Research for Ad Duels
What is the behavior(s) you are trying to capture? What are your users physically doing?

*My users are evaluating several text ads and voting in the app to express which ad they expect to receive more clicks than the other.*
Challenge 1
It is difficult to identify the better of two online ads without running online experiments known as A/B tests. A/B tests can be difficult to interpret and are expensive in terms of time and cost.

Solution 1
Our app will reduce the need to run A/B tests, and provide answers faster and cheaper.

Challenge 2
Some individuals, particularly those who write online ads, may have an extraordinary ability to predict winning ads by simply relying on their own intuition and prior knowledge. These individuals are currently unidentifiable and remain anonymous in the crowd.

Solution 2
Our app will be able to pick out exceptional talent from the crowd, and make them available for more in-depth interviews on the topics they have insight into.

Challenge 3
Building a system that can capture the intuitions of members of a focus group and translate them into rules and insights is a messy and subjective process.

Solution 3
Our system will fast-track the conversion of survey results to insights by using an automatic analytic and visualization engine.
Objectives

Objective 1
Make it easy for ad-writers to give predict the winner of an ad ‘duel’.

Objective 2
Optimize the experience so that ad-writers want to come back to the app to vote on as many ads per day as possible.

Objective 3
Have the resulting information of votes be presented in a way that is easy to interpret by the client who has sponsored the duel.
The app relies on a two-sided market:

1) Ad duel sponsors (clients running the ads)
2) Ad writers who vote on the likely winner of an ad duel

Ad writers are voting on the winner of a duel for monetary reward, while the sponsor is the person paying the ad writers, as well as interpreting the answers to govern future ads to be run.
Where will you find this UI?

*On the internet through a URL, on your smartphone via a URL, and possibly via a standalone app in the Android/iOS app store.*
What are the screen size(s) for this?
Indicate the pixel size(s).
1024x768 and 1280x800 pixels.
Experienced Freelance Ad Copy Writer with spare time

Melissa Gold

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<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
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<tbody>
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Melissa has a Master’s of Fine Arts in Creative Writing and a BA in Political Science. Melissa has specialized in copy writing and editing over the course of her career, and made her best work for marketing communications at Gap, H&M and Hot Topic. She currently works freelance for H&M online, but has spare time and a desire for an additional source of income. She’s only ‘pretty’ good at predicting winners from ad duels in the fashion category, but it’s an easy way to earn a few bucks while waiting for the BART.
Jeff Climm

AGE
29

Hobby
Blogging

Familiarity with Technology
High

Favorite Brand
New York Times

Jeff has a background in journalism and writing, and is has been the editor of several online publications. After discovering the app through a friend, Jeff realizes he’s uncannily good at predicting the winner of an ad duel. As a result, Jeff has stopped playing candy crush, and now spends his spare time making extra cash while voting on A/B test winners.
Angie Lestor

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Angie just graduated with a BA in Communication and Media Studies, and is currently working as a freelance writer for an online fashion magazine. She has had several marketing and advertising internships, and she spends most of her time online. She does all her shopping online. Angie has a lot of spare time, and really enjoys the thrill of being able to get paid to do something as easy as ‘Tinder’ for ads, so she spends a lot of time on the app to help cover her weekly Starbucks addiction.
Jeff has a knack for knowing when an ad is likely to be successful, and loves a challenge.
1. Jeff goes to AdDuel.com at home.
2. Jeff logs in, and reviews most recent ad-duels available for him to vote on.
3. Jeff votes for the winning ad.
4. Jeff voted correctly, and is excited when a few more cents are credited to his account.
Create a user flow for one of your personas.

1. Goes to website
2. Logs in
3. Jeff is done voting and logs off.
4. Selects ad category he wants to vote on
5. Looks at new ad-duels available
6. Clicks on “Start Voting”
7. Evaluates which ad he thinks will win the duel
8. Clicks the ad he thinks will win, adds line of feedback indicating why
9. Next ad-duel automatically loads
10. Winner correctly selected
11. Money is added to Jeff’s account balance
12. Winner is already known
13. Yes
14. No
What type of experience do you want to provide for your user?

For the ad-writers who vote on ad-duels:
Overall, this app should feel like a challenging puzzle game – but at the same time the user should never lose sight that this is actually paid word for a serious client.

Users should feel like there is nothing in the way of them ‘working’ – voting on ads they believe will win--and should feel great satisfaction when feedback shows they guessed correctly. Ideally, this will create a feedback loop that will help them get better at predicting winners.

Users should look forward to being able to vote on the next round of ads, and should rise in the ranks (in terms of pay and prestige, the longer they remain an active user and the more success they have).

For the clients:
The data from the app should be presented in an easy-to-digest way that allows them to track results. It should also be made easy for clients to reach out to and interact with any writer at will. This part of the app should make the users feel like ‘I got huge bang for my buck’, and should feel exceptionally high quality in terms of visual elements and simplicity.
Style Guide

Formal Collage

Focus and play

Distraction and obstacles