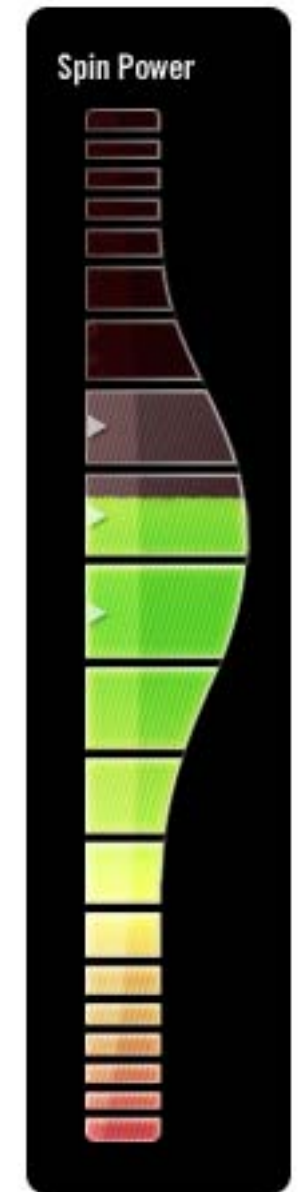
### PRESSING TOO SLOW

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.

## CONTROL

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



CAPITAL ONE NCAA CONTEST - GAME - MESSAGING

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★ Tricks: **A S D** **SPIN JAM** Score: **195** Ballots: **3/15** ★

Spin Power

★ **BETTER SPEED UP!** ★

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# CAPITAL ONE NCAA CONTEST - GAME - TRICKS CHARGED



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

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How to play Prizes Rules & Regulations

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Spin Power

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# CAPITAL ONE NCAA CONTEST - GAME - FIREBALL

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**THE FIREBALL**  
+XXX pts.

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CAPITAL ONE NCAA CONTEST - GAME - THE MOON WALK

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Tricks: A D **SPIN JAM** Score: 1,035 Ballots: 6/15

**THE MOON WALK** +XXX pts.

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


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Tricks: **A** **S**  **SPIN JAM** Score: **1,035** Ballots: **6/15**



**IT'S ALL GOOD!**  
+XXX pts.

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**EASIEST CONTEST EVER**  
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# CAPITAL ONE NCAA CONTEST - GAME - GAMEOVER

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Tricks: **A S D** **SPIN JAM** Score: **2,165** Ballots: **12/15**

**★ RACK 'EM UP! ★**

Way to go! You've earned **12** ballots into the draw - make it official by submitting now, or keep playing to top your score.

**SUBMIT YOUR BALLOTS** or **TOP YOUR SCORE**

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CAPITAL ONE NCAA CONTEST - GAME - AUTHENTICATION




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### Request for Permission

Spin Jam is requesting permission to do the following:

-  **Access my basic information**  
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.
-  **Post to my Wall**  
<Contest Title> may post status messages, notes, photos, and videos to my Wall
-  **Access my profile information**  
Hometown and Current City

By proceeding, you agree to the <Contest Title> [Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

Logged in as <FB Name> (Not You?)

[Allow](#) [Leave App](#)




# CAPITAL ONE NCAA CONTEST - GAME - SUBMIT BALLOTS

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## ★ SUBMIT BALLOTS ★

Submit **12** / 15 ballots


The Winner will be contacted by phone during weekday business hours.  
\*Indicates a mandatory field.

First Name:*	<input type="text"/>	City:*	<input type="text"/>
Last Name:*	<input type="text"/>	Province:*	<input type="text"/>
Address 1:*	<input type="text"/>	Postal Code:*	<input type="text"/>
Address 2:*	<input type="text"/>	Phone Number:*	<input type="text"/>

I want to receive promotional messages, including contests and announcements.  
 \*I agree to the [Rules & Regulations](#).  
 \*I am the age of majority in my province

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CAPITAL ONE NCAA CONTEST - GAME - SUBMIT BALLOTS - ERROR

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## ★ SUBMIT BALLOTS ★

Submit **12** / 15 ballots

The Winner will be contacted by phone during weekday business hours.  
\*Indicates a mandatory field.


<b>First Name:</b> <input type="text"/>	<b>City:</b> <input type="text"/>
<small>FIRST NAME IS REQUIRED.</small>	
<b>Last Name:</b> <input type="text"/>	<b>Province:</b> <input type="text"/>
<b>Address 1:</b> <input type="text"/>	<b>Postal Code:</b> <input type="text"/>
<b>Address 2:</b> <input type="text"/>	<b>Phone Number:</b> <input type="text"/>

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RESET
SUBMIT >>

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CAPITAL ONE NCAA CONTEST - GAME - SUCCESSFUL ENTRY

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**★ THERE, ALL DONE! ★**

You just successfully submitted **12** ballots. Think you can beat that?  
Keep playing to top your score!

**f SHARE YOUR SCORE** *or* **TOP YOUR SCORE**

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CAPITAL ONE NCAA CONTEST - GAME - SHARE

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**THERE ALL DONE!**

Post Story to <User>'s Wall

Optional message



**TOP MY SPIN JAM SCORE!**




I just eamed XX points and XX ballots to win a fully-loaded trip for 4 to the 2012 NCAA® Men's Final Four® in New Orleans by playing Capital One's Spin Jam. Just balance a spinning basketball for as long as you can. Think you can top my score? Prove it!

via Capital One Canada

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# CAPITAL ONE NCAA CONTEST - INTRO - RETURNING PLAYER

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**SPIN JAM**

★ WELCOME BACK (PLAYER'S NAME)! ★

You've already earned **12** ballots into the draw. Think you can beat that? Show us what you got!

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

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★ Tricks: **A S D** **SPIN JAM** Score: **3,021** Ballots: **13/15** ★

★ **SOMEONES BEEN PRACTICING!** ★

You beat your score! Nice one - you now have **13** ballots in our draw.  
Keep playing to top your score!

**f** SHARE YOUR SCORE or TOP YOUR SCORE

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

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★ Tricks: **A S D** **SPIN JAM** Score: **2,621** Ballots: **10/15** ★

★ **OOOH, SO CLOSE!** ★

Sorry, you didn't beat your score, but you still have **12** ballots in our draw. Keep playing to top your score!

**f** SHARE YOUR SCORE or TOP YOUR SCORE

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