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PROJECT BRIEF: Personality Quiz

Objective

Determine what animal users are most like by measuring responses on a series of questions

Context

Everybody likes quiz games! Well, almost everyone, anyway. Personality quizzes have been popular in various visual forms for years and still pop up on social media sites like Facebook on a regular basis. Think of all of the variations—what famous person are you, what color are you, what Harry Potter character are you, are you on the Dark Side or the Light Side—the list goes on. While most people take these with a grain of salt, people clearly enjoy exploring aspects of themselves through games.

Voice provides a fun new way to take a personality test. With Alexa’s ability to return a skill card, we can give users both an audio and a visual experience to improve the sense of playfulness in the interaction. We’ll be working on a “What Animal Are You?” personality quiz skill. Consider a few questions as you design this skill:

- How can you use skill cards to enhance an audio-only quiz game interaction while avoiding repeating the same information again and again?
- How can you inspire users to interact with your experience more than once?
- Is there a particular audience for the skill? How will you account for cultural or age considerations in setting up your quiz questions?

The goal of this project is to show off your ability to create a multimodal interaction using the Alexa skill cards. In the following sections, we’ll look at the design criteria and basic requirements for your recipe app.

The 5 W’s of Personality Quiz

Who: Anyone who’d like to play a short, simple quiz game to get a fun result. You’ll need to consider whether or not you want to target a particular group of users by tailoring the types of prompts and responses you design.

What: A “What Animal Are You” personality quiz that asks a series of yes/no questions to determine what animal a user is most like. You are also welcome to change “animal” for whatever you’d like (flower, color, etc.).

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When: Using this skill is not limited to a particular time of day, but consider when, and in what situations, people would be most likely to play a game of this sort. In the evenings? On the weekend?

Where: Your users will likely use this skill at home, but they may also want to have their friends or acquaintances play the quiz game somewhere else.

Why: To have a playful, fun interaction with your users that tells them a bit more about their personality (humorous or otherwise).

Design Criteria

Here are some basic guidelines for your project:

Have fun: This skill is meant to be fun! You can make it as serious or as silly as you'd like. Whether you want to use real animals or go completely off the rails is up to you.

Use visuals to support the voice experience, not replace it: Read the Exercise on multimodal interactions carefully before you start designing. You may also wish to refer back to the "Use Cases" Exercise at the beginning of the course and refresh yourself on the idea of cognitive load as well as on the short discussion of combining voice and graphical interfaces. Make sure that you're using your visual and textual responses to complement the audio response, and vice versa.

Give people clear directions: Make sure your users know how to play the game right away and what to expect. Otherwise, they may become frustrated with what should be a fun, lighthearted experience.

Basic App Feature Requirements

Your skill should have the following features. These requirements are meant to give you a starting point, but note that you have some flexibility when it comes to meeting them, so feel free to exercise a little creativity. Remember, you'll be using a code template to create the skill, so make sure you're comfortable implementing any choices you make beyond the basic requirements.

Make sure your skill contains the following:

- A welcome message that tells users how to use the skill and play the game
- A custom help message relevant to your skill
- A way for users to hear a question again
- Custom help, stop, and cancel messages
- At least 5 yes/no questions that will help determine what animal a user is most like
- At least 5 animals (real or fictional, or you can use an attribute other than animal if you'd like) as responses to the quiz

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- An audio message that provides the result
- A skill card for each of the animals that includes an image and some sort of text description (for example, a description of the animal or of the traits the user might demonstrate). Remember to avoid using copyrighted materials!