

TRIVIA **QUIZ**



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CONCEPT

- Purpose: Implement new interactive trivia approach using PlayBuzz in order to enhance the user experience and increase page views
- Method: Research, design and build creative assets needed to complete a Knicks specific trivia quiz
- Implementation: Build trivia quiz page in author tool for MSG.com and add promotion for it on the Knicks Fan Zone page



OPPORTUNITY & BENEFITS

- Introduce users to new interactive content
- Enhance fan interaction
- Increase page views
- Create complete experience for the user
- Attract new audience of Knicks fans to MSG.com



PROJECT RESOURCES



APPROACH - STEP 1

- Research Knicks specific trivia and franchise facts
- Identify current and former player to include in trivia quiz



APPROACH - STEP 2

- Develop a pool of relevant questions for the trivia quiz
 - Question Examples:
 1. Which NBA player only had one stint wearing a Knicks Jersey?
 2. What nickname was given to Allan Houston?
 3. How many Knicks Banners hang in the Garden?
- Review questions with team and select most fitting for trivia quiz



APPROACH - STEP 3

- Determine design templates that fit the look and feel of MSG.com
- Select appropriate imagery for design templates
- Create all necessary images in order to build and complete the quiz



EXAMPLES

The screenshot shows the playbuzz website interface for creating a quiz. At the top, there are navigation tabs for 'Pop', 'Fun', 'Geek', and 'Community'. Below these are links for 'Personality Quiz', 'List', 'Trivia Quiz', and 'Poll'. The main heading is 'Create a new Multiple-Answers Quiz'. The quiz title is 'What Type of Knicks Fan Are You?'. The description reads: 'Phil Jackson and the Knicks made some very exciting moves during the offseason, the most important quite possibly being the re-signing of Carmelo Anthony. So this begs us to ask: What type of NY Knicks fan are you? Find out if you're a rookie or legend or somewhere in-between...'. The main image area shows a basketball game with a player in a white jersey (John Starks) performing a dunk. Below the image is a caption prompt: 'JOHN STARKS WILL FOREVER BE KNOWN FOR 'THE DUNK' Type your caption...'. To the right of the image area is a 'Tags' section with a list of categories: Celebrities, TV, Film, Music, Style, Sexy, Cute, Food, Funny, Animals, Games, Love, Holidays, Retro, Tech, Politics, Internet, Sports, Books, World, and Art. Below the tags is a 'Permissions' section with a dropdown menu set to 'Public (recommended)'. There is also a 'Language' dropdown set to 'English'. At the bottom, there are 'Questions order' and 'Answers order' sections, both with radio buttons for 'Random' and 'User defined'. At the very bottom, there are four 'Choose Answers Media' cards: 'DRAFT', 'TRADE WITH THE WARRIORS', 'TRYOUT WITH THE KNICKS', and 'UNDRAFTED FREE AGENT'. Each card has a 'Remove image' button, an 'Enter text' field, and a 'Correct answer' checkbox.

- Design image for questions
- Design images for result
- Design images option for answers



APPROACH - STEP 4

- Review trivia quiz with team to lock down functionality
- Design creative for appropriate promotion
- Work with team to build and push live on MSG.com



EXAMPLES

- Developed 12 question quiz ranging from easy to challenging questions

MSG | MENU | SCHEDULE | SEARCH

TEAMS - **KNICKS** | FAN ZONE

WHAT'S YOUR FAVORITE CLYDE-ISM?

Well, 'Clyde' Frasier is famous for his great sayings, or Clyde-isms, during Knicks broadcasts. Vote for your favorite.

CAST YOUR VOTE NOW!

SHARE | Like

MORE KNICKS FUN

- INTERACTIVE MAP: 15 MUST-SEE GAMES ON MSG THIS YEAR**
- VIEW TIMELINE: HOW THE 2014-15 KNICKS WERE BUILT**
- KNICKS TRIVIA CHALLENGE: TAKE THE KNICKS TRIVIA CHALLENGE**
- THE KNICKS FIX PODCAST: EPISODE 6: GUEST DAMARIS LEWIS**
- KNICKS: COMPLETE KNICKS COVERAGE**

What Type Of Knicks Fan Are You?

Phil Jackson and the Knicks made some very exciting moves during the offseason, the most important quite possibly being the re-signing of Carmelo Anthony. So this begs us to ask: What type of NY Knicks fan are you? Find out if you're a rookie or legend or somewhere in-between ...

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1 2 3 4 5 6 7 8 9 10 11 12

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JOHN STARKS WILL FOREVER BE KNOWN FOR 'THE DUNK' HOW WAS HE ACQUIRED BY THE KNICKS?

- TRADE WITH THE WARRIORS
- TRYOUT WITH THE KNICKS
- UNDRAFTED FREE AGENT
- DRAFT

FINAL RESOURCES

1 2 3 4 5 6 7 8 9 10 11 12

ALL-STAR

FACT: YOU'LL BE IN THE RECORD BOOKS!

7

Share Your Result

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Tweet

TRIVIA QUIZ SUCCESS

*As of December 6th, 2014

- No. of Users: 212
- No. of Times Taken: 221
- No. of Views: 254
- Completion Rate: 87 %

