Process Document
Submitted by Xavier Malina

Family Feud
Ad-words Edition
For my UI project, I will be designing the interface of a novel focus group survey application. (Whether it’s web-based or mobile is yet to be determined.)

Like the TV game show ‘Family Feud’, experts in the focus group are rewarded for correctly predicting the choices made by a large group of people.

In this specific application, they will be attempting to predict which of two proposed text-ads is likely to garner the most clicks.
Originally, I had thought this meant the UI should be defined by an aesthetic that reduces the chance of biasing the focus group voters.

This would have likely lead to a relatively Spartan and ascetic interface.

The more I thought about it, the more I realized that the design should really be based around the app’s cardinal metric: success.
Family Feud is unlikely to provide a perfect visual model for the aesthetic I will eventually be trying to create—but…

…Envisioning a visit to the stage of the TV show could reveal elements which contribute to participants correctly predicting the choices of others.

In addition to rewarding correct answers, competition can be a healthy mechanism to motivate participants. I chose to explore how they might design that into the show.
**Users**

**FAMILY FEUD GAME SHOW**

Family Feud participants are family members (up to 5) who have applied to be on the show. No particular identifying characteristics as they change each episode. Viewers are daytime television basic cable subscribers.

On one side, users of our app will include professional writers of ad-copy (we currently have access to a group of several thousand of them). These are the voters.

On the other side are advertisers; companies who want to run a new text ad (like Google’s ad-words) but aren’t sure which of two ads to run.

Traditionally, companies turn to ‘A/B testing’ to determine which one to run, but this can be costly and take weeks to run. Instead, our solution is to provide them with a focus group to ask to ‘vote on’ or ‘predict’ the winner.
Senses

SIGHT

BRIGHT LIGHTS

FLASHY COLORS

GAME SHOW

TWO FAMILIES

SHOW TIME

BATED BREATH

DESIGN DIRECTS YOUR ATTENTION TO THE ACTION
Senses

SMELL

HOT LIGHT BULBS
ANTICIPATION
HOT LIGHT BULBS
EXCITEMENT
HOT LIGHT BULBS
HOT LIGHT BULBS
IT SMELLS LIKE ADRENALINE
Senses

SOUND

LAUGHING
BUZZER
CLAPPING
CLAMOR
CLAPPING
HOOTING!

THIS SOUNDS ENTERTAINING!
Senses

I can nearly taste the success.
Senses

TOUCH

FAKE WOOD
PRESSED SHIRT
SWEATY PALMS
CLAPPING HANDS
A NEW ‘DO
HIGH FIVE
HANDS ON THE BUZZER
Adjectives that describe the

FAMILY FEUD GAME SHOW

• DAZZLING
• SHOOT-FROM-THE-HIP
• WINNER-TAKES-ALL
Adjectives to incorporate into my UI

• COMPETITIVE
• INCENTIVIZING
• REWARDING
FAMILY FEUD GAME SHOW

Xavier Malina
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**TOTAL 79**
Colors

FAMILY FEUD GAME SHOW

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