

ENHANCING QUIZ PLATFORM OF AMUSE LABS

THESIS REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE
OF

MASTERS OF DESIGN IN INTERACTION DESIGN

Submitted By

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CANDIDATE'S DECLARATION

I, **Bhavya Jain**, Roll No, **2K22/MDID/03** student of **M.Des (Interaction design)**, hereby declare that the project thesis titled "**Enhancing Quiz Platform of Amuse Labs**" which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfilment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship or other similar title or recognition.

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CERTIFICATE

I hereby certify that the Project Dissertation titled "**Enhancing Quiz Platform of Amuse Labs**" which is submitted by **BHAVYA JAIN, 2K22/MDID/03**, (Department Design), Delhi Technological University, Delhi in partial fulfilment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

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I am thankful and fortunate enough to get constant encouragement, support and guidance from all teaching staff of Department of Design, DTU, who helped in successfully completing the project work.

Bhavya Jain
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ABSTRACT

This thesis project, titled "Enhancing the Quiz Platform of Amuse Labs," was completed as an industry-sponsored project with Amuse Labs, a premier online provider of mind games such as Crossword, Sudoku, Word Flower, and Quiz. Serving renowned publishers like The Washington Post, The New Yorker, LA Times, The Atlantic, The Indian Express, and more, Amuse Labs holds a prominent position in the mind gaming industry for publishers.

My assignment centred on enhancing the user experience (UX) of the Quiz platform, which features both Contest and Non-Contest modes. Through comprehensive analysis, usability study across various areas including the quiz creator form, onboarding process, help and documentation, question and feedback screens, timer, hints, end-of-quiz interactions, and navigation were identified.

Methodologically, heuristic analysis and user interviews were employed to assess the existing platform. Subsequently, a competitive analysis of leading Quiz software providers was conducted to identify potential areas to outperform.

In the define stage, the problem statement was refined, leading to the ideation of user flows and information architecture aimed at addressing identified usability issues. Multiple iterations of click-through wireframes were developed for each flow, meticulously addressing usability concerns. These prototype flows underwent rigorous testing with multiple users for feedback and further refinement.

The culmination of the project involved documenting final changes and raising tickets for their implementation, thus setting the stage for an enhanced user experience and the integration of AI capabilities into the Quiz platform.

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CHAPTER 1 INTRODUCTION

1.1 Company Profile

Amuse Labs is the leading online provider of smart games such as Crossword, Sudoku, Word Flower, Quiz, to leading publishers like Washington Post, The New Yorker, LA Times, The Atlantic, The Indian Express and many more.

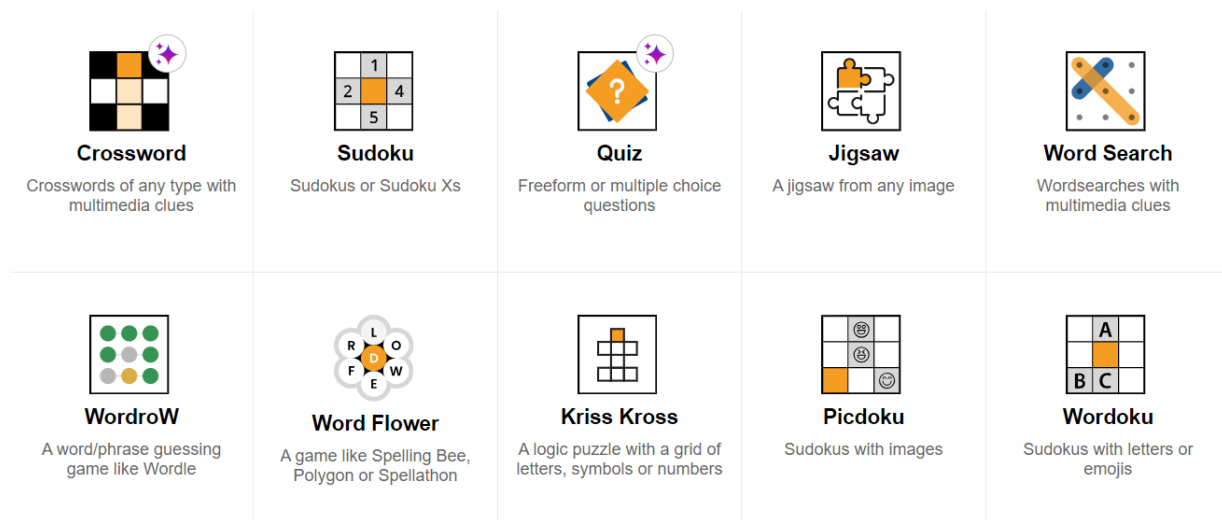


Figure 1-1 Various mind games offered by Amuse Labs. Source-Amuselabs.com

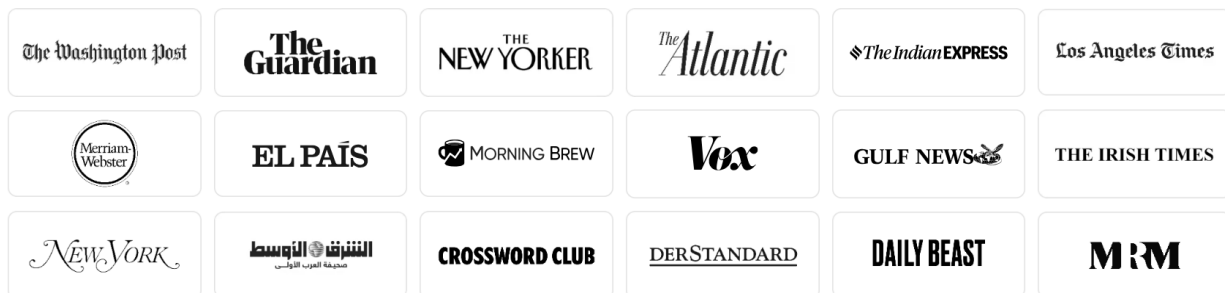


Figure 1-2 Leading Publishers using Amuse Labs puzzles. Source-Amuselabs.com

1.2 Role and Responsibility

- Conduct user research/studies, and quantitative and qualitative data analysis to advance the research.

- Create new features/UI experiences for the games and find creative and clean solutions to problems.
- Take a user-centred design approach and participate in iterative design, testing, and development sprints to refine the overall product.
- Collaborate with other team members to implement attractive designs.
- Stay updated with the latest design trends and implement the same in the designs.

1.3 Project Introduction

1.3.1 Problem Statement

Develop a design solution to elevate the user flow of the existing quiz platform, aiming to enhance user engagement and experience, and integrate artificial intelligence capabilities to enhance the quiz creation.

1.3.2 Design Process

User Research to get the perspective of the users, and pain points. After finalising the features and basic wire frames, implementing design principles to craft an interface that compliments the functionality & design of the existing platform.

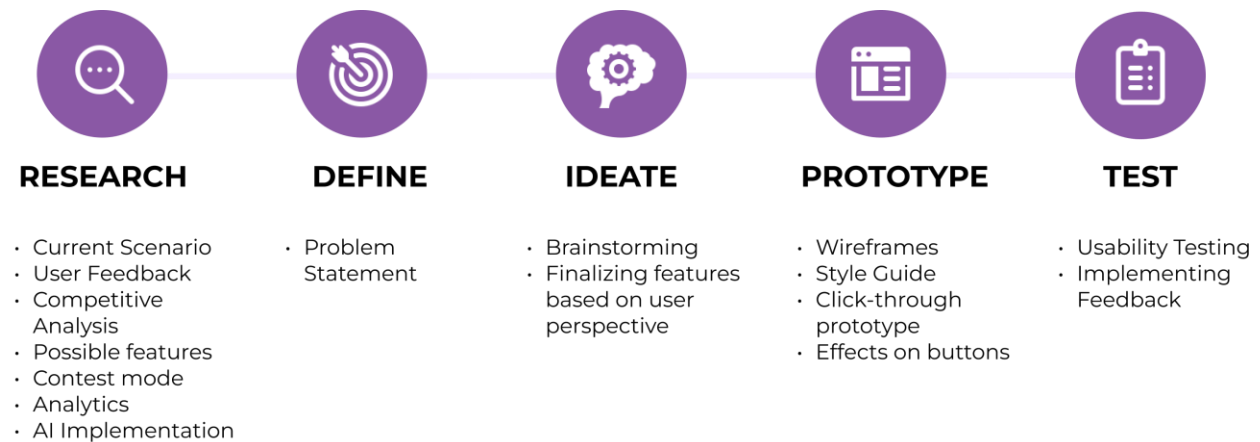


Figure 1-3 Design Process. Source- Author

CHAPTER 2 DESIGN PROCESS

2.1 Research

Current Scenario and User Feedback

Heuristic Evaluation and User Interviews were conducted on the existing quiz platform to understand the areas of improvement.

- **Onboarding- Info Modal**

- ⊗ Visibility of system status
- ⊗ User control and freedom
- ⊗ Help and documentation

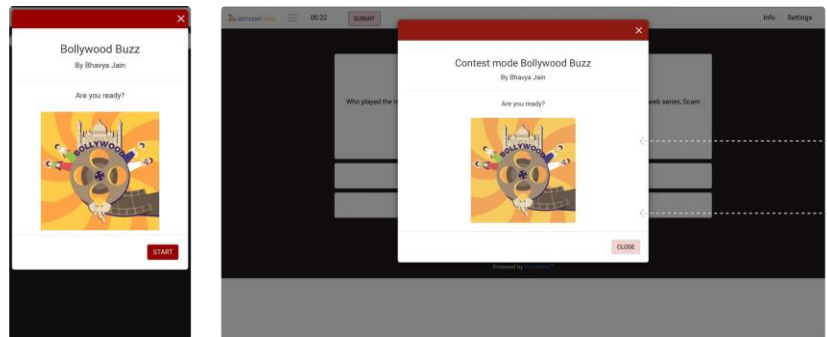


Figure 2-1 Onboarding- Info Modal. Source- Author

Settings, Help section not accessible before the start of the quiz

No information about scoring, No. of questions, etc.

“Could not understand the first and last page”

“Had no clue, when the puzzle started, when it ended”

- **Help and Documentation**

- ⊗ Some instructions are not valid in contest mode, while some instructions are missing

User Feedback

“How is the score calculated?”

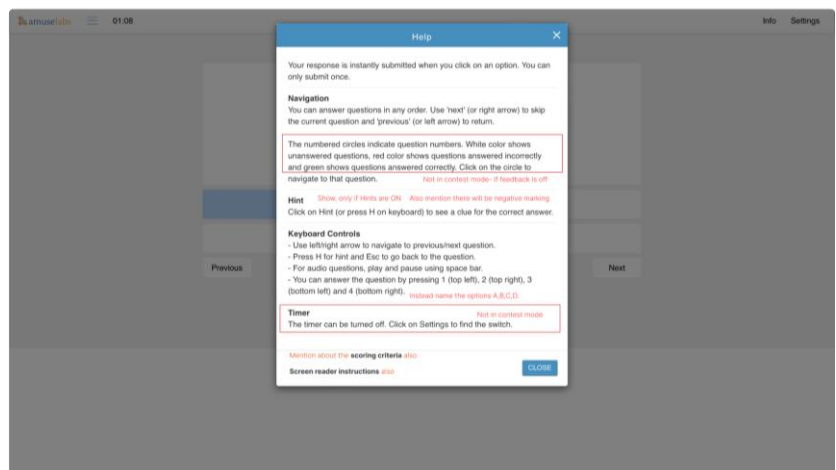


Figure 2-2 Help and Documentation. Source- Author

Help section should be accessible before the start of the quiz as well, so that the players are well versed with the platform, and rules before the start of the quiz.

• Question Screen

- ⊗ Visibility of system status
- ⊗ User control and freedom
- ⊗ Aesthetic and minimalist design
- ⊗ Match between system and the real world

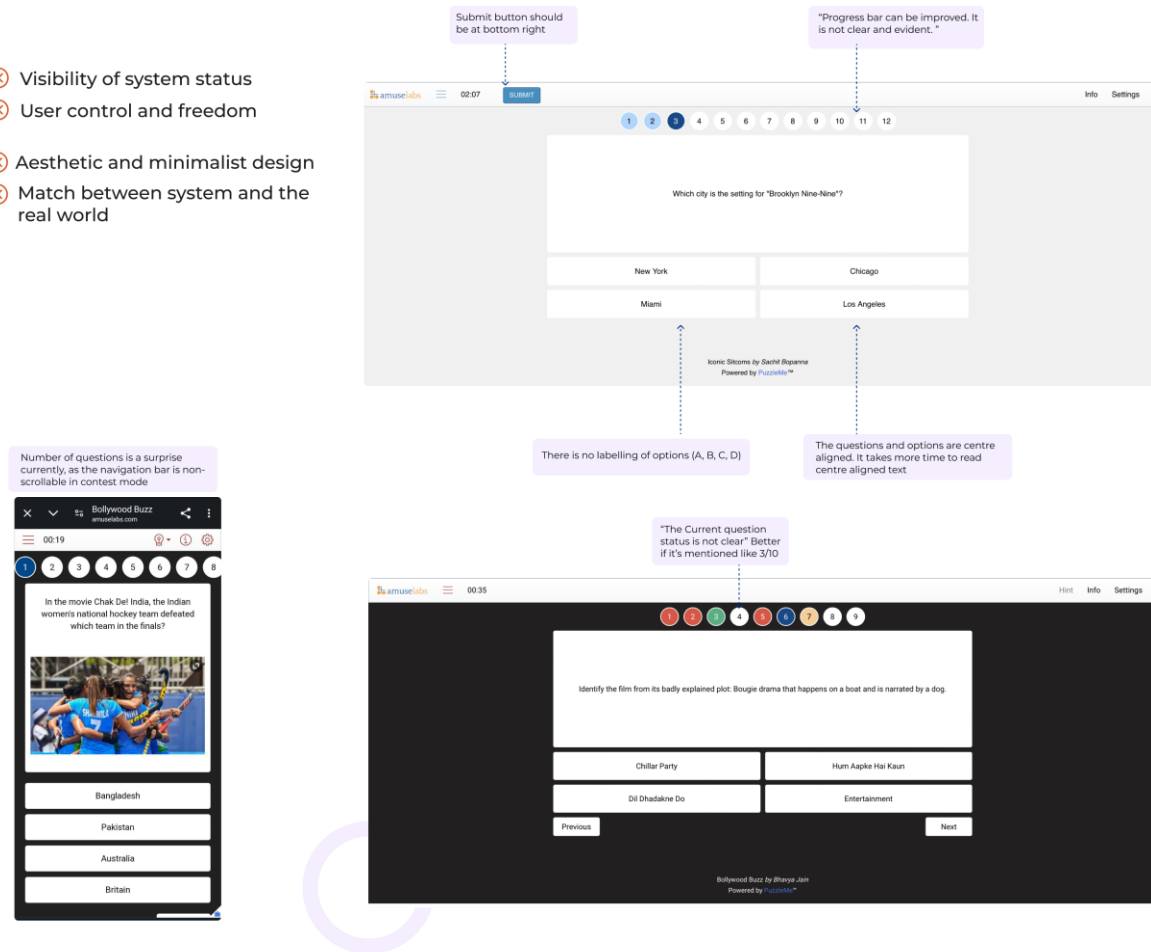


Figure 2-3 Question Screen. Source- Author

User Feedback

- “Why is this not a count down? What is the timer depicting?”
- “Quite Slow”
- “Too much blank space! The real estate is not properly utilized”
- “Lack of visual hierarchy-Makes it very confusing, where to look at!”
- “The format is very old- like 2000s. It can definitely be upgraded”
- “Score tracking should be there. It is encouraging”
- “Liked the feature, that there is no need to press the next button”

- **Feedback Screen**

- ⊗ Visibility of system status
- ⊗ Aesthetic and minimalist design
- ⊗ Error Prevention
- ⊗ User control and freedom

User Feedback

"Oh! I didn't knew there are explanations as well"

Explanations and Next button get hidden

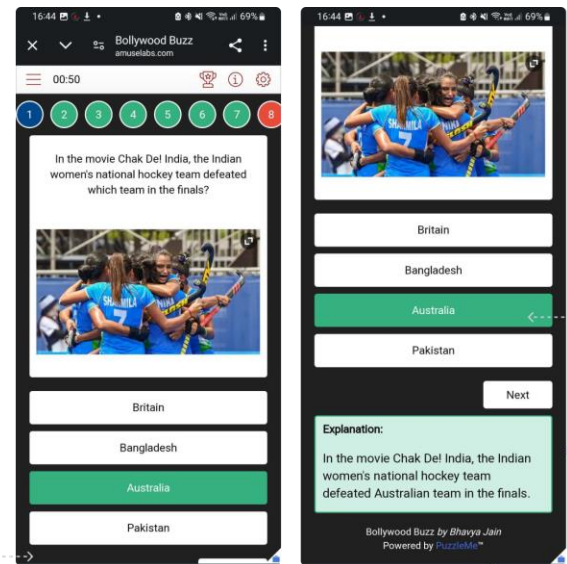
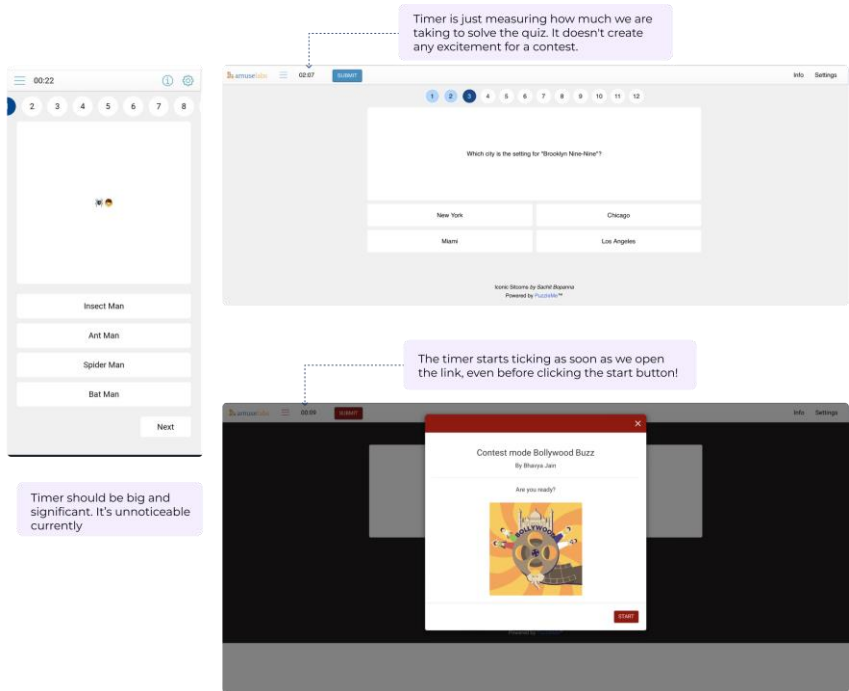


Figure 2-4 Feedback Screen. Source- Author

- If there is no explanation, the question quickly moves to the next question. No time to view the feedback
 - Once the last question is answered, the end message pops up suddenly. No time to view the answer feedback
 - Not accessible for color blind people
 - Explanations and Next button get hidden
- **Timer**
 - Timer is just measuring how much we are taking to solve the quiz. It doesn't create any excitement for a contest.
 - The timer starts ticking as soon as we open the link, even before clicking the start button!
 - Timer should be big and significant. It's unnoticeable currently

- ⊗ Visibility of system status
- ⊗ Aesthetic and minimalist design
- ⊗ Match between system and the real world



User Feedback

"Why is this not a count down? what is the timer depicting?"

Figure 2-5 Timer. Source- Author

• **Hint**

- ⊗ User control and freedom
- ⊗ Aesthetic and minimalist design

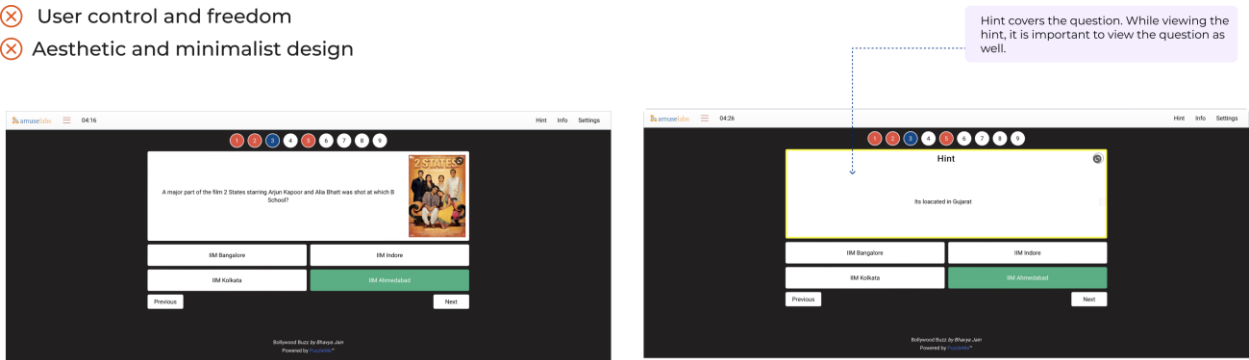


Figure 2-6. Hint Source- Author

• **Non-Contest Mode**

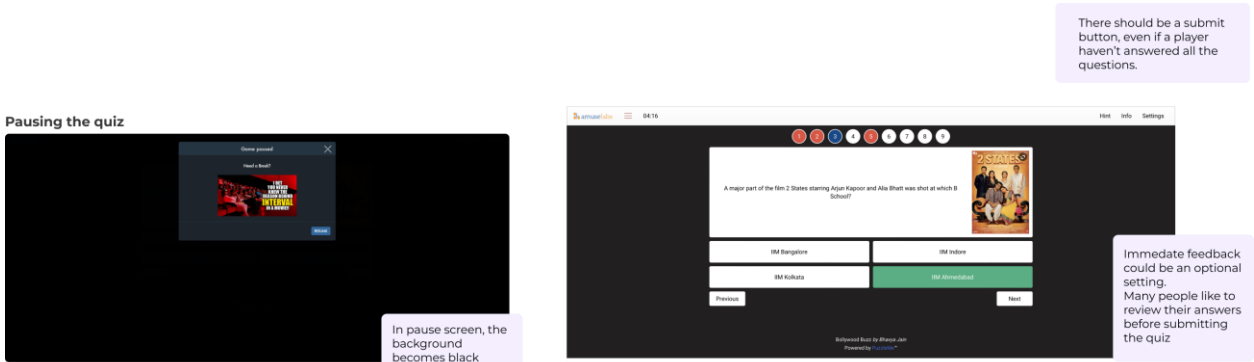
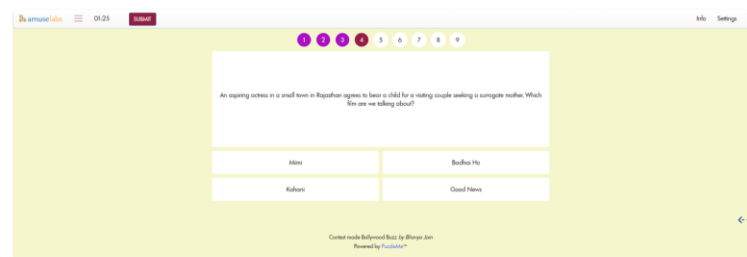


Figure 2-7 Non- Contest Mode. Source- Author

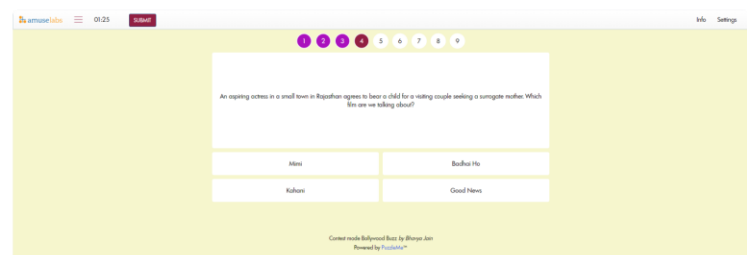
• Contest Mode

- ⊗ Visibility of system status
- ⊗ Aesthetic and minimalist design
- ⊗ Error Prevention
- ⊗ User control and freedom

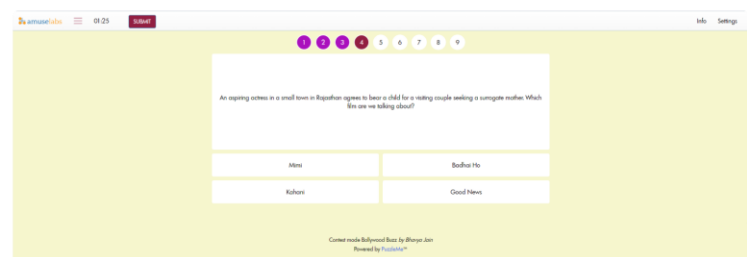
Skip Question



Contest Mode 1: User control to go back and front in the quiz, no immediate feedback



Contest Mode 2: Live Quiz with Immediate Feedback



User Feedback

"If everyone is gathering, its better everyone plays together. A live leader board could make the play more interactive. Currently, its like everyone is filling in their phone individually, which could also be done in our cabins. No need of gathering"

Currently, there is no way to move to next question, without answering. There should be Next and Previous keys.

There could be individual timer to each question and everyone play it together. The leaderboard will update after each question.

Submit

- ⊗ Help Users Recognize, Diagnose, and Recover from Errors
- ⊗ Error Prevention
- ⊗ User control and freedom

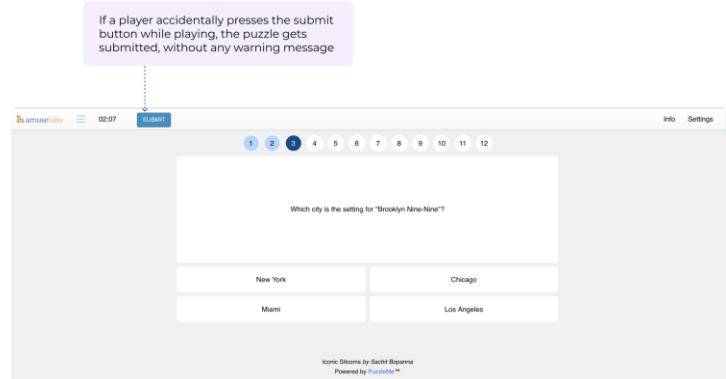


Figure 2-8 Contest Mode. Source Author

If a player accidentally presses the submit button while playing, the puzzle gets submitted, without any warning message

• End of Quiz

- ⊗ Recognition rather than recall
- ⊗ Help and documentation
- ⊗ Aesthetic and minimalist design
- ⊗ Match between system and the real world
- ⊗ Error Prevention

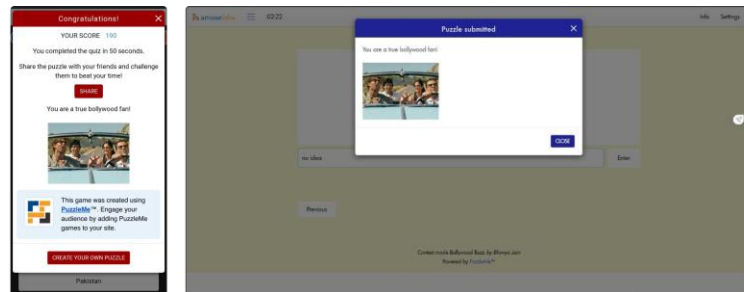


Figure 2-9 End of Quiz. Source Author

Modal Approach looks cluttered and old style. It can carry only limited information.

For viewing the answers, users have to close the end modal window, and they are back in the same view, as it was during the game. This creates a confusion to the new users, is the quiz over or not? Why are they back in the game?

• Creator Form

- ⊗ Recognition rather than recall
- ⊗ Help and documentation
- ⊗ Aesthetic and minimalist design
- ⊗ Match between system and the real world
- ⊗ Error Prevention

The form becomes **very long** after adding questions. It should be collapsible/expandable, as required.

No way to add a **new question**, in between two questions

Credits field is a sub part of the media field. It is taking too much space, being in a separate row

There is no way to change the **question type**, once we have added a question.

No indication of the **question number**.

Users have to carefully read which is the field for **correct and wrong answer** options.

There is no way to **drag to rearrange** the question order.

The **delete button** is not having a proper place in the design.

Questions and Answers ⓘ

You can add either type of quiz question using the appropriate button

Question *	In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals?
Answer *	Australia
Option 2 *	Britain
Option 3	Bangladesh
Option 4	Pakistan
Media	https://thefederal.com/file/2021/08/hockey.png
Credits	Media attribution/credits
Hint	They have yellow dresscode
Explanation	HTML or plain text explaining the answer; text will be displayed after the question is attempted (HTML ok)
Tags	Comma separated list of tags for this question
Score	Number of points for a correct answer

Creators have to manually type **score**

There is no option to put **individual timer** for each question

In question with a text answer, there no information given near the field about the **format** to type in the **variants** of answer. It is only given on the top of the page. It's very hard to scroll till the top to see the format

Figure 2-10 Creator Form. Source Amuse Labs

Competitive Analysis

I mapped out about 10 competitors and did competitive analysis to assess the strengths and weaknesses of current competitors and build a strategy, identifying potential opportunities to outperform.

The following is the list of competitors:

1. Slido [1]
2. Typeform.com [2]
3. Britannica [3]
4. Quizizz [4]
5. StickyPuzzles.com [5]
6. Quilgo [6]
7. Qshala [7]
8. Kahoot [8]
9. The New York Times [9]
10. Opinion Stage [10]

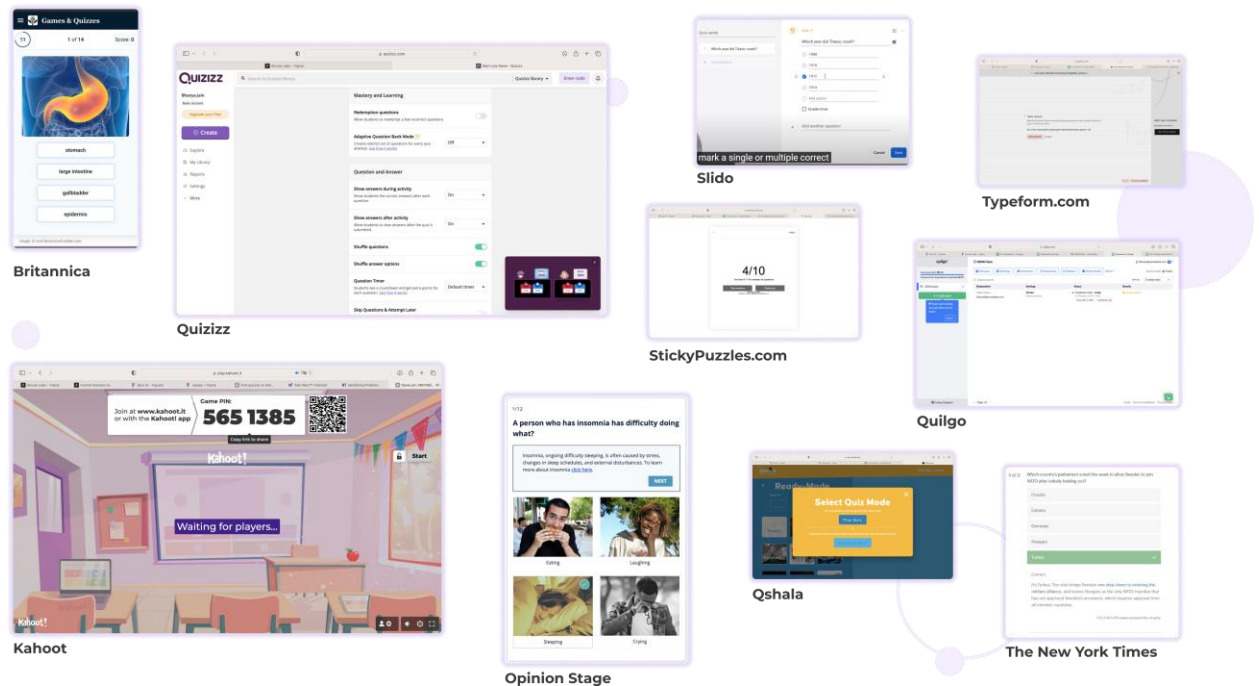


Figure 2-11 Competitive Analysis

The following areas were identified as key areas of improvement, based on user research, interviews, observations and competitive analysis:



Figure 2-12 Key Areas of Improvement from user Research, and Competitive analysis. Source Author

2.2 Define

Design a solution to optimise screen element visibility, offer user navigation control, minimise errors and integrate AI for enhanced quiz creation and elevate user engagement.



Figure 2-13 Problem areas Defined. Source Author

2.3 Ideate

User flows and information architecture was created to have a clear understanding of the flow of the platform in different modes, namely

- Contest Mode
- Live Contest Mode
- Non-Contest Mode

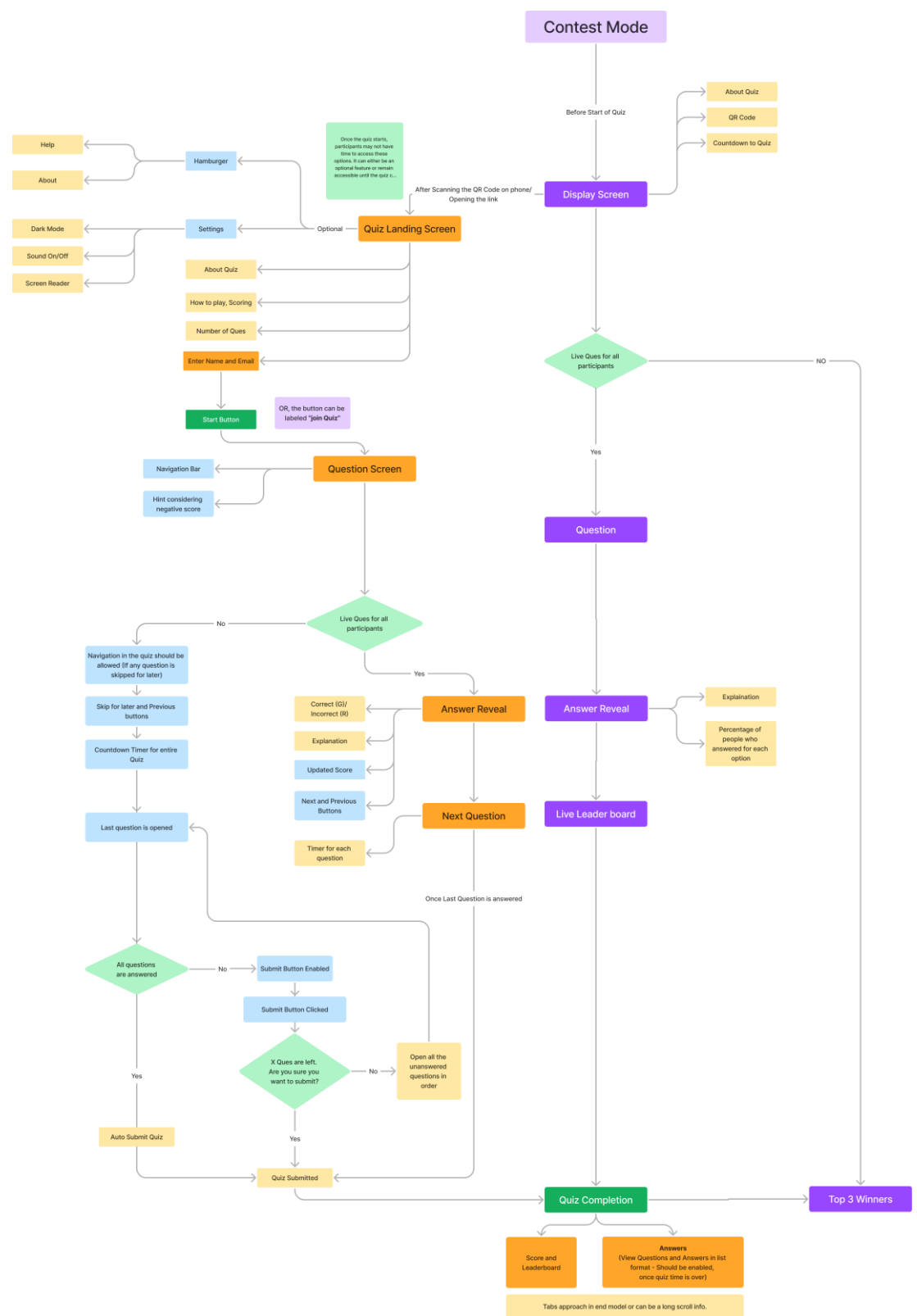


Figure 2-14 User Flow for Contest Mode Quiz. Source Author

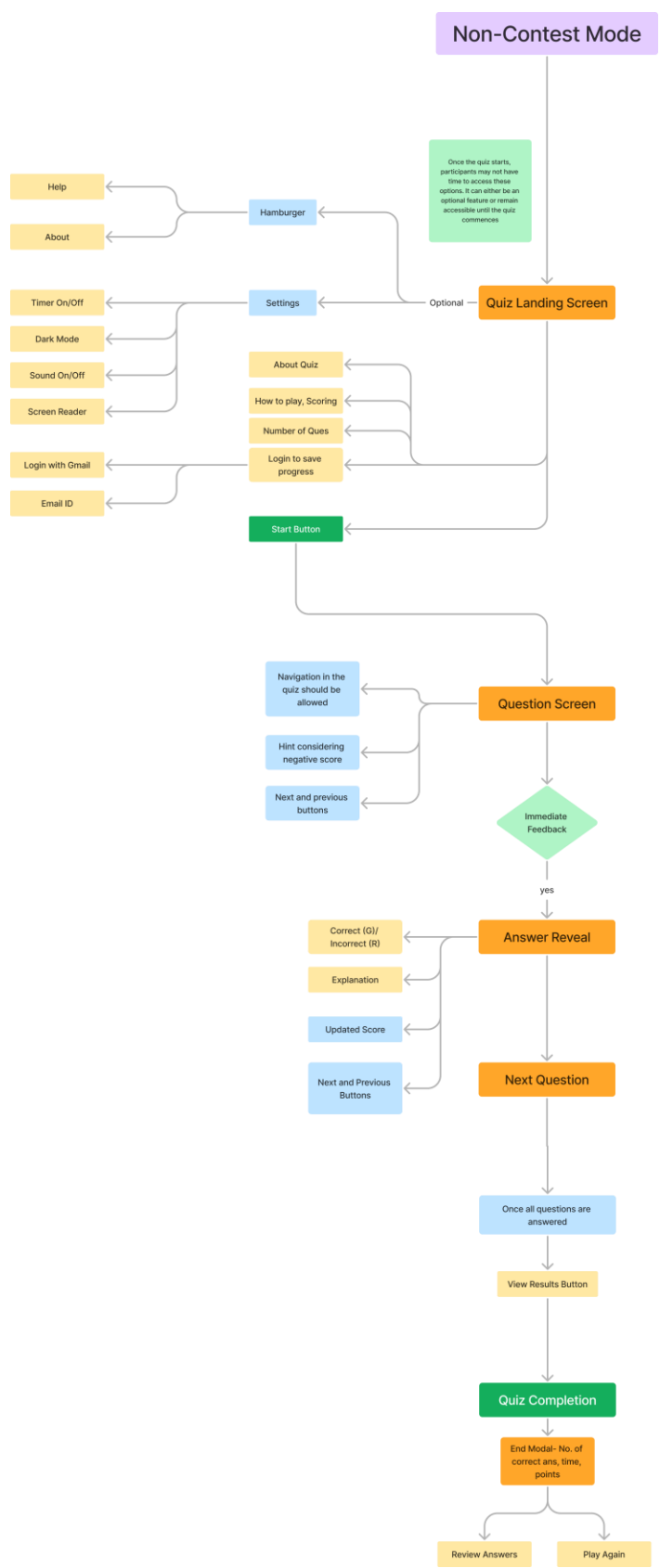


Figure 2-15 User Flow for Non-Contest Mode Quiz.

2.4 Wireframing

Clickthrough Wireframes for 3 different flows were made, namely:

1. Contest Mode: Players compete at their own pace. They can navigate through the quiz. There is no immediate feedback. The player who answers the most correct in the least time, wins.
2. Live Contest Mode: All players answer the same questions at the same time. There is individual timer for each question. The leaderboard is updated after each question.
3. Non-Contest Mode: Players can navigate the quiz according to their preference. They get immediate feedback after answering each question.

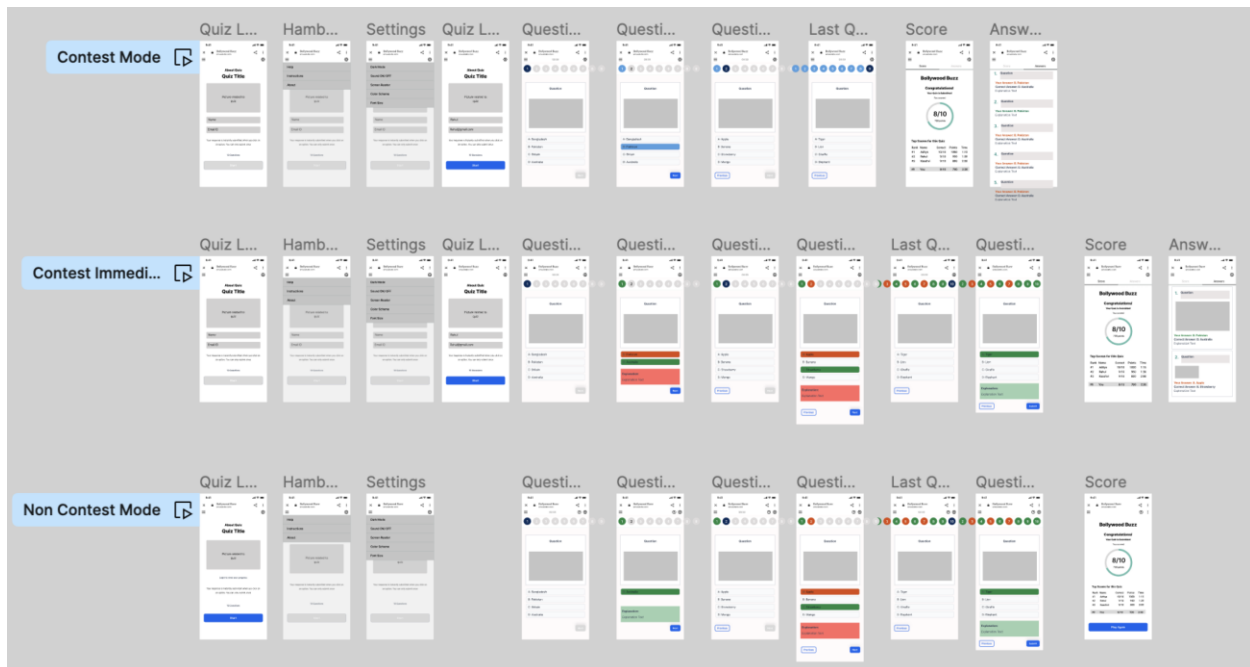


Figure 2-16 Wireframes designed for different flows. Source Author

Initial Design Ideas



Figure 2-17 Initial Visual Design Ideas for Question Screen

2.6 Lo-Fi Screen Designs

Question Screen

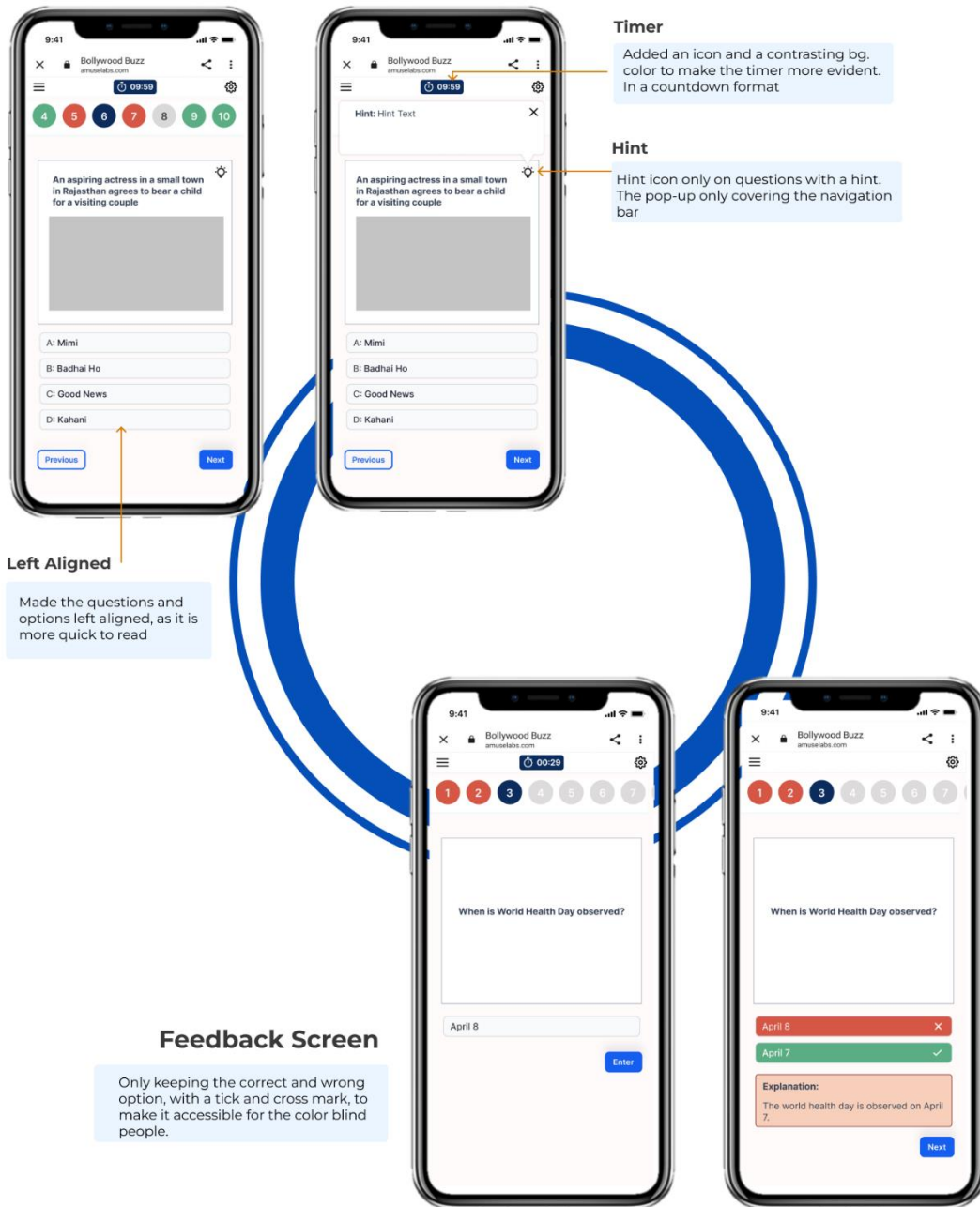
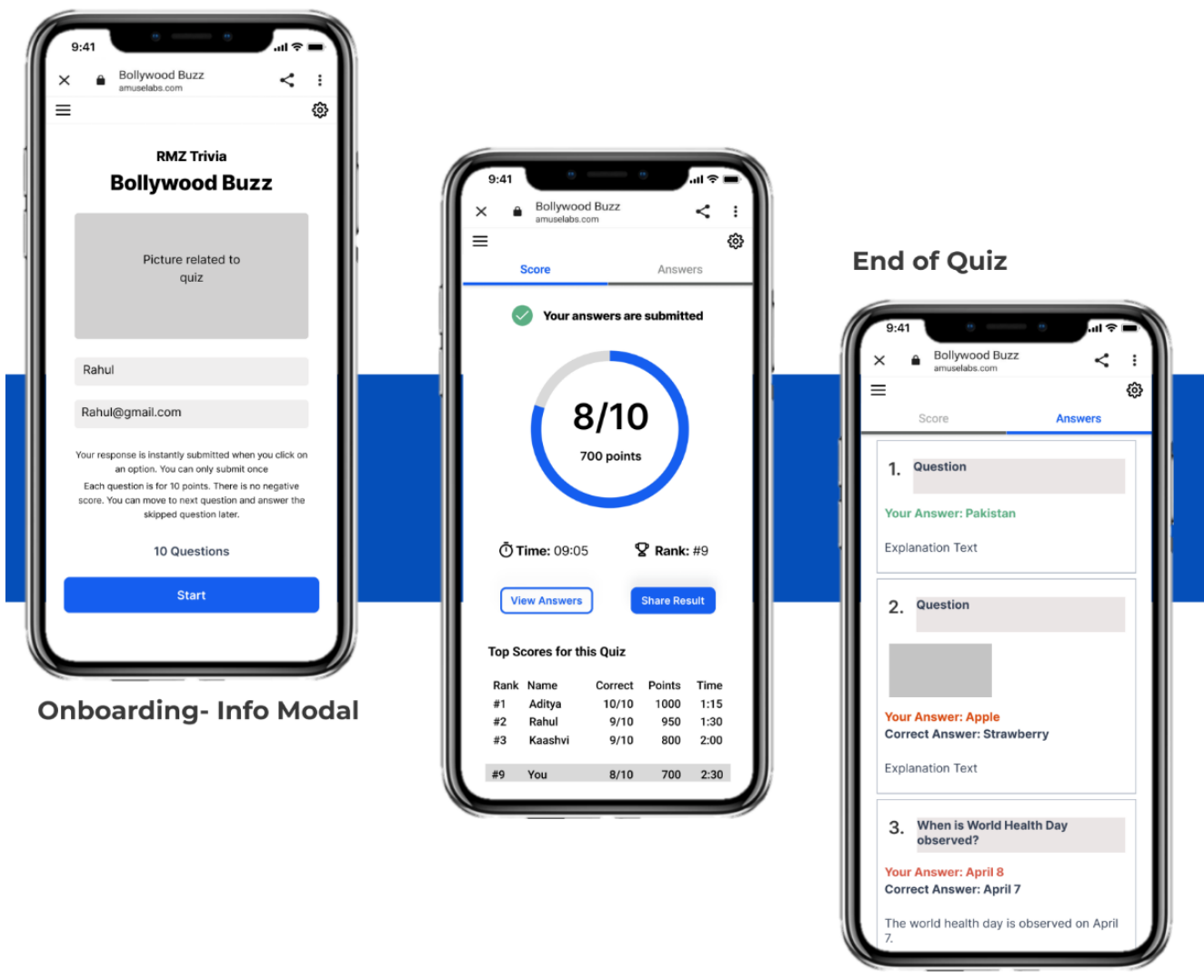


Figure 2-18 Proposed Design- Question and Feedback Screen



Onboarding- Info Modal

End of Quiz

Figure 2-19 Start and End of Quiz

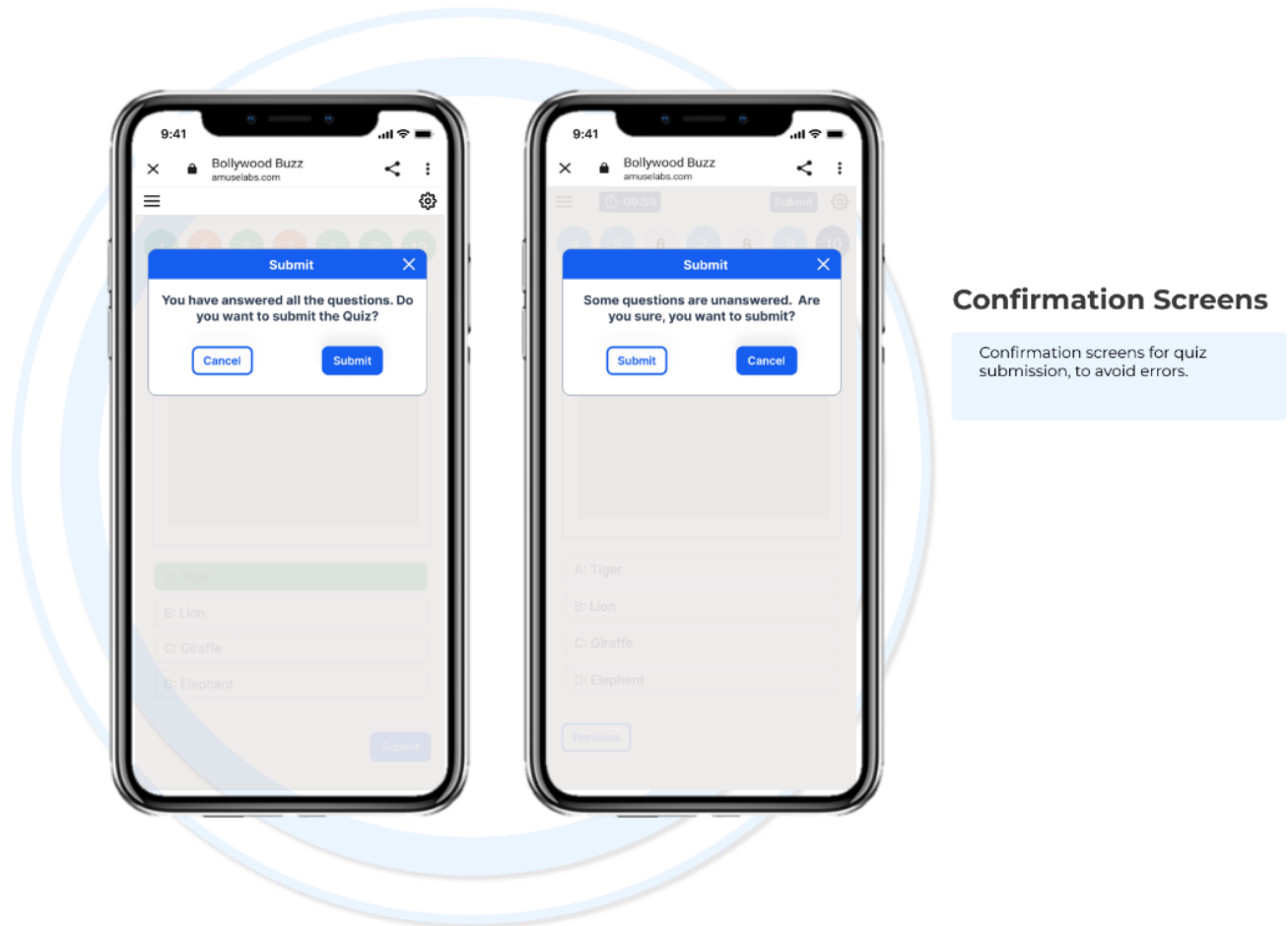


Figure 2-20 Proposed Design- Question and Feedback Screen

2.5 Testing

These prototype flows underwent rigorous testing with multiple users for feedback and further refinement.

CHAPTER 3 TICKETS FOR ENHANCEMENT

After all the iterations and discussions, the following issues were finalised to be raised as tickets:

3.1 Creator Form- Individual Question Header

Currently, in the creator form:

- There is no way to drag to rearrange the question order.
- The delete button is not having a proper place in the design.
- There is no way to change the question type, once we have added a question.
- No indication of the question number.
- The form becomes very long after adding questions. It should be collapsible/ expandable, as required.
- No way to add a new question, in between two questions

To Reproduce

Steps to reproduce the behavior:

1. Go to 'create quiz' <https://amuselabs.com/pmm/quiz-create>
2. See 'Questions and Answers' section.


Expected behavior

- A way to drag to rearrange the question order.
- Proper place for delete button in the design.
- A way to change the question type, once we have added a question.
- Indication of the question number.
- The question should be collapsible/ expandable, as required.
- In the collapsed situation, the question should be visible in the Question Header.
- Buttons to “create a new question”, “Add a new question using AI” in between two questions (should come on hover)
- Prototype Link: <https://www.figma.com/proto/w8WzcrKm5LoxEzs2v6fGU8/Quiz-Wireframes?type=design&node-id=229-5532&t=DSvgYLGiyIiuXibx-1&scaling=min-zoom&page-id=220%3A7034&starting-point-node-id=352%3A6618&mode=design>

Screenshots

Questions and Answers ⓘ

You can add either type of quiz question using the appropriate button

Question *		Question	
Answer *		Correct answer	
Option 2 *		Incorrect answer	
Option 3		Incorrect answer	
Option 4		Incorrect answer	
Media		Media clue (URL of an image/audio/video resource: JPG, SVG, PNG, GIF, MP3, MP4 or youtube) for the clue/question	
Credits		Media attribution/credits (Maximum 50 characters)	
Hint		Text hint for the clue	
Explanation		HTML or plain text explaining the answer; text will be displayed after the question is attempted (HTML ok)	
Tags		Comma separated list of tags for this question	
Score		Number of points for a correct answer	

⊕ Add a Multiple Choice Question ⊕ Add a question with a text answer

Reset Form
Create Game

Figure 3-1 Existing Creator Form. Source Amuse Labs

Questions and Answers ⓘ

You can add either type of quiz question using the appropriate button

+ Create New Question

Q1 ←

MCQ ↓

AI Enhance

Question * | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals?

Answer * | Australia

Option 2 * | Britain

Option 3 | Bangladesh

Option 4 | Pakistan

Media | Image Link | Media Credits |

Hint | They have yellow dresscode

Explanation | HTML or plain text explaining the answer; text will be displayed after the question is attempted (HTML ok)

Tags | Comma separated list of tags for this question

Score | Standard/ Double Points ↓

Time Limit | ↓

+ Create New Question

Add Questions using AI

Improve Language / Paraphrase

Add Explanation

Add Hint

Generate more options

Q2 | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals? | Text Answer ↓

Q3 | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals? | MCQ ↓

Q4 | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals? | MCQ ↓

+ Create New Question

Add Questions using AI

Callouts:

- A way to drag to rearrange the question order. (points to the three-dot menu icon)
- Indication of the question number. (points to 'Q1')
- Drop down to change the question type, once we have added a question. (points to the 'MCQ' dropdown)
- Proper place for delete button in the design. (points to the trash icon)

Figure 3-2 Suggested Design for Creator Form. Source Author

Log messages N/A

Device N/A

Customer context N/A

Code-level details N/A

Is design review needed? Yes

Is any external or internal documentation update needed? Docusaurus

Testing notes

- Drag to rearrange the question order.
- Change the question type, once you have added a question.
- Questions should be collapsible/ expandable, as required.
- Add a new question, in between two questions

Who should be notified when this issue is fixed?

Sudheendra Hangal

3.2 Creator Form- Fields

Currently, in the creator form fields:

- Users have to carefully read which is the field for correct and wrong answer options.
- Credits field is a sub part of the media field. It is taking too much space, being in a separate row
- There is no option to put individual timer for each question
- Creators have to manually type score
- In question with a text answer, it's very hard to scroll till the top to see the format to type in the variants of answer

To Reproduce

Steps to reproduce the behavior:

1. Go to 'create quiz' <https://amuselabs.com/pmm/quiz-create>
2. See 'Questions and Answers' section.

Expected behavior

- Red and green icons in wrong and correct options, it will make the form intuitive and also enhance the UI.
- Credits field as a sub part of the media field in the same row.
- A dropdown option to put individual timer for each question.
- A drop down to quickly select score- Normal points/ Double Points/ Custom.
- There should be an “i” button near the answer to see the format to type in the variants of answer (it should be visible on hover)
- Prototype Link: <https://www.figma.com/proto/w8WzcrKm5LoxEzs2v6fGU8/Quiz-Wireframes?type=design&node-id=229-5532&t=DSvgYLGiyIiuXibx-1&scaling=min-zoom&page-id=220%3A7034&starting-point-node-id=352%3A6618&mode=design>

Screenshots

☰ Q1 Text Answer ▾ 🗑️ ⬆️

Question * | Question

Answer * ⓘ | Correct answer

Media | **Image Link** | **Media Credits** |

Hint | Text hint for the clue

Explanation | HTML or plain text explaining the answer; text will be displayed after the question is attempted (HTML ok)

Tags | Comma separated list of tags for this question

Score | Standard/ Double Points ▾ | **Time Limit** | ▾

☰ Q1 Text Answer ▾ 🗑️ ⬆️

Question * | Question

Answer * ⓘ | Correct answer

Media | Multiple variants of the correct answer can be specified in the following format: | **Media Credits** |

Hint | Correct answer;1st variant of correct answer;2nd variant and so on. User input is not case-sensitive.

Explanation | HTML or plain text explaining the answer; text will be displayed after the question is attempted (HTML ok)

Tags | Comma separated list of tags for this question

Score | Standard/ Double Points ▾ | **Time Limit** | ▾

Figure 3-3 Proposed Design for Free Form Question

Questions and Answers ?

You can add either type of quiz question using the appropriate button

+ Create New Question

Q1 MCQ 🗑️ ⬆️

Question * | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals?

Answer * | Australia

Option 2 * | Britain

Option 3 | Bangladesh

Option 4 | Pakistan

Media | **Image Link** | **Media Credits** 📎

Hint | They have yellow dresscode

Explanation | HTML or plain text explaining the answer; text will be displayed after the question is attempted (HTML ok)

Tags | Comma separated list of tags for this question

Score | Standard/ Double Points ⌵ | **Time Limit** ⌵

+ Create New Question

🤖 Add Questions using AI

- Q2** Text Answer 🗑️ ⬇️ | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals?
- Q3** MCQ 🗑️ ⬇️ | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals?
- Q4** MCQ 🗑️ ⬇️ | In the movie Chak De! India, the Indian women's national hockey team defeated which team in the finals?

+ Create New Question

🤖 Add Questions using AI

Figure 3-4 Proposed Design for MCQ Question. Source Author

Log messages N/A

Device N/A

Customer context N/A

Code-level details N/A

Is design review needed? Yes

Is any external or internal documentation update needed? Docusaurus

Testing notes

- A dropdown option to put individual timer for each question
- A drop down to quickly select score- Normal points/ Double Points/ Custom
- On hovering the “i” button near the answer, the format to type in the variants of answer should be visible

Who should be notified when this issue is fixed?

Sudheendra Hangal

3.3 Player Mode- Contest mode

Currently, in the contest player mode quiz:

- Timer starts as soon as a person opens the link
- Timer is just measuring how much we are taking to solve the quiz. It doesn't create any excitement for a contest.
- The navigation bar is not clickable/ scrollable.
- The user gets no control or freedom to skip a question for later or navigate the quiz
- Quiz gets submitted all of a sudden on answering the last question.
- In the name collection page, the message confirms the puzzle submitted. There are chances that the players might not fill in their details, seeing the green tick icon.
- End- only accuracy is shown. Users get no feedback on their score, rank, time
- Help- some instructions are not valid in contest mode. Some instructions are missing
- Hamburger- Save, Create new puzzle options are not required in contest mode

To Reproduce

Steps to reproduce the behavior:

1. Open this link for contest mode quiz on mobile:

<https://amuselabs.com/pmm/quiz?id=4f0b9c46&set=148b8e04568286028ffcae16542f0296833cde82d2b1c9b30ed0dc97cc50ad2>

2. Try scrolling/clicking the nav bar.

3. Check the help section

4. Check the end modal

5. Check timer (it starts before clicking the start button)

<https://amuselabs.com/pmm/quiz?id=bce7316f&set=edbbfaa2842eeeeeb6730eb80967efd322c7fb4eb80fe5aed9a1c97d953e7aa6>

Expected behaviour

- Countdown should start after clicking the start button
- Instead of a timer, it should be a countdown to the overall quiz/ individual question countdown (based on the target time mentioned in the scoring section)
- The navigation bar should be accessible.
- Next and Prev Buttons should be there
- Once all questions are answered- there should be a pop up for confirming quiz submission “You have answered all the questions. Do you want to submit the Quiz?”

- Only the text “Kindly enter your details” should be there. Once it is submitted, then the puzzle submission message should come.
- All these details should come in end- Score, rank, accuracy, time, view answers, share result
- Help- refer screenshot for changes in content.
- Hamburger- Help, About buttons are only required
- Prototype Link: <https://www.figma.com/proto/w8WzcrKm5LoxEzs2v6fGU8/Quiz-Wireframes?type=design&node-id=163-4369&t=N6r4DVYJ7kmGTEOV-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=163%3A4369&show-proto-sidebar=1&mode=design>

Screenshots

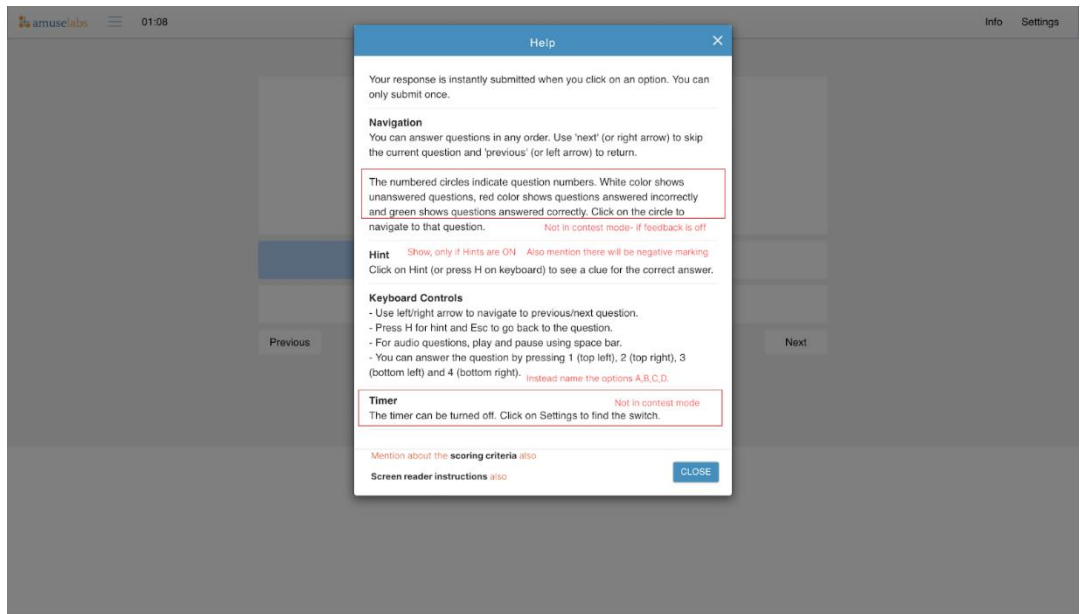


Figure 3-5 Changes suggested in the Help section. Source Amuse labs, edited by author

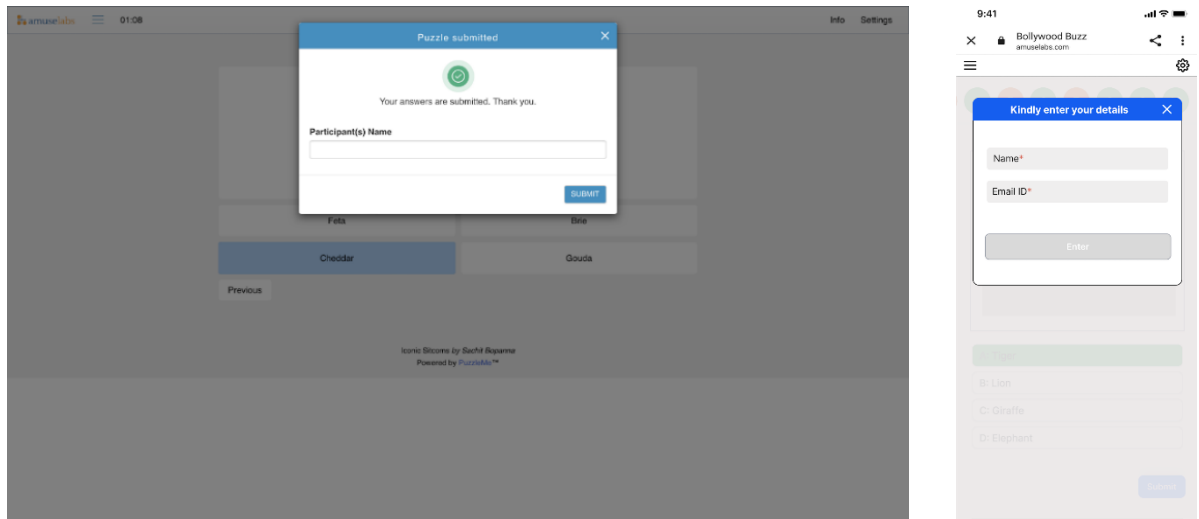


Figure 3-6 a) Current Name Collector. Source Amuse Labs, b) Proposed Design. Source Author

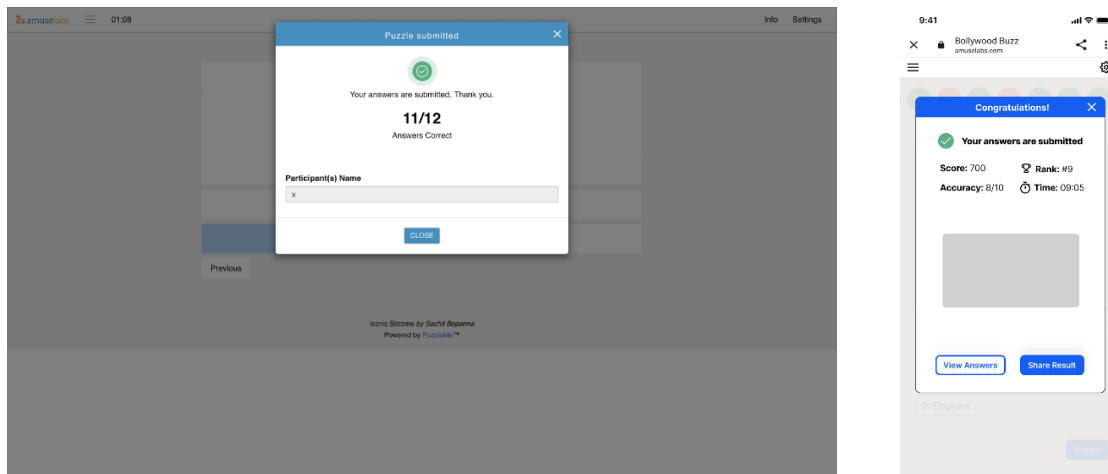


Figure 3-7 a) Current End Modal. Source Amuse Labs, b) Proposed contents for End Modal. Source Author

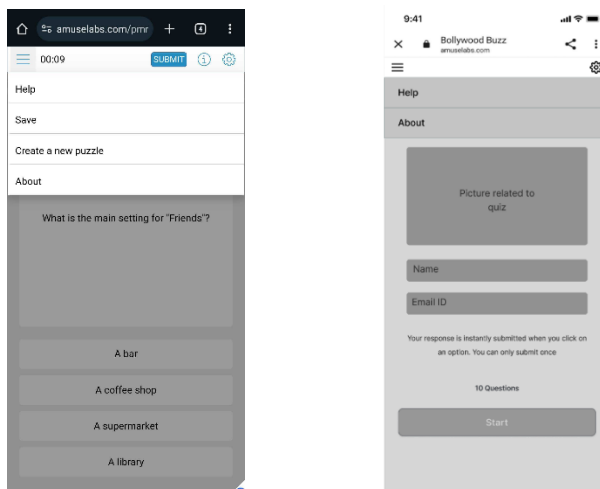


Figure 3-8 a) Current Hamburger. Source Amuse Labs, b) Proposed contents for Hamburger (Contest Mode). Source Author

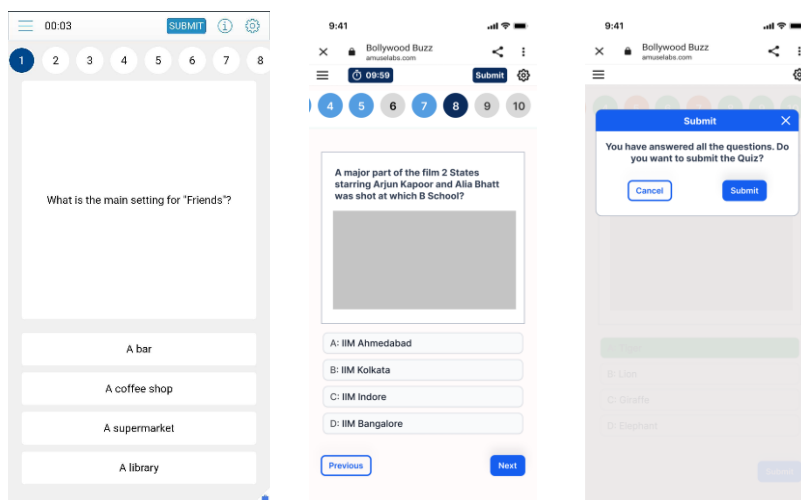


Figure 3-9 a) Current question screen. Source Amuse Labs, b) Proposed Question screen, c) Submit confirmation. Source Author

2. See the timer
3. See the answer reveal screen
4. See the screen after answering the last question

Expected behavior

- Countdown for the entire quiz/ individual question timer (Optional setting, can be turned off by the player)
- Answer Reveal- remove the unselected options. Only show the correct and selected wrong answer.
The explanation should come above the prev next buttons and the prev next buttons should be stuck at the bottom of the iframe.
- The next question should come after manually clicking the next button.
- For accessibility, the correct answer should be marked in green, with a tick icon and wrong answer in red, with a cross icon.
- Once the last question is answered, the end message should pop after a 3 sec delay. This will allow the player to view the answer feedback.
- Hamburger- Only help, about and clear
- Prototype Link: <https://www.figma.com/proto/w8WzcrKm5LoxEzs2v6fGU8/Quiz-Wireframes?type=design&node-id=103-6369&t=IjOblDwn4HQchq1j-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=103%3A6369&show-prototype-sidebar=1&mode=design>

Screenshots

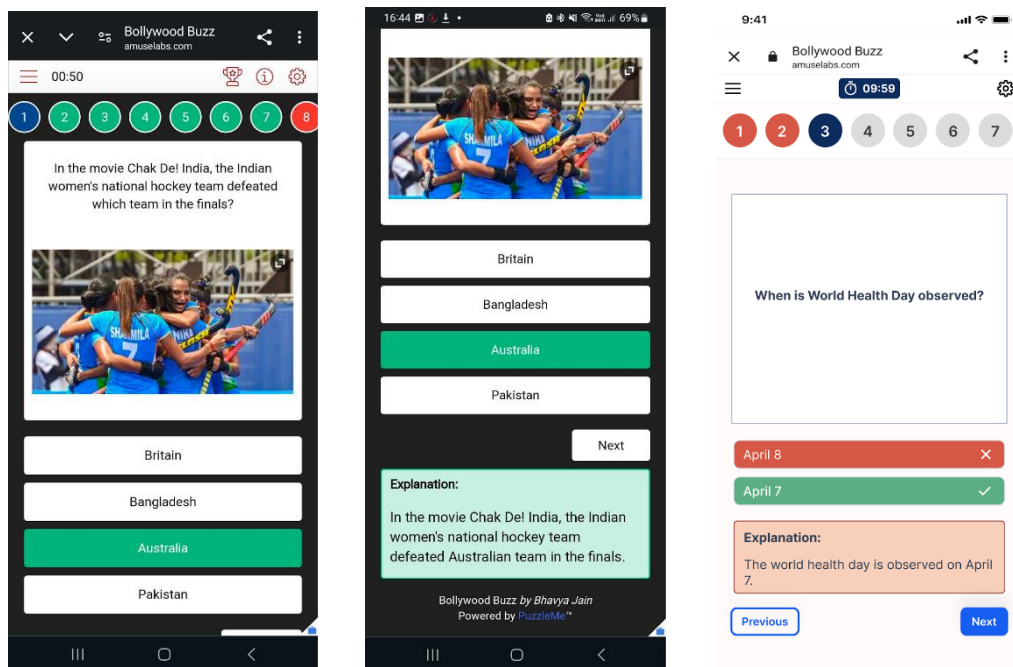


Figure 3-10a) Current Feedback Screen, b) The hint gets hidden. Source AL c) Proposed feedback screen. Source Author

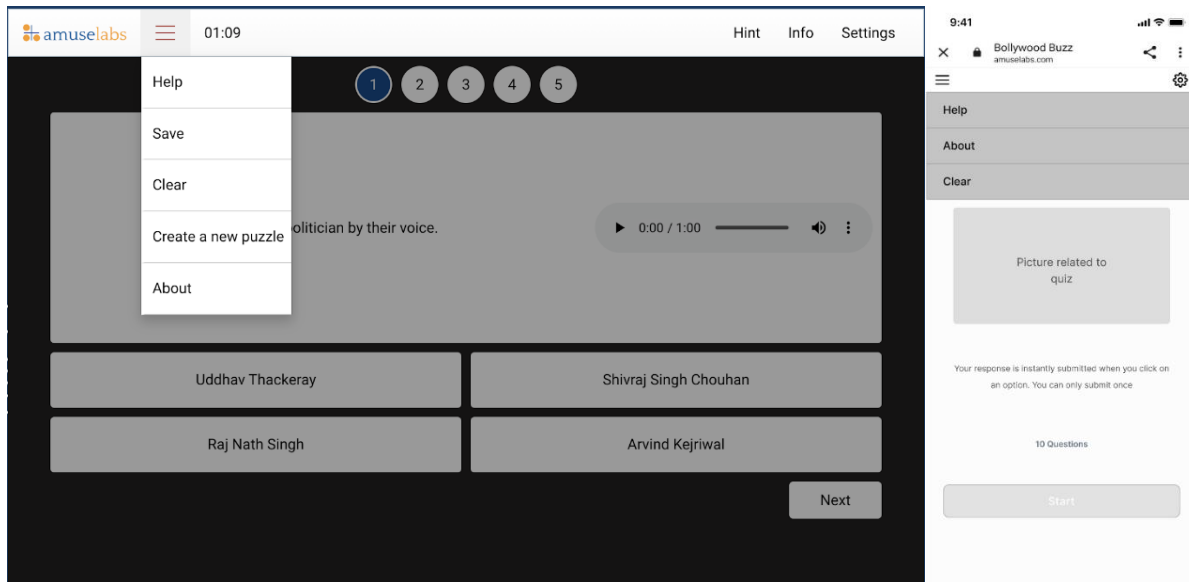


Figure 3-11a) Current Hamburger. Source AL, b) Proposed contents for Hamburger (Non-Contest Mode). Source Author

Log messages N/A

Device N/A

Customer context N/A

Code-level details N/A

Is design review needed? Yes

Is any external or internal documentation update needed? Docusaurus

Testing notes

- The explanation should come above the prev next buttons and the prev next buttons should be stuck at the bottom of the iframe.
- The next question should come after manually clicking the next button.
- Once the last question is answered, the end message should pop after a 3 sec delay. This will allow the player to view the answer feedback.

Who should be notified when this issue is fixed?

Sudheendra Hangal

3.5 Player Mode- Common changes

Currently, in the player mode:

- Timer is unnoticeable currently

- The questions and options are centre aligned. It takes more time to read centre aligned text.
- There is no labelling of options (A, B, C, D)
- No information about the number of questions, scoring criteria
- Hint covers the question. While viewing the hint, it is important to view the question as well.

To Reproduce

Steps to reproduce the behavior:

1. Open this link for Non- Contest mode quiz:

<https://amuselabs.com/pmm/quiz?id=90188776&set=edbbfaa2842ecccc6730eb80967efd322c7fb4eb80fe5aed9a1c97d953e7aa6>

2. See the timer

3. See the alignment of question and answers

4. Click on the hint icon. See the hint icon covering the question.

Expected behavior

- The countdown should have an icon and a coloured rectangle around it, so that it doesn't go unnoticed
- All questions and answer options should be left align
- A, B, C, D- Option name
- Start model- Number of questions, Basic scoring instructions
- Hint: the icon should only be visible in the questions, which have a hint. The icon should be placed in the top right corner of the question box. And, the pop-up should only cover the navigation bar.
- Prototype Link: <https://www.figma.com/proto/w8WzcrKm5LoxEzs2v6fGU8/Quiz-Wireframes?type=design&node-id=163-5727&t=0fVLVTTdKAY7xY4q-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=163%3A5727&show-proto-sidebar=1&mode=design>

Screenshots

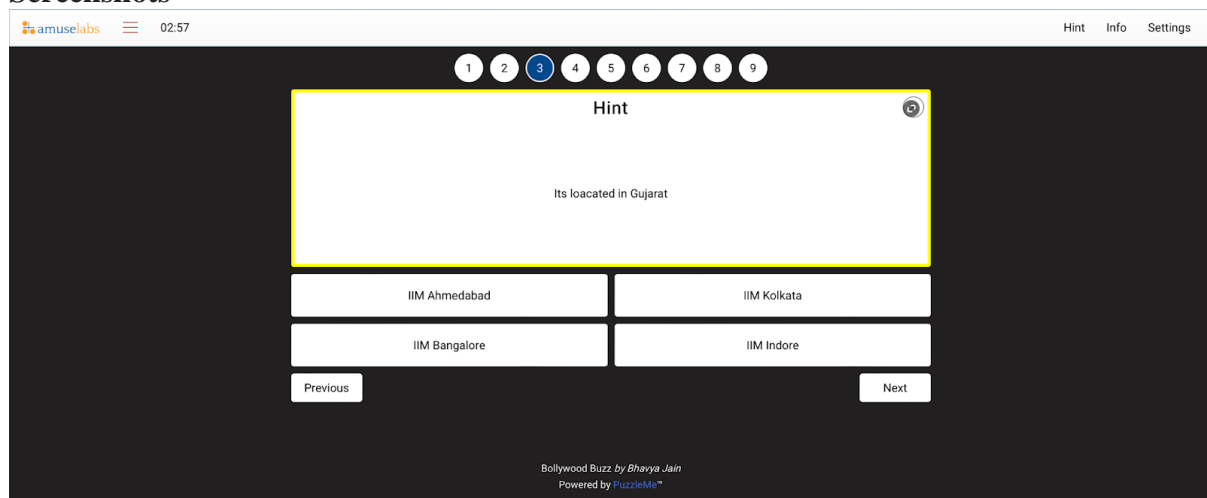


Figure 3-12 Current Hint Preview covering the question. Source Amuse Labs

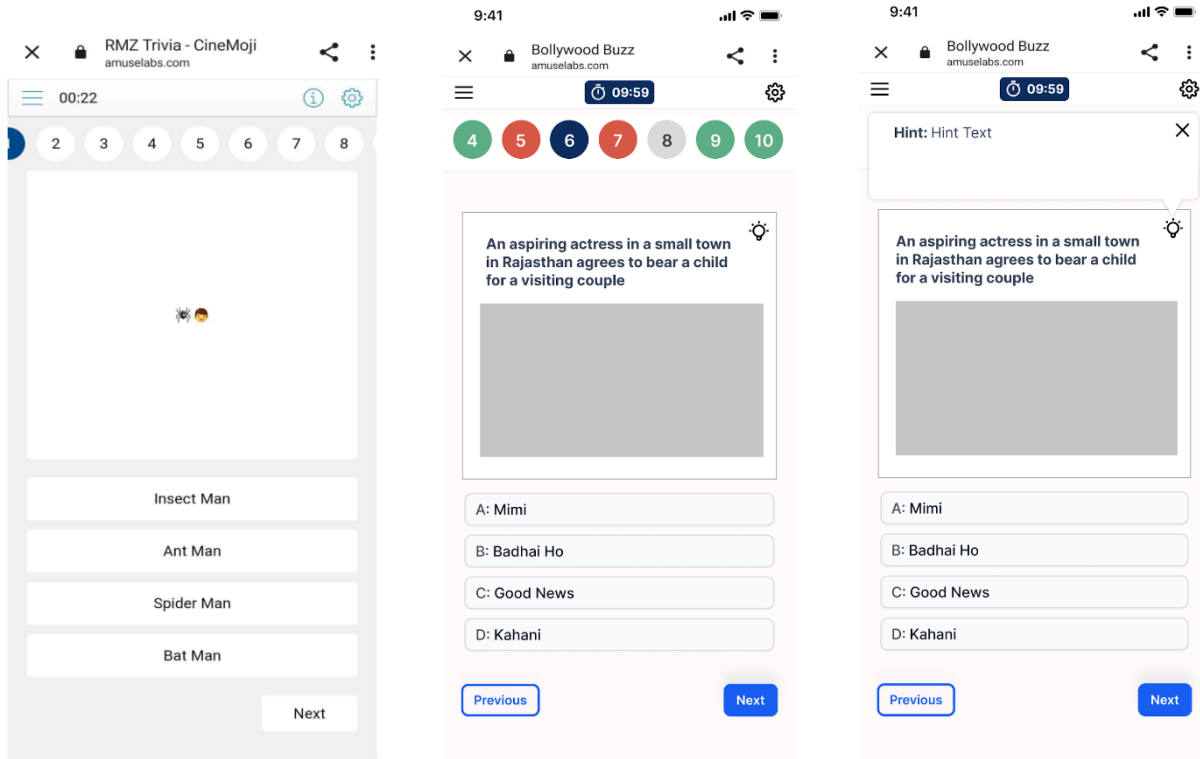


Figure 3-13 a) Current Question Page. Source AL b) Proposed Hint button. c) Proposed hint pop-up location. Source Author

Log messages N/A

Device N/A

Customer context N/A

Code-level details N/A

Is design review needed? Yes

Is any external or internal documentation update needed? Docusaurus

Testing notes

- Hint: the icon should only be visible in the questions, which have a hint. The icon should be placed in the top right corner of the question box. And, the pop-up should only cover the navigation bar.

Who should be notified when this issue is fixed?

Sudheendra Hangal

3.6 Player Mode- Start and End screens

Currently,:

- Due to the modal approach, the players can't access the settings and hamburger menu prior to starting the quiz.
- Players have no clue about the number of questions in the quiz, the scoring criteria, etc. before and during the quiz
- After closing the end modal, the players are back to the quiz screens. This creates a confusion for the new users, why are they back in the game mode? Is the quiz not submitted?
- Viewing answers by clicking next on each question post the quiz completion is tedious process.

To Reproduce

Steps to reproduce the behavior:

1. Open this link for contest mode quiz on mobile:
<https://amuselabs.com/pmm/quiz?id=4f0b9c46&set=148b8e04568286028ffcae16542f0296833cde82d2b1c9b30ed0dc97cc50ad2>
2. Check the start and end modals

Expected behavior

- Instead of a modal approach, a full-iframe approach should be implemented. It will allow players to access the settings and hamburger menu.
- On the quiz landing screen, there should be information about the number of questions, the scoring criteria, etc.
- For the end of the quiz, instead of a modal, a tab approach can be implemented. It should have 2 tabs- “Score” and “Answers”.
- The answers can be quickly viewed in a scroll approach. This will also remove any confusion to the players as they will be in a new screen this time.
- Prototype Link:
<https://www.figma.com/proto/w8WzcrKm5LoxEzs2v6fGU8/Quiz-Wireframes?type=design&node-id=86-7237&t=K6ZDEgw2ssAX6oah-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=86%3A7237&show-prototype-sidebar=1&mode=design>

Screenshots

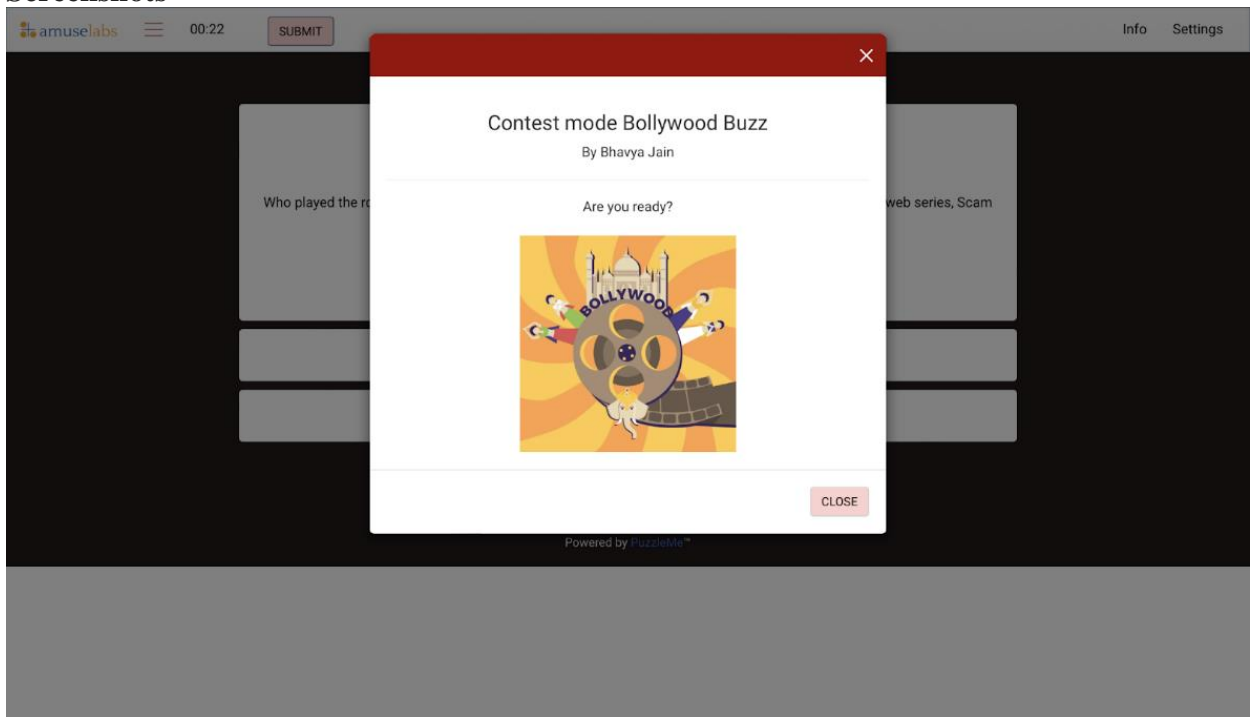


Figure 3-14 Current Info Modal. Source Amuse Labs

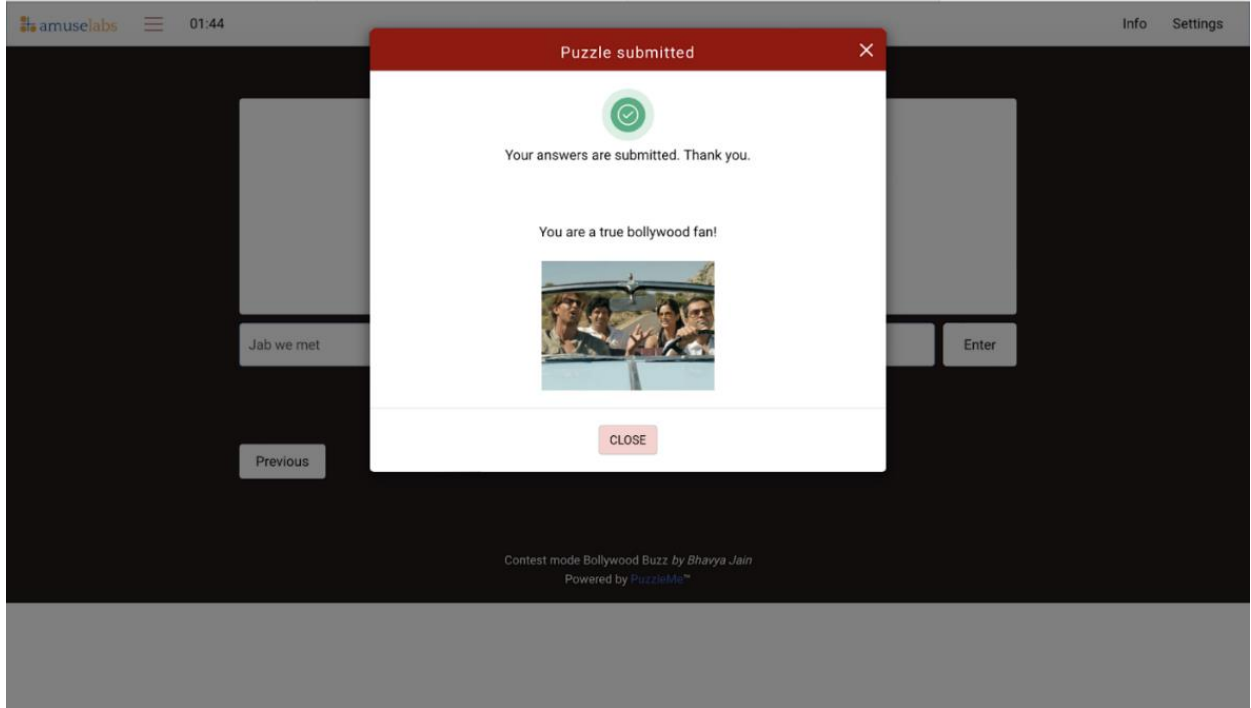


Figure 3-15 Current End Modal. Source Amuse Labs

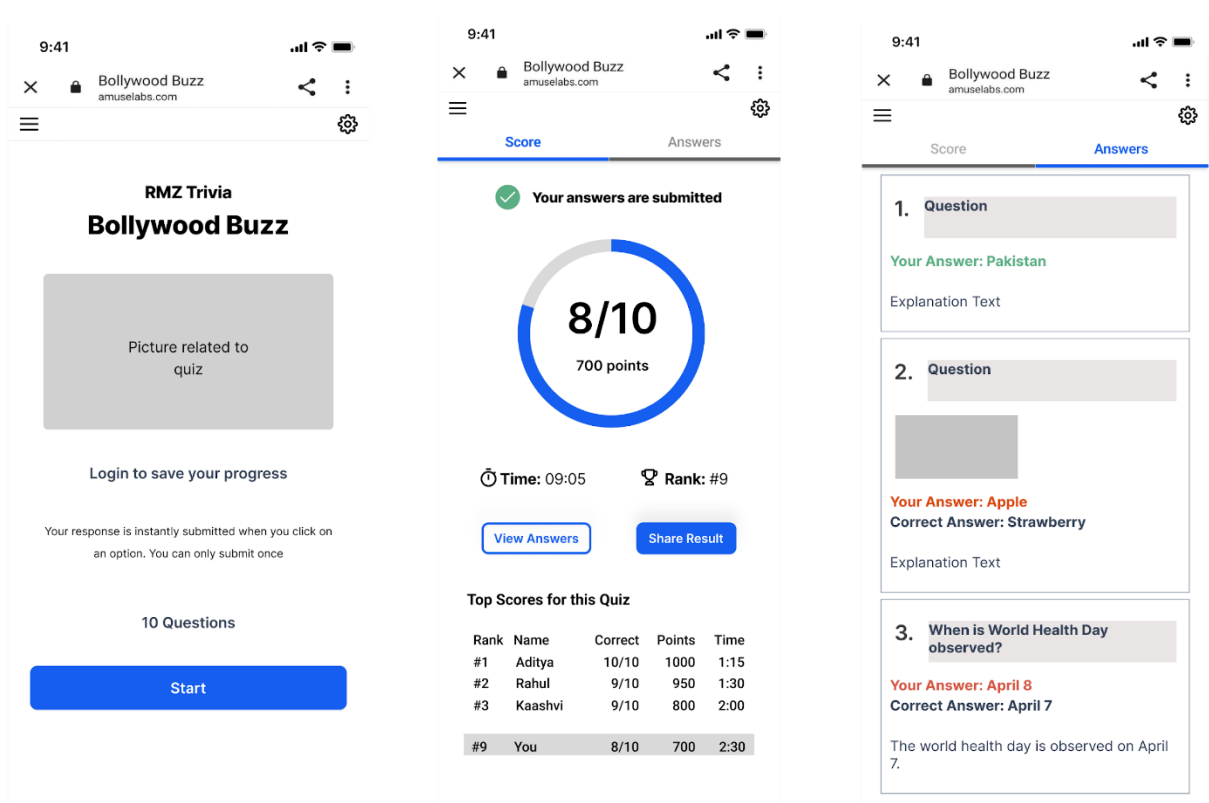


Figure 3-16 Proposed designs for start and end of quiz. Source Author

Log messages N/A

Device N/A

Customer context N/A

Code-level details N/A

Is design review needed? Yes

Is any external or internal documentation update needed? Docusaurus

Testing notes N/A

Who should be notified when this issue is fixed?

Sudheendra Hangal

CHAPTER 4 DESIGN SYSTEM

4.1 Design System

I worked on creating a design system for Amuse Labs, to be followed for all the products. It comprises a set of reusable user interface (UI) components, encompassing elements like buttons and text, to be utilized across all the products. Its purpose is to streamline the design and development process by providing readily available UI elements and components, thereby enhancing workflow efficiency and bringing a consistency in the product. [11]

4.2 Process

I studied various design systems available online to understand the contents required in a design system. These are some of the design systems I referred to:

1. Material Design
2. Roadmap.sh [12]
3. Design System Checklist [13]
4. Washington Post [14]

After researching on the existing Design Systems, the following elements were decided to be added into the Design System:

1. Logo Guidelines
2. Icons
3. Color
4. Typography
5. Buttons
6. Input Fields
7. Navigation
8. Tabs
9. Banner Images
10. Spacing
11. Breakpoints
12. Pagination
13. Tags
14. Components

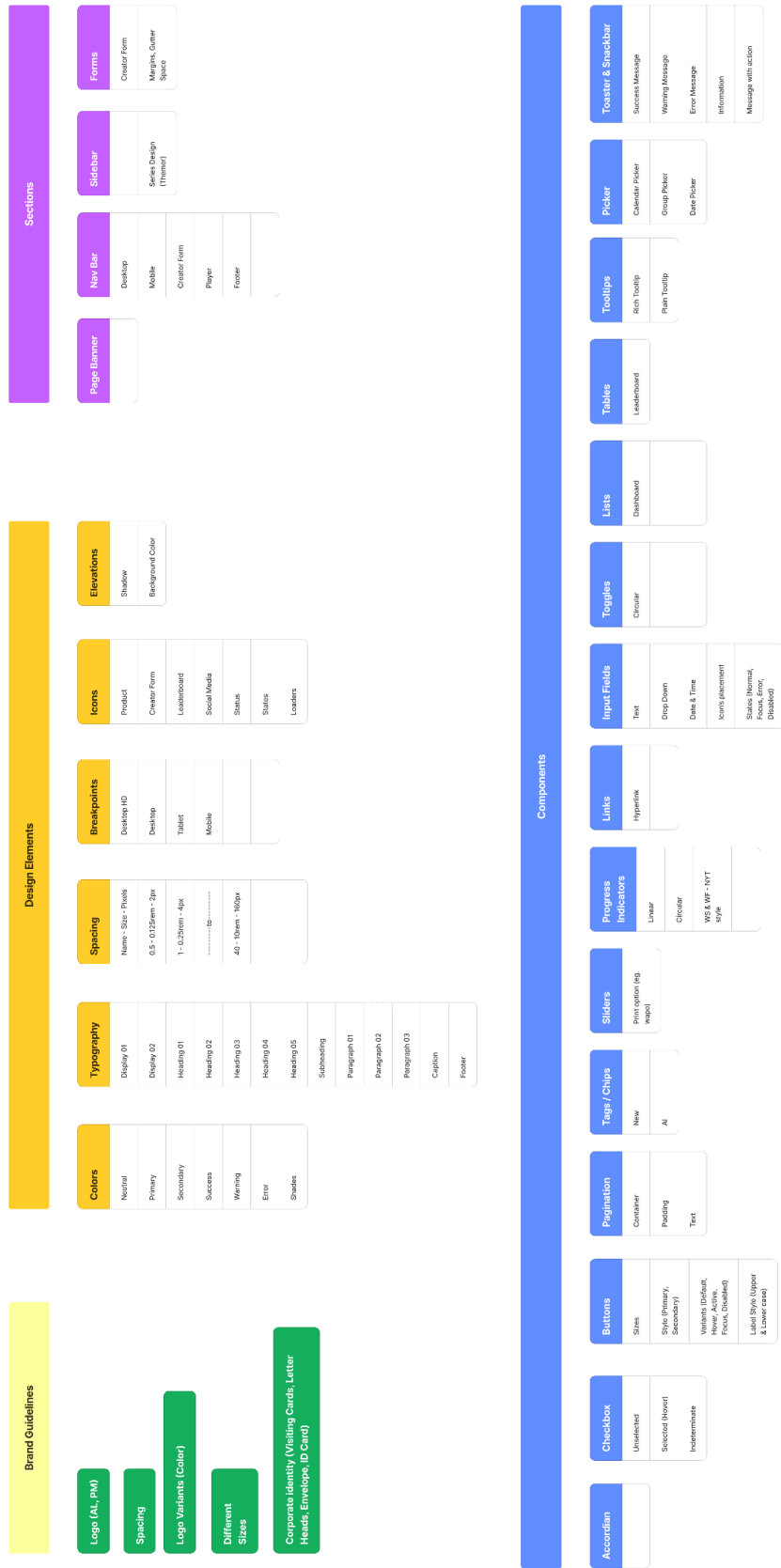


Figure 4-1 Ideation- Elements for Design System

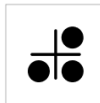
Logo

The Amuse Labs logo is an integral piece of the brand's visual identity. Used properly, it helps to deliver a consistent experience, while also improving brand recall.

Full Colour



Black Logo



White Logo



Clear Space



An area of clear space should be maintained around the logo that is equal to or greater than the distance "X" as indicated in the diagram. "X" being the diameter of one circle in logo.

Standard Size

Website



Print



Figure 4-2 Logo Guidelines

Logo Yes & No

All options on the left side of the page are a "go," all options on right side are a "no."

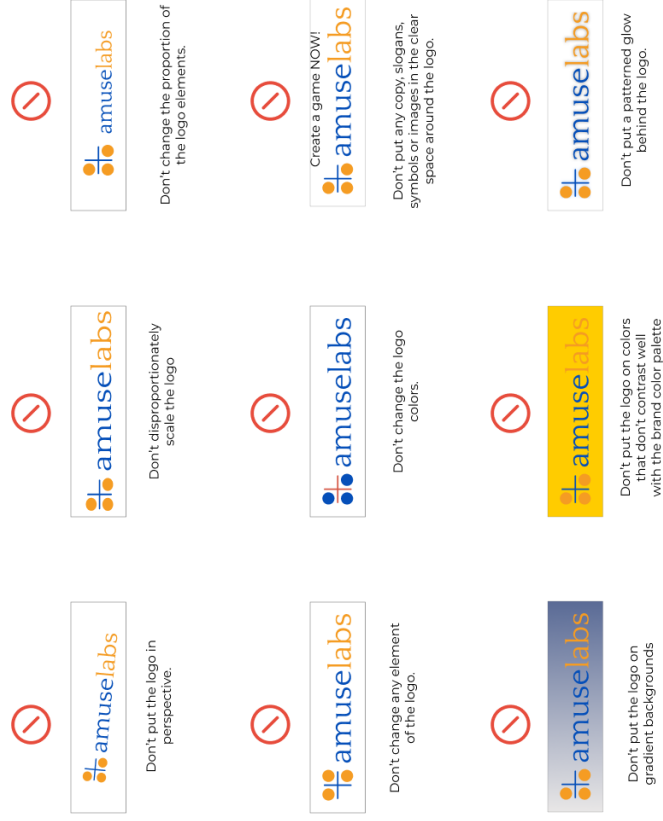
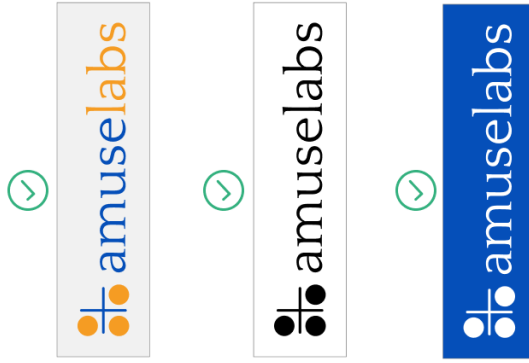


Figure 4-3 Logo- Yes and No

Colors

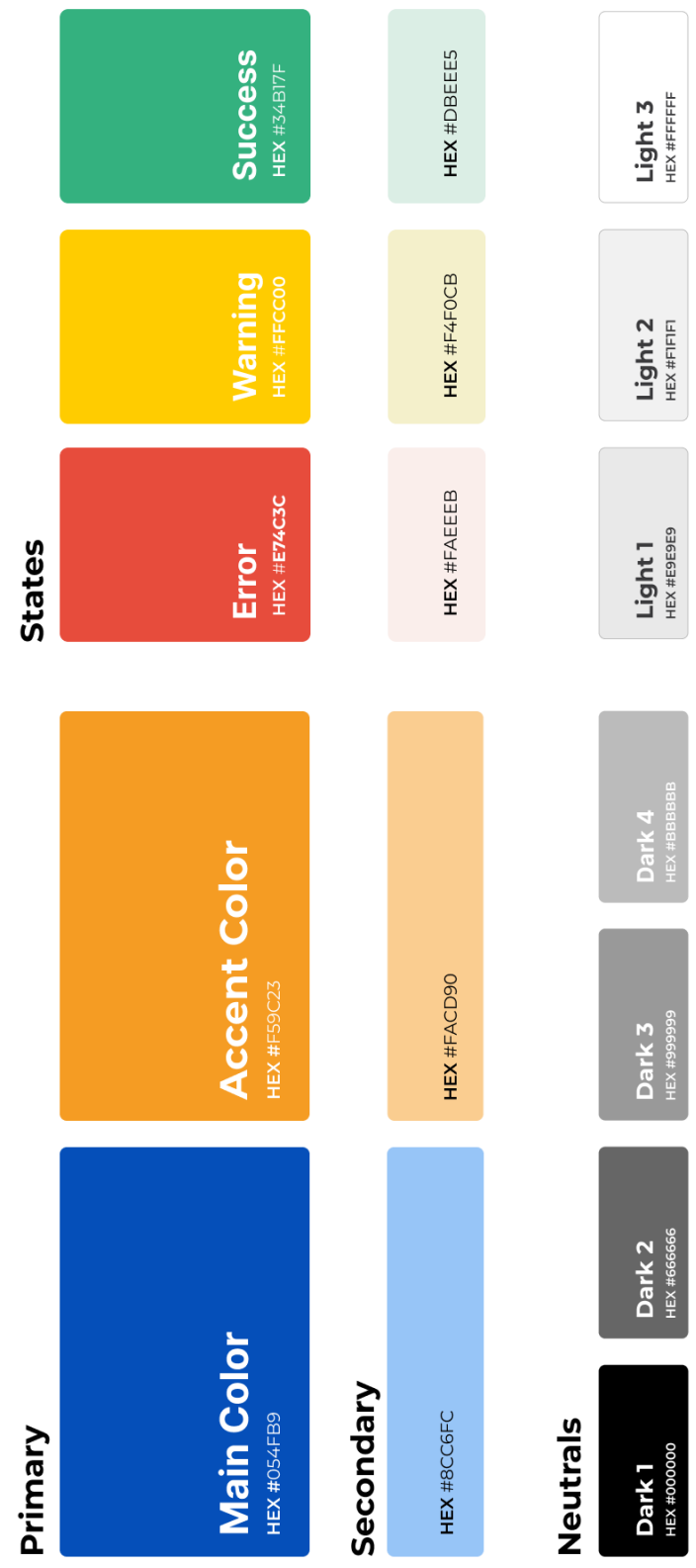


Figure 4-4 Color Guidelines

Icons

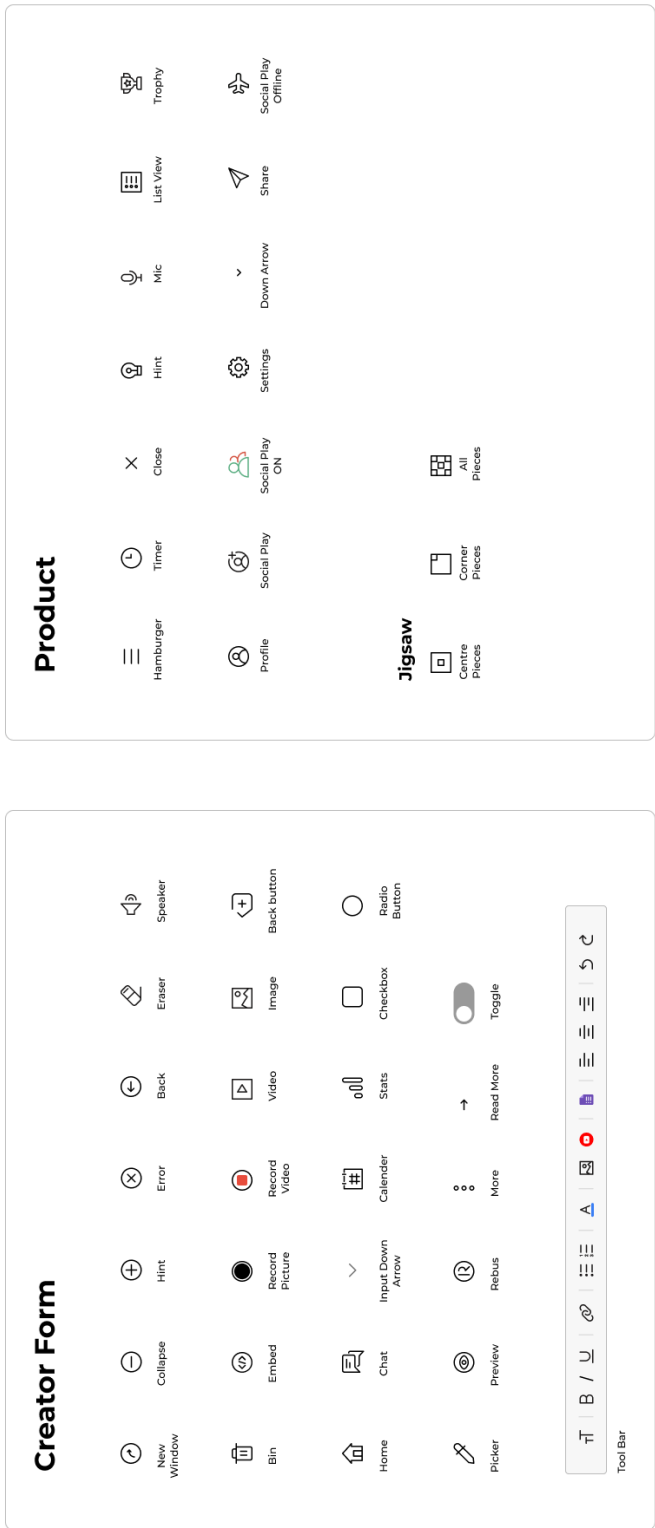


Figure 4-5 Icon Guidelines

Icons

Dashboard

- Edit Grid
- Preview and Publish
- Edit Game
- Analytics
- Clone
- Cloud

Status

- Error
- Warning
- Success
- Info

Leaderboard

- Gold
- Silver
- Bronze

Social Media

Full Colour

- Facebook
- X (Twitter)
- LinkedIn
- Gmail
- WhatsApp
- Call
- Link
- Location
- Share

Black Logo

- Facebook
- X (Twitter)
- LinkedIn
- Gmail
- WhatsApp
- Call
- Link
- Location
- Share

Figure 4-6 Icon Guidelines

Product Icons

	Crossword	Sudoku	Word Search	Word Flower	Quiz	Jigsaw	Kriss Kross
Default							
Light Theme							
Dark Theme							

Figure 4-7 Product Icons

Product Icons

	Picdoku	WorkroW	Sudoku X	Wordoku	Codeword	Variety Puzzles	Killer Sudoku
Default							
Light Theme							
Dark Theme							

Figure 4-8 Product Icons

Banner

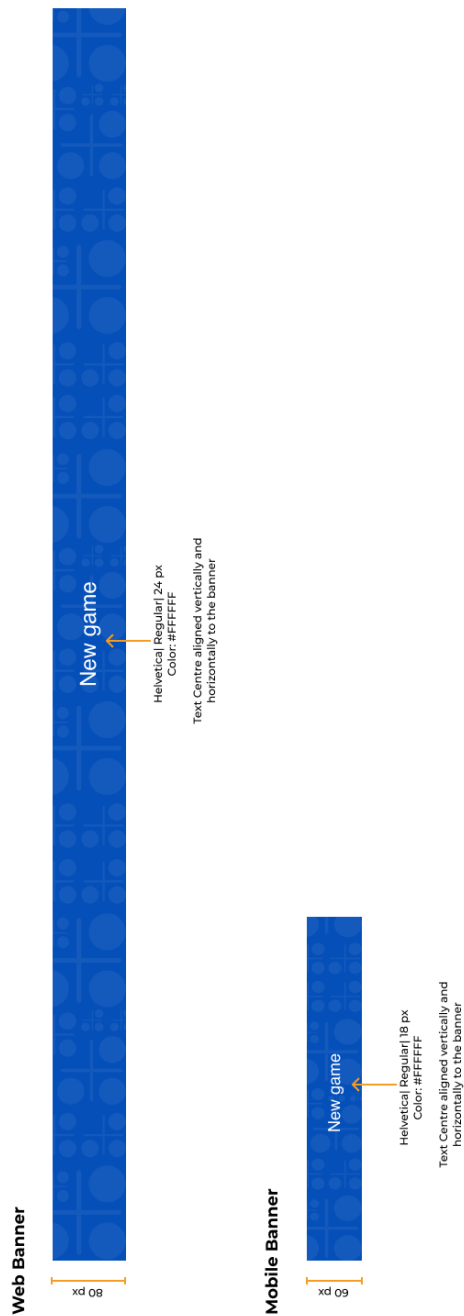


Figure 4-9 Banner Guidelines

Input Field Types

Type	Dimensions	Colors
Drop Down	<p>Diagram illustrating the dimensions of a drop-down menu. The closed state is 66 px high. The open state is 422 px high, consisting of a 60 px search bar and five 60 px option rows.</p>	<p>Diagram illustrating the colors for a drop-down menu. The scroll bar has a color of #707070 and a stroke of 4px, 142 px length. The selection text has a color of #F59C23.</p>

Figure 4-10 Input Field Types

Input Field Types

Type	Dimensions	Colors, Text & Icon
Text	<p>Content will come here</p>	<p>Field Colors</p> <p>Content will come here</p> <p>Field Fill #FFFFFF</p> <p>Field Stroke Color: #BBBBBB Weight: 1px</p> <p>Placeholder Text Centre Aligned to field Color: #999999 Style: Helvetica Regular 16px</p>
Labelled	<p>Input title</p> <p>Content will come here</p>	<p>Title Text Aligned to top of bg. rectangle Font Color: #666666, Style: Helvetica Regular 16px</p> <p>Content Text Color: #000000</p>
With Icon	<p>Input title</p> <p>Content will come here</p>	<p>Icon Size: 24 X 24 px Top & Bottom Padding: 18 px Right Padding: 16px Color: #000000</p>
Search	<p>Search</p>	<p>Text Color: #999999</p> <p>Icon Color: #666666</p> <p>Icon Size: 24 X 24 px Top & Bottom Padding: 18 px Left Padding: 16px</p>

Figure 4-11 Input Field Types

Input Field States

State	Dimensions	Field Colors	Text
Normal	<p>Input title Content will come here</p>	<p>Input title Content will come here</p> <p>Field Fill Color: #FFFFFF</p> <p>Field Stroke Color: #BBBBBB Weight: 1px</p>	
Focus	<p>Input title Content will come here</p>	<p>Input title Content will come here</p> <p>Field Stroke Color: #F5C233 Weight: 1px Outer Glow: 20% opacity, Blur: 6</p>	
Error	<p>8px, 8px Title Bg, Rectangle Dimensions: 80, 24, px Radius: 12 px Color: #FFFFFF</p> <p>Input title Content will come here</p>	<p>Input title Content will come here</p> <p>Field Fill Color: #F4C30F</p> <p>Field Stroke Color: #E74C3C Weight: 1px</p>	<p>Input title Content will come here</p> <p>Content Text Color: #E74C3C</p>
Disabled	<p>Input title Content will come here</p>	<p>Input title Content will come here</p> <p>-40% opacity of the normal state field</p>	

Figure 4-12 Input Field States

Navigation — 1 Top Navigation

Dimensions & Font Size



Padding & Spacing



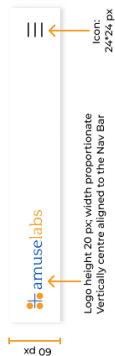
Color Codes



Figure 4-13 Top Navigation

Navigation 2 Mobile Header

Dimensions & Font Size



Padding & Spacing



Shadow & Color Codes

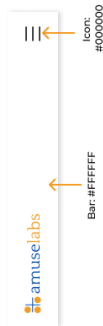


Figure 4-14 Navigation- Mobile Header

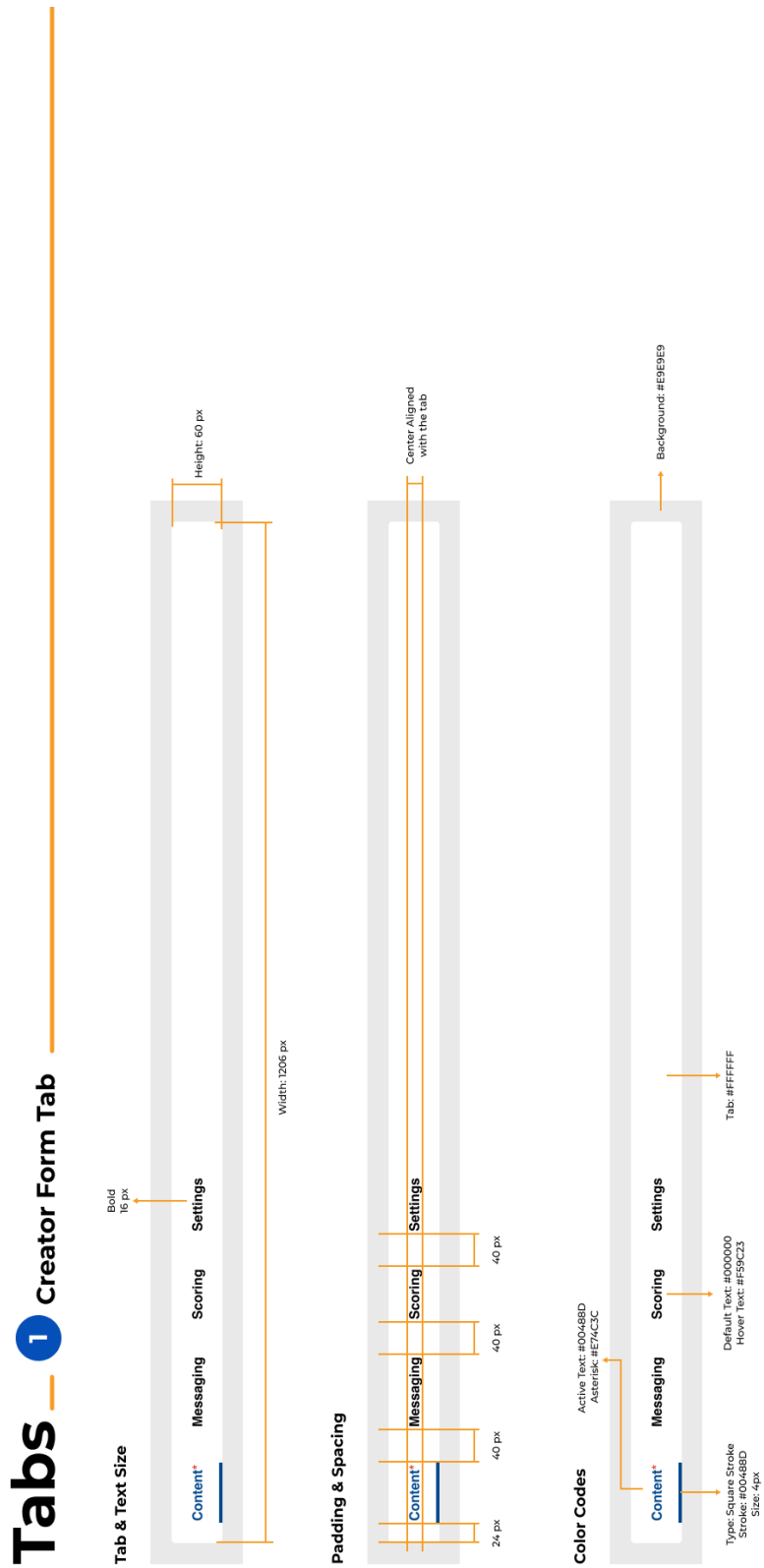
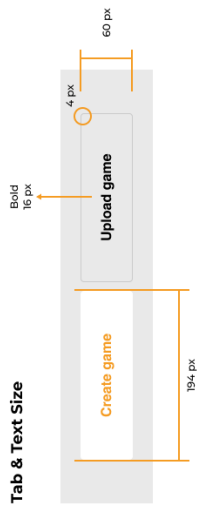


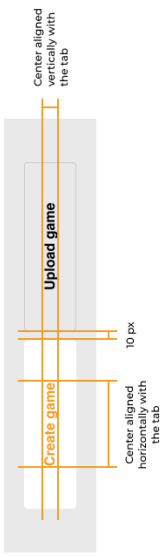
Figure 4-15 Creator Form Tab

Tabs 2 Primary Tab

Tab & Text Size



Padding & Spacing



States & Color Codes



Primary Tab with other components (Back to all games button)

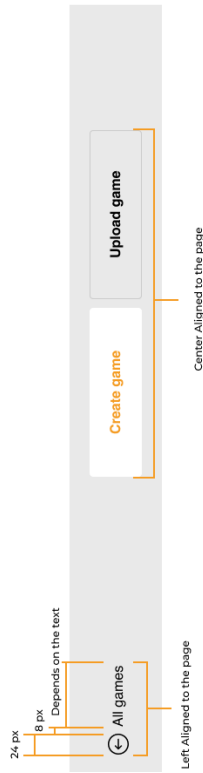


Figure 4-16 Primary Tab

Spacing

The 4-point grid system framework to be followed, which helps place and arrange elements in design with precision. The space between elements should be divisible by four (4, 8, 16, etc.). Following is a spacing guide chart detailing the 4-point grid system with multiples of 4.

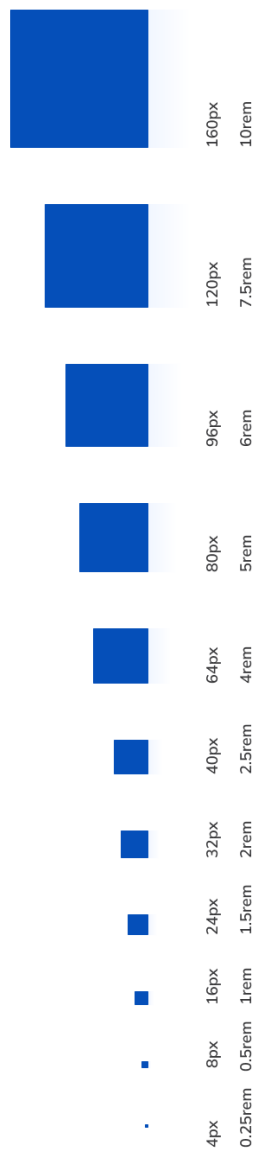


Figure 4-17 Spacing Guidelines

Breakpoints

A breakpoint is the range of predetermined screen sizes that have specific layout requirements. At a given breakpoint range, the layout adjusts to suit the screen size/viewport and orientation.

Website

Breakpoint	Dimensions
X-Small	<576px
Small	≥576px
Medium	≥768px
Large	≥992px
Extra large	≥1200px
Extra extra large	≥1400px

Product

Minimum iframe width 600px

Figure 4-18 Breakpoint Guidelines

Button Sizes

Button Name	Height & Width	Label Size	Padding	Radius	In between buttons
<p>Primary Button</p> <p>Primary buttons are typically used for high important actions like Login, Create game, Generate, Confirm,...</p>	<p>48 px depends on label width</p>	<p>16 px Regular</p>	<p>16 px 16 px</p>	<p>4 px</p>	<p>16 px</p>
<p>Secondary Button</p> <p>Secondary buttons are typically used for second important actions like Reset form, Autofill entries, Cancel,...</p>	<p>48 px depends on label width</p>	<p>16 px Regular</p>	<p>16 px 16 px</p>	<p>4 px</p>	<p>16 px</p>
<p>Small Button</p> <p>Small buttons are typically used for less important actions which is not part of the critical user flow like Try Now,...</p>	<p>36 px depends on label width</p>	<p>16 px Regular</p>	<p>8 px 16 px</p>	<p>4 px</p>	<p>16 px</p>

Figure 4-19 Button Sizes- Product

Button States





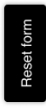




Button Name	Default	Hover & Focused	Disabled
Primary Button	 <p>Button Color: #34B17F Label Color: #FFFFFF</p>	 <p>Drop Shadow: 40% X & Y: 0 Blur: 6 Color: #26A572</p>	 <p>Button Color: #34B17F Button Opacity: 40%</p>
Secondary Button	 <p>Button Color: #000000 Label Color: #FFFFFF</p>	 <p>Drop Shadow: 40% X & Y: 0 Blur: 6 Color: #000000</p>	 <p>Button Color: #000000 Button Opacity: 40%</p>
Small Button	 <p>Button Color: #000000 Label Color: #FFFFFF</p>	 <p>Drop Shadow: 40% X & Y: 0 Blur: 6 Color: #000000</p>	 <p>Button Color: #000000 Button Opacity: 40%</p>

Figure 4-20 Button States- Product

Button Sizes

Button Name	Height & Width	Label Size	Padding	Radius	In between buttons
<p>Primary Button</p> <p>Primary buttons are typically used for high important actions like Login, Create a game, Learn more,...</p>					
<p>Secondary Button</p> <p>Secondary buttons are typically used for second important actions like Request Demo,...</p>					
<p>Small Button</p> <p>Small buttons are typically used for less important actions which is not part of the critical user flow like Try Now,...</p>					

Figure 4-21 Button Sizes- Website

Button States










Button Name	Default	Hover & Focused	Disabled
Primary Button	 <p>Button Color: #054FB9 Label Color: #FFFFFF</p>	 <p>Button Color: #033377</p>	 <p>Button Color: #054FB9 Label Color: #FFFFFF Opacity: 40%</p>
Secondary Button	 <p>Stroke: 2 px Stroke Color: #000000 Label Color: #000000</p>	 <p>Button Color: #000000 Label Color: #FFFFFF</p>	 <p>Stroke & Label Color: #000000 Opacity: 40%</p>
Small Button	 <p>Button Color: #000000 Label Color: #FFFFFF</p>	 <p>2 px Stroke Color: #000000 Label Color: #000000</p>	 <p>Button Color: #000000 Label Color: #FFFFFF Opacity: 40%</p>

Figure 4-22 Button States Website

Typography Poppins

Heading H1 Font size: 54 Line height: 70 Letter Spacing: 0

**How to create
Schrödinger
puzzles**

**How to create
Schrödinger
puzzles**

**How to create
Schrödinger
puzzles**

Heading H2 Font size: 40 Line height: 52 Letter Spacing: 0

**How to create
Schrödinger
puzzles**

**How to create
Schrödinger
puzzles**

**How to create
Schrödinger
puzzles**

Figure 4-23 Typography Guidelines

Typography

Poppins

Heading H3	Font size: 32	Line height: 41	Letter Spacing: 0
How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles
Heading H4	Font size: 24	Line height: 31	Letter Spacing: 0
How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles
Heading H5	Font size: 20	Line height: 26	Letter Spacing: 0
How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles

Figure 4-24 Typography Guidelines

Typography ^{Poppins}

Body Text & Button Label	Font size: 16	Line height: 20	Letter Spacing: 0
How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles

Instructions & Tags	Font size: 14	Line height: 18	Letter Spacing: 0
How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles	How to create Schrödinger puzzles

Figure 4-25 Typography Guidelines

Typography Usage

The figure shows two screenshots of a website with arrows pointing to specific text elements and their corresponding typography guidelines.

Left Screenshot: "Create, customize, distribute and track your games"

- Heading H2:** "Create, customize, distribute and track your games" (Line height: 52, Line weight: Bold)
- Heading H5:** "Feature-rich" (Line height: 26, Line weight: Semi-Bold)
- Body Text & Button Label:** "Pickboxes" (Font size: 16, Line height: 20, Line weight: Regular)
- Body Text & Button Label:** "Learn More" (Font size: 16, Line height: 20, Line weight: Semi-Bold)

Right Screenshot: "All the features you need in an online puzzle creator"

- Heading H2:** "All the features you need in an online puzzle creator" (Line height: 52, Line weight: Bold)
- Heading H3:** "Look & Feel" (Line height: 41, Line weight: Bold)
- Body Text & Button Label:** "Give your games the look you want" (Font size: 16, Line height: 20, Line weight: Regular)
- Body Text & Button Label:** "Learn More" (Font size: 16, Line height: 20, Line weight: Semi-Bold)

Figure 4-26 Typography Usage Guidelines

CHAPTER 5 CONCLUSION

The enhancements for the quiz platform underwent a meticulous agile process, ensuring that each improvement would yield a substantial impact commensurate with the effort invested.

In addition to Contest and Non-Contest mode, one new mode: Live Contest Mode was introduced, enhancing the user experience (UX) of the Quiz platform. Comprehensive analysis, usability study across various areas including the quiz creator form, onboarding process, help and documentation, question and feedback screens, timer, hints, end-of-quiz interactions, and navigation were identified. Heuristic analysis and user interviews were employed to assess the existing platform. Subsequently, a competitive analysis of leading Quiz software providers was conducted to identify potential areas to outperform. User flows and information architecture were created, aiming at addressing identified usability issues. Multiple iterations of click-through wireframes were developed for each flow, meticulously addressing usability concerns. These prototype flows underwent rigorous testing with multiple users for feedback and further refinement.

The culmination of the project involved documenting final changes and raising tickets for their implementation, thus setting the stage for an enhanced user experience and the integration of AI capabilities into the Quiz platform.

Currently, the finalized changes are rooted in the existing design framework, focusing on refining details such as adjusting the timer, repositioning hint icons and pop-ups, and streamlining the reveal page by eliminating unnecessary options.

Tickets raised for quiz platform enhancements are actively progressing through the development pipeline, with several already implemented to enhance user experience.

Developing a design system seemed like a complex task initially; however, it ultimately proved to be highly efficient, resulting in accuracy and standardisation in all the products. Centralizing all reusable components enhanced the organization of the design file, facilitating ease of use.

With a steadfast commitment to enhancing user experience, this project aims to incorporate industry-leading UX standards, informed by rigorous usability studies and evaluations. The proposed enhancements hold tremendous potential to elevate the quiz platform's overall user experience.

Looking ahead, the finalized designs will undergo thorough review by a cross-functional team comprising product designers, content designers, and user researchers, ensuring alignment with user needs and preferences. By leveraging user feedback and research insights, future iterations of the quiz platform will continue to evolve, underscoring our unwavering dedication to prioritizing user experience and satisfaction.

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