
Login Screen Revamp

Swipe Removal + CCPA Compliance

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Dev: TBD

Problem Statement - 1

Drop Off on Login Screen

- There is a drop off of ~700 bps from Login Screen view to FTUE intro screen.



Swipe on Login Screen

- 12% of installs swipe on Login Screen.
- 36% of installs who swipe don't click on login and dropoff

	No Swipe	Swipe	
Sum of users	87.83%	12.17%	
	Sum of users Column Labels		
Row Label	fb_login_play	google_No Button Click	play_guest
No Swipe	26.34%	21.57%	7.79%
Swipe	20.29%	17.33%	36.41%

Problem Statement - 2

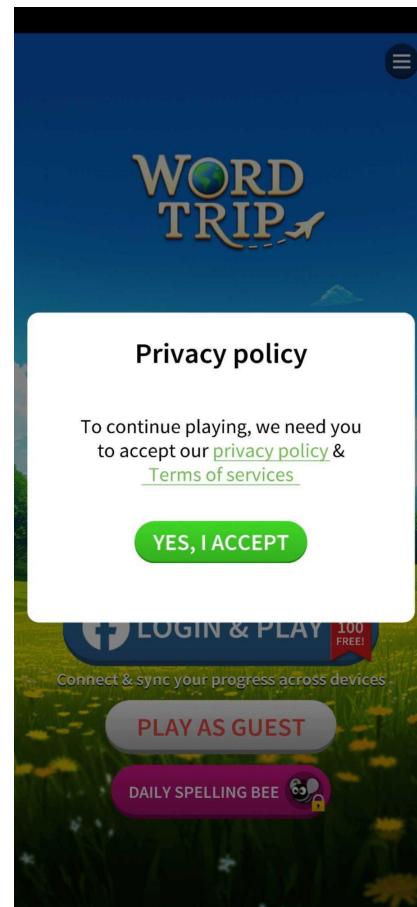
- Applovin is restricting the new SDK(Post SDK 13) to be initialised to Age restricted Users. (Current SDK version 12.4)
- As a result, COPPA(Children's Online Privacy Protection Act) compliance is on Game team.

Changes to be done

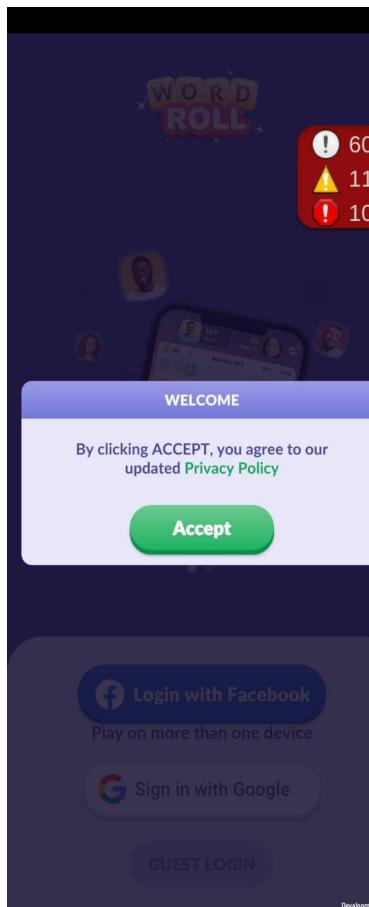
- Currently, Word Roll does not show Terms of Service on the CCPA popup.(We only show Privacy Policy). **ToS to be added in the popup.**
- Addition of copy informing about Age agreement on the same popup.
- CCPA popup to be shown to **all users of US.**
- CMP popup with ToS and Age Agreement copy - **Will be done from Server Side by central Team.**

What happens if we don't update to SDK 13 and above?

- We won't be able to get any updates from Applovin, which will affect Rev per DAU.



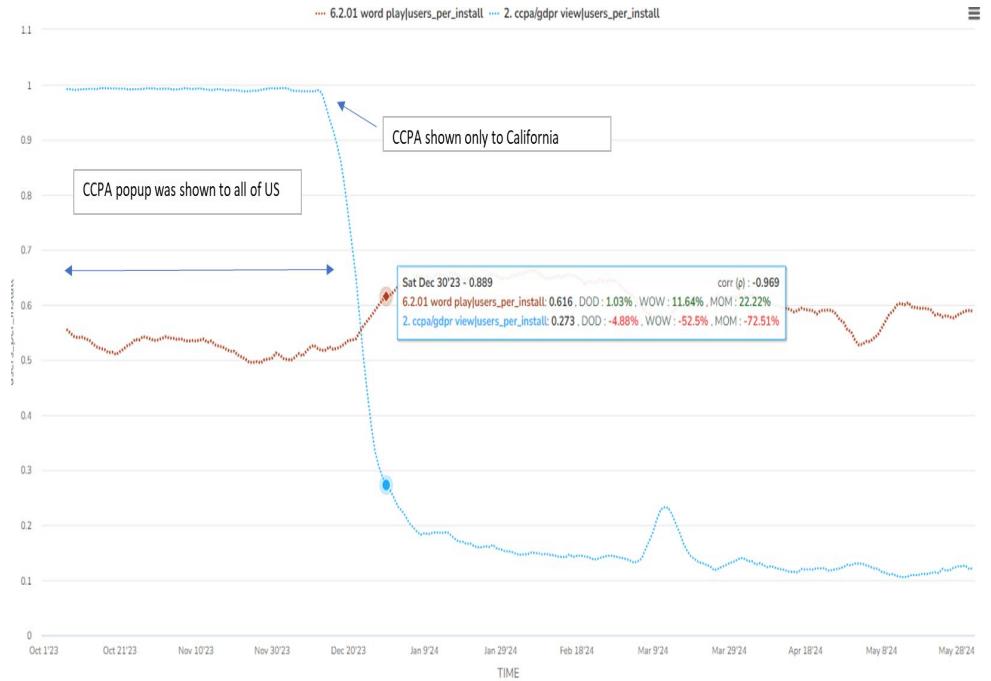
Word Trip



Word Roll

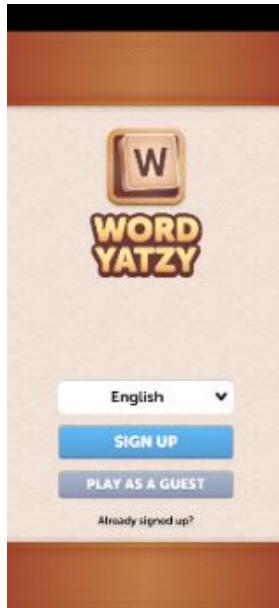
Impact

- We expect **minimal impact** from adding ToS and Age agreement copy on the CCPA popup.
- Currently there is a check of 'US' & 'California' region for the applicable law to be returned as CCPA. This will be changed to only 'US' and as a result the CCPA popup should be shown to all of US.
- **Impact : Word Roll was showing CCPA to all users till Dec 15th 2023, post which, it was changed to show only to eligible users.**
 - D0 move upd before the change : 58%
 - D0 move upd after change : 64%(Inc by 800 bps).
 - D1 Install Retention increased by ~100 bps.



Hypothesis - 1

- Removing the swipe feature from our login screen will reduce the number of decision points on our login screen
 - This will therefore reduce the number of drop-offs that occur on our login screen
- Competitor games (none have a swipe feature on their respective login screens):



Word Yatzy



WWF



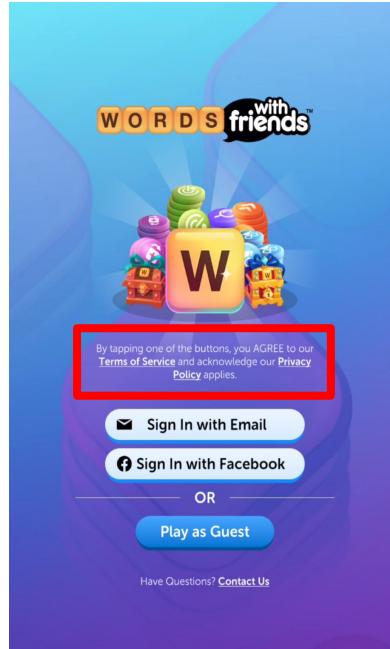
Scrabble GO!



Word Trip

Hypothesis - 2

- Removing the CCPA pop-up from our login screen will reduce the number of interruptions we have in our login flow for players in the US
 - This will in turn reduce the number of drop-offs we face in the login screen
- As we still need to comply to CCPA guidelines, we will now have a copy in place of the existing interruptive pop-up, similar to how WWF does it:



WWF Login Screen

Overview

We aim to reduce drop-offs from our login screen with the following changes:

1. Removal of the swipe on our login screen
2. Addition of Terms of Service (ToS) and Privacy Policy (PP) as part of a copy on our login screen [instead of as a pop-up], thereby reducing an extra interruption in the login flow for US users

Overview

We'll test with 3 variants:

1. Control;
2. Variant 1 - Swipe removed (**entire world**) + CCPA popup with [ToS](#) added will be shown to **all of US**, CMP/GDPR as existing flows (**EU or the UK**)
3. Variant 2 - Swipe removed (**entire world**) + new copy with [ToS](#) and PP (to be shown to **all of US**)
 - a. Note: if player is **not** connected from the US, they are to only have swipe removal
 - i. *Exception:* In case of CMP timeout in **EU or the UK**, or country is not fetched at the time of login screen, player will be shown the GDPR pop-up with a different copy
 1. During the experimentation time, GDPR popup will not have the ToS hyperlink in the popup.
 2. If var2 will be ramped up, GDPR popup will have ToS link post experimentation.

Flow in iOS

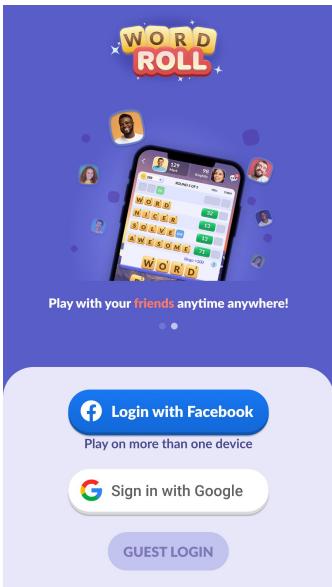
Existing Flow : App Launch -> Splash Screen -> Privacy Popup (California)-> Native Notif Permission -> In game ATT -> Native ATT - > Login Screen with Swipe

Var1 : App Launch -> Splash Screen -> Privacy Popup(All of US) -> Native Notif Permission -> In game ATT -> Native ATT - > Login Screen with Swipe Remove

Var2 : App Launch -> Splash Screen -> Native Notif Permission -> In game ATT -> Native ATT - > Login Screen with Swipe Remove

Login Screen Variants

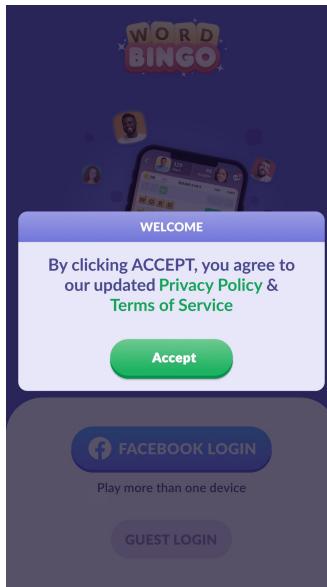
- We'll test with the following variants:



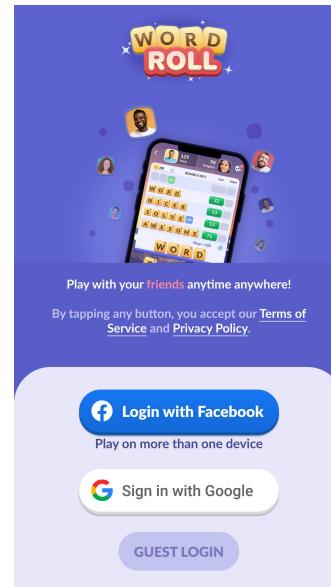
Control: Existing login screen with swipe



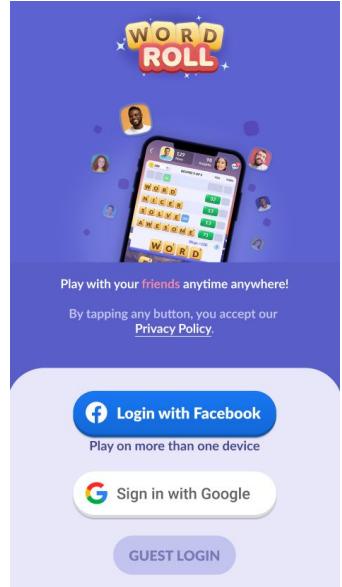
Variant 1: Login screen **without** swipe and updated CCPA (GDPR/CMP to remain the same)



Updated CCPA pop-up with PP & ToS hyperlinks [for Variant 1]



Variant 2: Login screen **without** swipe and **new** consent copy with ToS & PP hyperlinks as shown (only for **the US**)

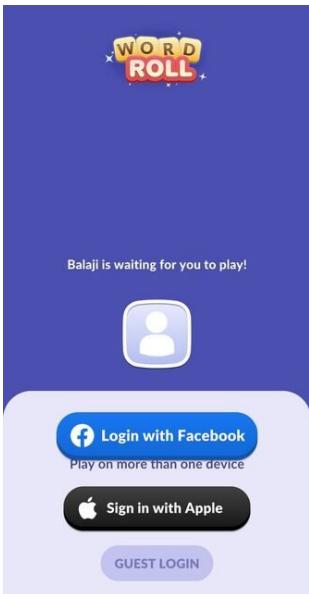


Exception: Login screen for players in **EU or the UK** when CMP has timed out (instead of existing GDPR pop-up as would be seen in Control & Var1)

[Figma link](#)

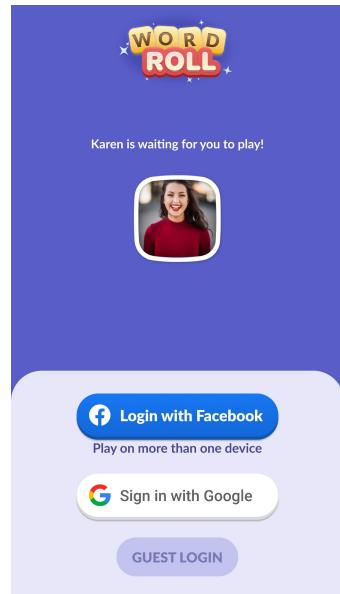
Login Screen [via Deep Link] Variants

- If a player joins via deep link, they are to see the following screens as per their variant:

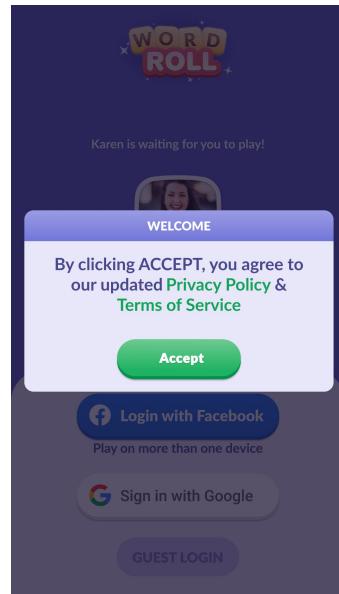


Control: Existing login screen [via deep link] without swipe

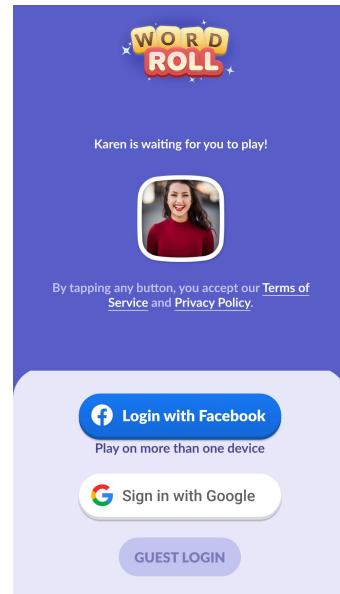
[Figma link](#)



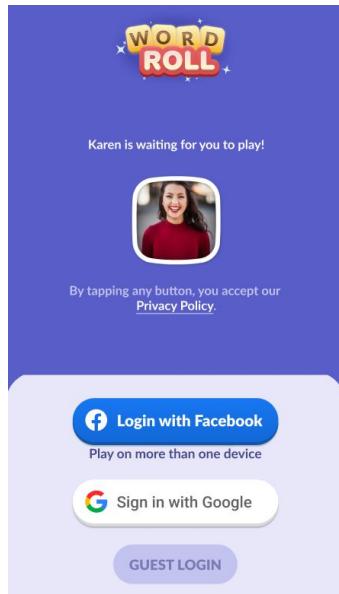
Variant 1: Login screen [via deep link] with updated CCPA (GDPR/CMP to remain the same)



Updated CCPA pop-up with PP & ToS hyperlinks [for Variant 1]



Variant 2: Login screen [via deep link] with new consent copy with ToS & PP hyperlinks as shown (only for the US)



Exception: Login screen for players in EU or the UK when CMP has timed out (instead of existing GDPR pop-up as would be seen in Control & Var1)

Analysis Plan

We intend to understand the impact on player drop offs from : (Order of Importance)

1. CCPA dialog shown to all of US in var1
2. CCPA text shown on Login Screen to all of US in var2
3. Swipe Removal in both var1 and var2

Expected Behavior

1. More players will drop off on CCPA popup being shown to all of US in var1
2. Players drop off reduces in var1 and var2 on account of removing swipe on Login Screen
3. Less drop off from Login Screen and more FTUE viewers in var2 as there is no swipe and no additional CCPA dialogue

	Swipe	CCPA Popup	CCPA Text	Expected Behavior	What to measure?
Control	Yes	10%	No		
Var1	No	100%	No	<p>1. Player Dropoff expected to inc from CCPA popup (+500 bps)</p> <p>2. Player Dropoff from Login Screen to FTUE expected to reduce due to swipe removal(-300 bps)</p>	<p>1. Dropoffs from CCPA popup in rest of US(As CCPA is shown to all of US in var1)</p> <p>2. Compare dropoff from Login Screen to FTUE in California for Swipe removal attribution (As swipe exists in California Control and no swipe in California Var1)</p>
Var2	No	0%	Yes	<p>1. Player Dropoff expected to reduce from both Swipe removal and One less dialogue interruption(-300 bps)</p>	<p>1. Compare Login Screen viewers per install(exp: var2>var1 in both California and rest of US due to no CCPA) and FTUE viewers per installs(Var2>Var1 and Control as no swipe on LS)</p>

E0s

Var1 : LTV decline by 1% due to dropoffs from CCPA popup

	Current % Users	Var1 % Users	
Login Screen Viewers	100%		
Login Button Clickers	93.84%	91.84%	(+300 bps from Swipe removal,-400 bps from ccpa)
EO	Var1	-0.90%	(D1R down by 30bps)

Var2: LTV increase by 2.3% compared to Control due to Swipe Removal and CCPA copy on Login Screen

	Current % Users	Var1 % Users	
Login Screen Viewers	100%		
Login Button Clickers	93.84%	96.34%	(+300 bps from Swipe removal,-50 bps from copy(Assumption))
EO	Var2	2.30%	(D1R inc by 60bps)

Experimentation Plan

Experiment name: login_ccpa [experiment is to be hard-coded]

Control: no changes - 34%

var1: swipe removed - 33%

Var2: swipe removed + new copy - 33%

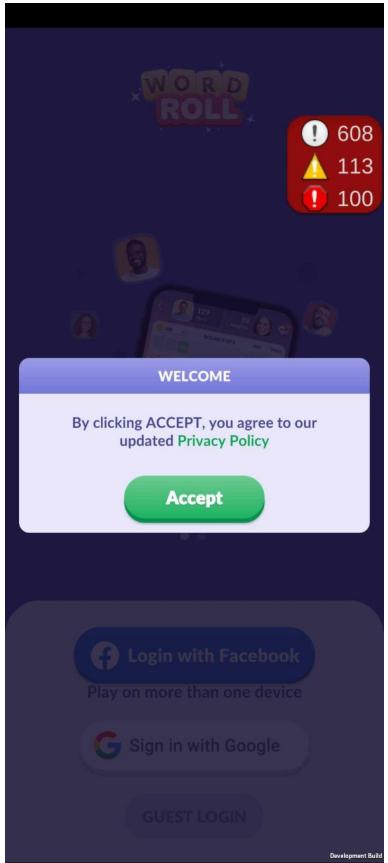
Tracking

Trackings are added in the [sheet](#) from row 833-835

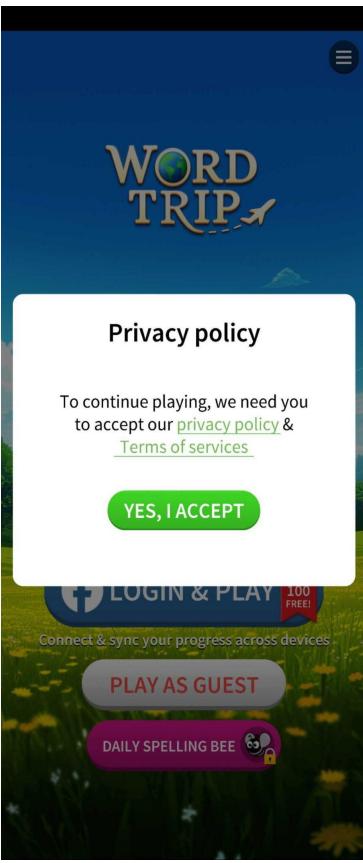
Changelog

Slide No	Change
<u>Slide 12</u>	Trackings added for clicks on ToS and PP on Login Screen and CCPA
<u>Slide 9</u>	Clarified login screen changes for deep link users by variant
Slide <u>8,9</u>	Took a call and accordingly updated slide 8 and 9 including EU & UK CMP timeout cases

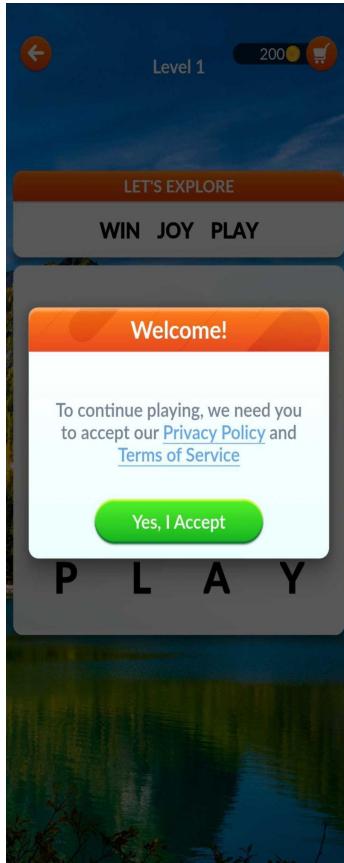
PS Games - CCPA popups for reference



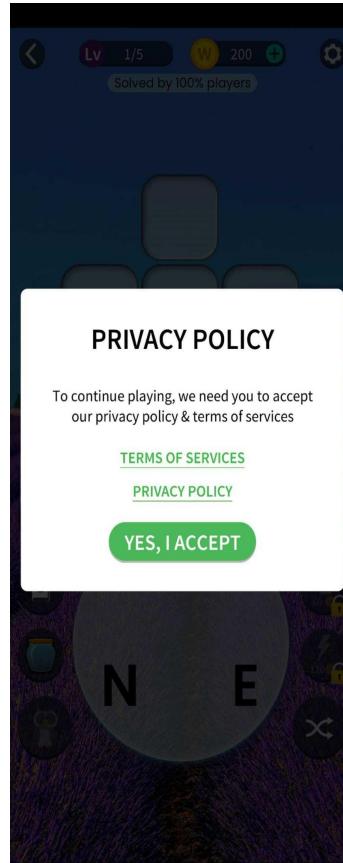
Word Roll



Word Trip



Word Search



Word Jam

Popup CTR

- Word Roll has high CTR with 91% and other games have ~80-85% (100% CTR for Org sources in other games)
- To test for any change in CTR, drop off after including ToS and Age Copy from this experiment