

## Otherworldly

# Interactive quiz pricing sheet

**Learn about Otherworldly Interactive Quizzes, discover what options and pricing configurations are available.**

### Overview

**Signing up for things is usually a chore.** A necessary step that challenges our desire for the thing we're signing up for in the first place. Usually accompanied by a few graphics or quotes to help you hold on long enough to complete it.

And all that in a time where people do things they want and enjoy far more than they suffer through boring forms.

A quiz is a form that gives users something they want along the way. And a good quiz gives that while making it a joy to do. Something special. Something they don't see every day. Something that "gets them", their interests, and their desires.

Otherworldly Interactive Quizzes optimize for precisely that: giving users a great experience, while they get the info they need, as you also get the info you need.

It's a great way to maximize conversion rates on forms, while amplifying the positive intent of your MQLs in the process. In a world where dopamine hits are just a tap and a scroll away, **lead your signup process with an interactive quiz and give users an experience they'll enjoy, and enjoy telling others about.**



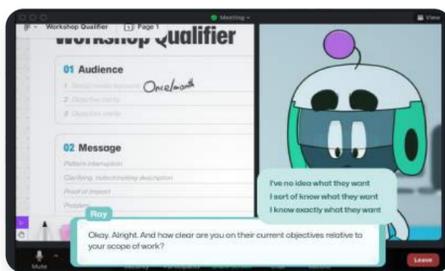
While there are many variables that contribute towards effective, edutaining interactive quizzes that teach visitors in an enjoyable way for maximum results, these are the main elements for you to consider. For a full range of configuration options, speak with our team for a bespoke estimate. Every style includes the option to choose individual steps or full packages depending on your unique requirements.

## Style



**Essential:** For simple interactive forms. Ask users questions with multiple-choice selections and input fields, then bring your brand or brand personalities to life as they respond visually to what they entered.

Great for simple forms where you need to collect user information, and a big step up in conversions compared to mere 'forms'.



**Advanced:** For more immersive interactive forms and quizzes. Ask users questions and let their answers decide what comes next. Differing questions and visual interactions (such as character behavior) guide each user to their unique destination.

Great for a greater visual experience, or quizzes and forms that require logic/calculation.



**Premium:** For the most immersive quiz-based user experiences. 'Premium' builds on 'Advanced' with more questions, more nuanced logic, and a richer 'world' for the user to experience as they complete their form with changing backgrounds and 'locations' to experience.

Great for flagship onboarding UX or the greatest quiz experiences.

## Packages

**Packages:** Each style of landing page has been assembled as a Package. These include everything you need to create a full landing page in your chosen style. Packages also detail a discount you receive for ordering the package together.

**Individual steps:** If you'd prefer to order certain steps rather than the full package (e.g. if you have internal support for some steps) you can choose from these instead.

## Verification

**Verified:** Before each interactive quiz is produced, we validate ideas with your target audience for maximum hit-rate. After the quiz is published, we can review performance data and optimise for maximum results.

**Unverified:** Production takes place without external feedback. Used for saving costs, faster production, or when content themes have been fully verified.

# 01 Blueprint

The first step is to review your marketing strategy and create a blueprint for how this interactive quiz will look and function. This enables us to build efficiently, and you to give feedback on the final result before its built.

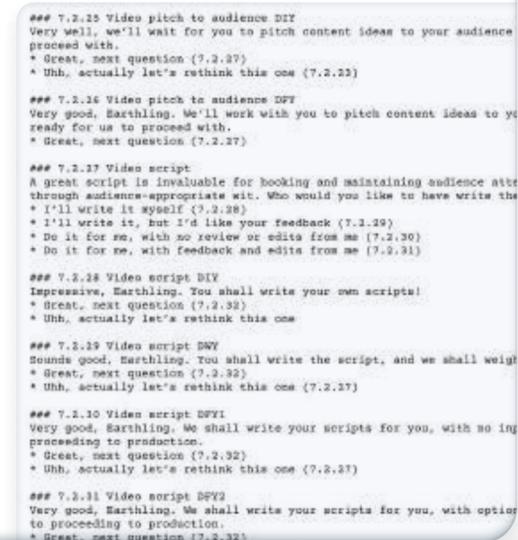
- Define how the quiz will look and function
- Gather feedback prior to production commencing
- Optionally collect customer feedback at this stage



# 02 Copywriting

Next, we move into scriptwriting. Every interaction in the blueprint is mapped out. Every line of dialog is written, with connection notes to help it all flow in text. This gives a full picture of how the entire quiz will read and behave.

- Map out every quiz user flow
- All quiz copy written with unlimited revisions
- Optionally collect customer feedback at this stage



# 03 Design

With the strategy, blueprint and copy ready, we proceed to design. In this step, we create all of the UI elements and interfaces necessary to make your interactive quiz function beautifully.

- Visual design for the whole quiz
- Assets prepared for development hand-over
- Optionally collect customer feedback at this stage



## 04 Creative

The design step prepared the interface, while making affordances for the quiz's artwork and animated assets. In this step, we produce the artwork, scenes, character interactions and sprites needed bring the quiz to life.

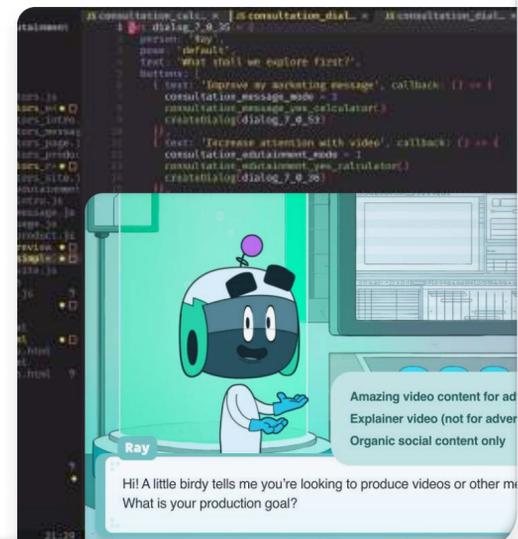
- Artwork & animated materials all produced
- Assets prepared for development hand-over
- Optionally collect customer feedback at this stage



## 05 Development

With all assets produced and logic defined, this step assembles everything in code. We write the code necessary for an amazing quiz experience, with web-native code that works in all modern browsers.

- Write all interactive quiz code
- Run a suite of tests to stress-test the code
- Integrate the system with your infrastructure



# Interactive quiz pricing

## Packages

These prices reflect the purchase of multiple steps together, up-front.

Package	Package discount	Unverified	Verified
Interactive Quiz Essential	-\$3,000	\$5,000	\$5,600
Interactive Quiz Advanced	-\$2,500	\$12,000	\$12,600
Interactive Quiz Premium	-\$3,000	\$21,000	\$21,600

## Interactive Quiz Essential

These prices are for steps when bought individually.

Individual Step	Unverified	Verified
Blueprint	\$1,000	\$1,200
Copywriting	\$1,000	\$1,200
Design	\$1,500	\$1,700
Creative	\$1,500	\$1,700
Development	\$3,000	

## Interactive Quiz Advanced

These prices are for steps when bought individually.

Individual Step	Unverified	Verified
Blueprint	\$1,500	\$1,700
Copywriting	\$2,000	\$2,200
Design	\$2,000	\$2,200
Creative	\$4,000	\$4,200
Development	\$5,000	

## Interactive Quiz Premium

These prices are for steps when bought individually.

Individual Step	Unverified	Verified
Blueprint	\$3,000	\$3,200
Copywriting	\$3,000	\$3,200
Design	\$3,000	\$3,200
Creative	\$8,000	\$8,200
Development	\$7,000	