

Food Fiesta

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Problem Statements

1. Arrest the movement of players from high engagement bucket to low engagement bucket
 - a. Players who move towards lower engagement buckets interact only with their preferred game mode

Opportunities Identified

1. Introduce a meta which will tie back all the game modes together
 - a. This event will be available for all players who have unlocked the event
 - b. This will specifically target high engaging players (31% of DAU) who have exhausted their games for the day
2. There is also an opportunity on non LB days to fill the 1-2 moves gap

Vision

- Drive players to play with all game modes
- Provide long term goals for players to stick to the game
- Grant ownership to players through collectibles

Anti-vision

- Collectibles are subjective, might not cater to all people
- Core actions are to be kept distinguishable so that player doesn't confuse this with quest

Business Goals

- IAP rev per dau to increase by 0.4 cents
- Moves per dau upside of 5.4%
- RR upside of 200 bps
- LTV upside of 10.55%

Design Goals

- Introduce a longer meta loop into the game which allows players to have more content to keep engagement from decaying

Expected Upsides

- Moves per dau will increase by 5.4%
- Overall rolling retention upside 200 bps
- Spends on swap is expected to increase by 50 coins on account of players trying to obtain more number of DW/TW bonus tiles
 - IAP revenue per dau is expected to increase by 0.4 cents
- LTV upside of **10.55%**

	3. D2-D7	4. D8-D15	5. D16-D30	6. D31-D60	7. D61-D90	8.D91-D120	9. D120+
dau%	9%	8%	12%	16%	10%	7%	29%
moves pre	48	46	45	42	39	37	36
moves post	48	48	47	46	43	40	38

	pre	post		
T moves	40.8	43.0	2.2	5.4%

RR upside **200.0** from LB 300 bps organic

Spend swap **50** from LB 100 coins inc

	Current	Expected	
IAP RPD	0.070	0.074	0.4 cents <- upside in iap rev per dau
Spend PD	1,000	1,050	

Hypothesis

1. Linking rewards to multiple game modes will help arrest the player's inclination to play limited game modes as they progress in the game. This will minimize the movement of players from high engagement bucket to lower engagement buckets
2. Collection mechanic of bonus tiles (DW/TW) will increase the player's tendency to make full letter words. This will help increase the swaps usage and in turn increase swap spends per dau
3. Unlike current LB, linking DBH and solo series with the meta will incentivize players to engage with them. This should in turn help increase the rolling retention of players
4. Progress multiplier and LB boosters as a reward will incentivize players in their gameplay / goals and hence provide engagement bursts
5. Tiles as reward will motivate and influence players towards all of the above desired behaviors

Overview

Get ready for an exhilarating upgrade in our event systems through ***Food Fiesta!***

1. Brace yourselves as we're about to unveil a groundbreaking Event System that will redefine the way players engage with our game!
2. Players embark on the journey of 12 levels and unlock incredible rewards by completing core actions. The thrill of victory just got sweeter with an array of tantalizing rewards!
3. *Discover Rare Tiles!*
 - a. Introducing a probability-based system that adds an element of surprise to the gameplay. Players can now explore and collect tiles through Food Fiesta!
4. *Progress Multiplier Unleashed!*
 - a. Reach new heights with the Progress Multiplier! This reward will propel the player forward at lightning speed. Players can enjoy double progress for the next level, giving them an edge like never before!
5. *All new Inventory Screen!*
 - a. Dive into a visually stunning new Inventory Screen that showcases collected tiles in all their glory. Players can admire and curate their unique collection of treasures. The game will not be just about playingwords ; it's gonna be about flaunting new tiles!

Event design

1. **Event name :** Food fiesta
2. **Event duration :** 6 days (Monday to Sun) starts monday 9 am local time and ends Sunday 9am local time
3. There are 12 Levels to complete in Food Fiesta
 - a. Completing a level will grant players exciting rewards
4. Players collect points to progress in levels.
 - a. **Players earn 1 points for playing letters on DW/TW**
 - b. **Players earn 2 points on completion of DBH**

Note:

1. Point grant is done on game complete
2. Points will be calculated for each gameboard individually
3. Point grant will not be done for games resigned or timed out
4. Points will NOT be carried forward from one event to the next

Reward design

Players can earn following rewards for completing a level :

1. **Coins**
2. **Tile paints:** Tile paints or duplicates to progress in tile collection
3. **Progress multiplier:** Gives double progress to the player until he reaches the next level
4. **Leaderboard booster:** Player will receive a leaderboard booster (+1 ticket for next 3 games)

Levels and rewards

Levels	Rewards	Points required for each level	Reward drops	Expected completion rate
Level 1	Tiles drop	3	Paint Bucket	90%
Level 2	Progress multiplier	4	Progress multiplier	85%
Level 3	Tile drop	8	Paint Bucket	80%
Level 4	LB booster / coins [400-600] (non LB days)	6	Mystery Box 1(Contains LB booster or coins) Mystery Box 2 (Contains paint bucket 1 and coins)	75%
Level 5	Tile drop + coins [200-300]	8	Mystery Box 2 (Contains paint bucket 1 and coins)	54%
Level 6	Progress multiplier	6	Progress multiplier	45%
Level 7	Tile drop	12	Paint Bucket	36%
Level 8	LB booster / coins [400-600]	8	Mystery Box 1(Contains LB booster or coins)	30%
Level 9	Tile drop + LB booster /coins [400-600]	10	Mystery Box 2 (Contains paint bucket 1 and LB booster/coins)	22%
Level 10	Progress multiplier	8	Progress multiplier	18%
Level 11	Tile drop + LB booster /coins [400-600]	22	Mystery Box 2 (Contains paint bucket 1 and LB booster/coins)	12%
Level 12	Double tile drop	25	Premium Paint Bucket	10%

Note: The levels and rewards are tuned specifically for high engagers in our game. This will be runtime controlled.

As per current calculation, this is pushing players to do 375 moves on an average to complete the event.

Guidelines are to be followed when tuning the levels further

Tuning comparison

Monopoly Go creates a sawtooth experience

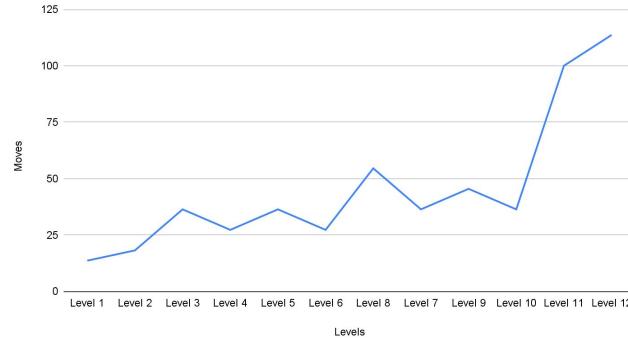
1. Their peaks are spaced wider as they have more levels
2. They have a more variety of rewards which allow them to better pace their rewards

We are also aiming for a similar experience with lesser peaks

Our Constraints :

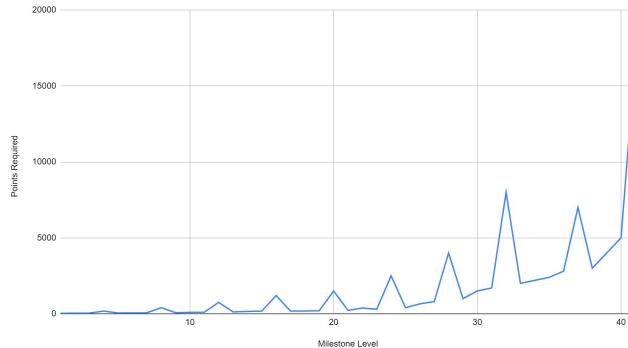
1. We have lesser variety of rewards, hence our peaks are not spaced wider
2. Peaks are created lower to ensure more players moving forward

Moves vs. Levels



Word bingo

Points Required vs. Milestone Level



Monopoly Go

Tuning comparison

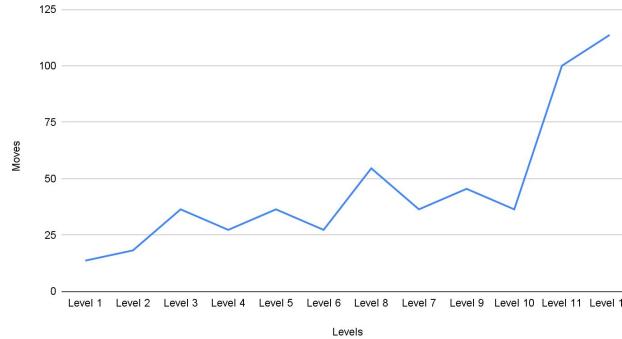
For V2 :

Based on the reads,

We will tune the peaks and throughs to optimise for players who complete the event early

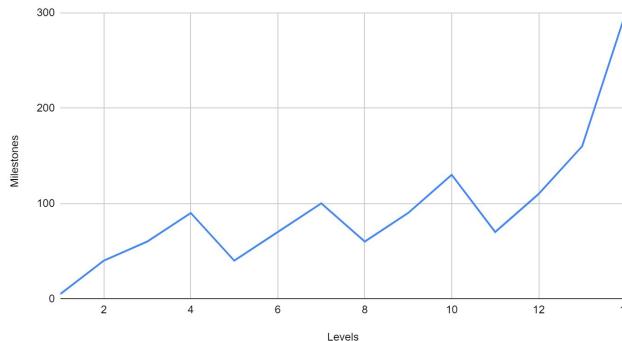
Our final aim is to have a tuning similar to Monopoly Go where we have grinding peak levels with inclined throughs after to ensure smoother progression for players

Moves vs. Levels



Word bingo

Milestones vs. Levels



Gardenscapes

Event surfacing

Whenever the event is live for the player, the event icon will surface for the player on **the bottom right corner of the screen** (homescreen classic and solo gameboard i.e. YM) as shown in the mock

This icon will remain till the end of the event

There is a progress bar on the icon which shows the progression for the current level.

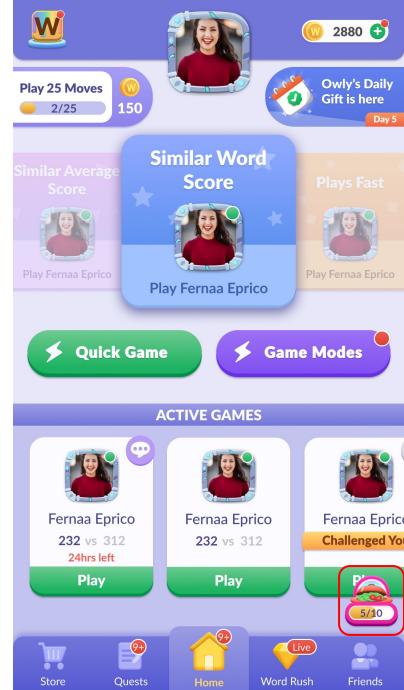
Functionality :

1. Clicking on this icon in homescreen will open the [event main pop up](#).
2. This icon on gameboard will not be clickable
3. If 2x multiplier is active, 2x tag will show on the [icon](#)

Note : There will be an idle animation on the Food Fiesta icon if player does no action on the home screen for 15s. It will repeat every 15s - [Anim Link](#) (Also shows on event complete)



[Mock Link](#)



[Mock Link](#)

Event surfacing - Contd.

Counter update on Gameboard

On submitting a word if player fills the TW/DW tile then the counter on the icon will update points at the same time as the score updates

For reference: on 0:05s of this video [move anim](#)

The counter will be visible when player has atleast 1 pt of progress in the game board

Note :

1. The event icon will not show when game is in their move or in review board
2. Counter will not appear on the GB after player has completed the event



[Mock Link](#)

Counter update Flow Sequence

1. Leaderboard is active:
 1. Player clicks on submit> Tiles fly> set in place> glow anim>LB ticket feedback> tiles score update>Score button anim & score card updates> **FF counter updates**
2. WOTD Tile collection:
 1. Player clicks on submit> Tiles fly> set in place> glow anim>LB ticket feedback> tiles score update> WOTD tile flies into the icon>Score button anim & score card updates> **FF counter updates**
3. DQ
 1. Player clicks on submit> Tiles fly> set in place> glow anim>LB ticket feedback> tiles score update> WOTD tile flies into the icon>Score button anim & score card updates> **FF counter updates**> After opp move DQ
4. DMB:
 1. Player clicks on submit> Tiles fly> set in place> glow anim>LB ticket feedback> tiles score update> DMB icon progress bar updates>WOTD tile flies into the icon>Score button anim & score card updates> **FF counter updates**

Event FTUE

Copy : Spice up your game! Food Fiesta is here!

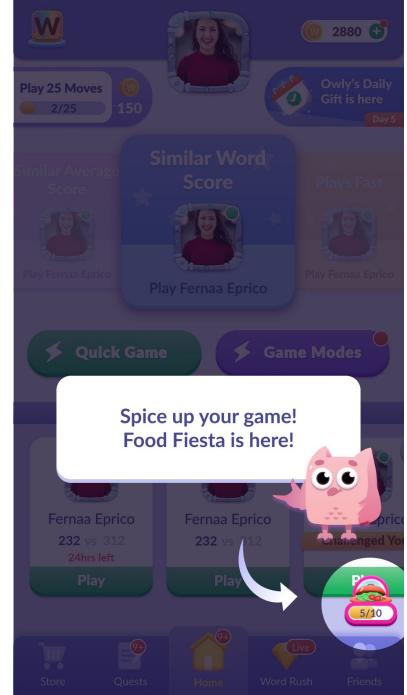
Anim : Similar to start a new game prompt with arrow fill animation and spotlight

Functionality : Similar to start a new game prompt

Surfacing : This will show when the event is live for the first time for the player

Note : In game notif may appear on this FTUE

Popup Priority



Mock Link

Event live popup

UI :

1. Header +Art : FOOD FIESTA
2. Copy 1 : Play on DW/TW and complete Daily Bingo Hunt to get points
3. Copy 2 : Finish games and collect points
4. Copy 3 : Earn amazing rewards
5. CTA : Let's Go!

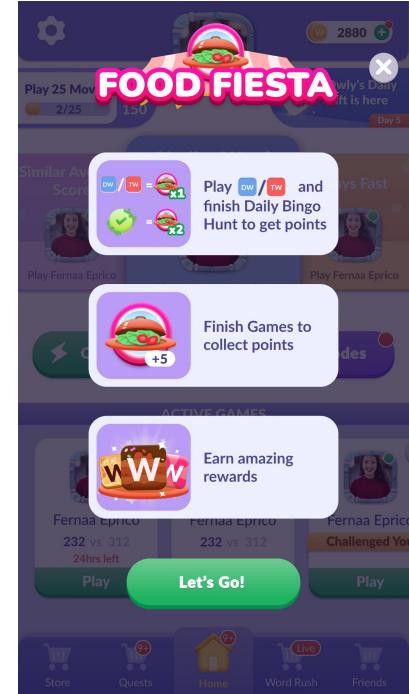
Functionality :

1. Clicking on Let's Go! will start the first your move game or will start a new game (bot game) if there are no games in your move. *Challenge requests will not be automatically accepted*
2. Clicking on cross button closes the popup

Surfacing : This popup will surface on home screen for the player once when each event goes live. This popup has an appearing anim

[Anim link](#)

[Popup priority](#)



[Mock Link](#)

Event main popup

UI :

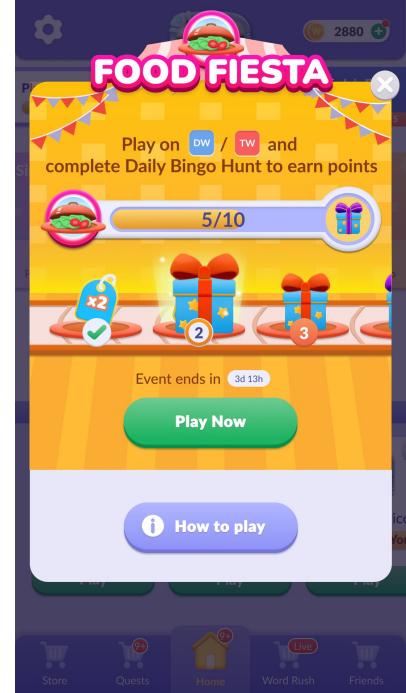
1. Header +Art : FOOD FIESTA
 - a. Copy 1 : Use DW/TW and play Daily Bingo Hunt to earn points
2. Progress Bar
 - a. Shows player progress for the current level
 - b. When progress multiplier active, x2 card will appear over the FF icon art
3. Reward Art (This is scrollable and player can scroll through all the rewards, there will also be a settling animation on current reward for the first time in an event)
4. CTA : Play Now!
5. Secondary CTA : How to play

Functionality :

1. Clicking on Play Now will start the first your move game or will start a new game (bot game) if there are no games in your move. *Challenge requests will not be automatically accepted*
2. Clicking on how to play will close event main popup and open the event live popup

Surfacing

1. This popup will surface when the player clicks on the event icon on homescreen
2. When player clicks on the Go button on tile show screen

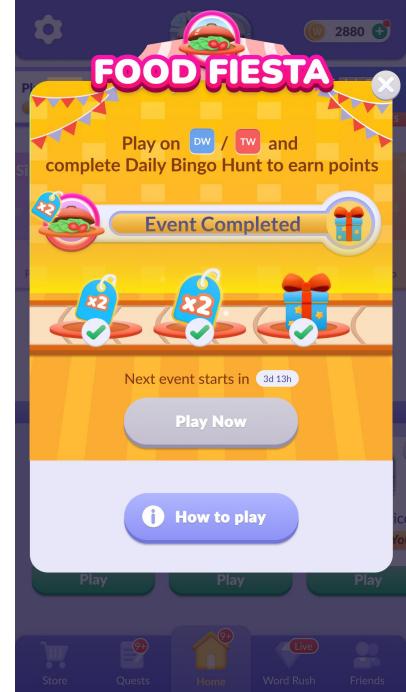


[Mock Link](#)

Event main popup completed

UI :

1. Header +Art : FOOD FIESTA
 - a. Copy 1 : Use DW/TW and play Daily Bingo Hunt to earn points
2. Progress Bar
 - a. *Progress bar will be filled*
 - b. Copy : Event Completed
3. Reward Art
4. Timer :
 - a. Copy : Next event starts in xdyh
5. CTA : Play Now! (Disabled state and not clickable)
6. Secondary CTA : How to play



[Mock Link](#)

Tile Drop system

The tile drop system is constituted of 3 parts :

1. Progress system
2. Empathy drop system
3. Duplicate system
4. First time tile grant

These systems will work in coherence, for understanding purposes the system has been divided into parts

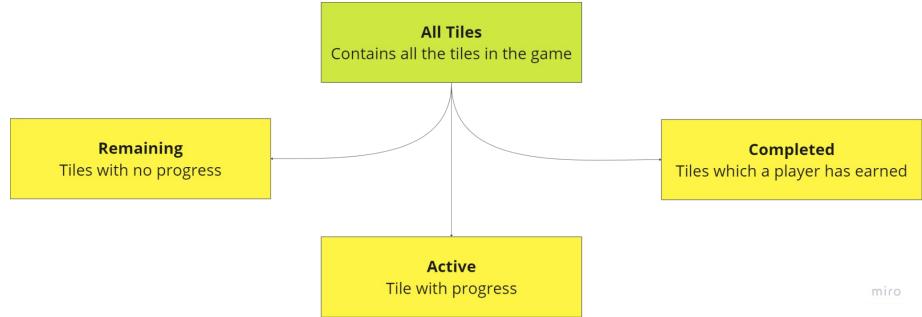
Note : Progression in tiles and duplicates will not reset with each event

Progress system

There will be 10 tiles in total for this spec

Tiles will be divided into 3 tile buckets :

1. **Remaining**- Player has not progressed in the collection of these tiles
 - a. All tiles will be in the remaining tiles bucket by default in the beginning
 - b. These tiles will be picked at random from remaining tile bucket to active tile bucket
2. **Active** - Player is currently in progress for collecting these tiles. The tiles in this bucket are randomly picked from remaining tile bucket.
 - a. Once a tile is complete, the tile will go from the active bucket into completed bucket
 - b. Another tile will replace it from the remaining tile bucket at random
3. **Completed**- Player has completed the progression on these tiles and has collected it
 - a. Once player has collected a tile, they can use it in all gameboards

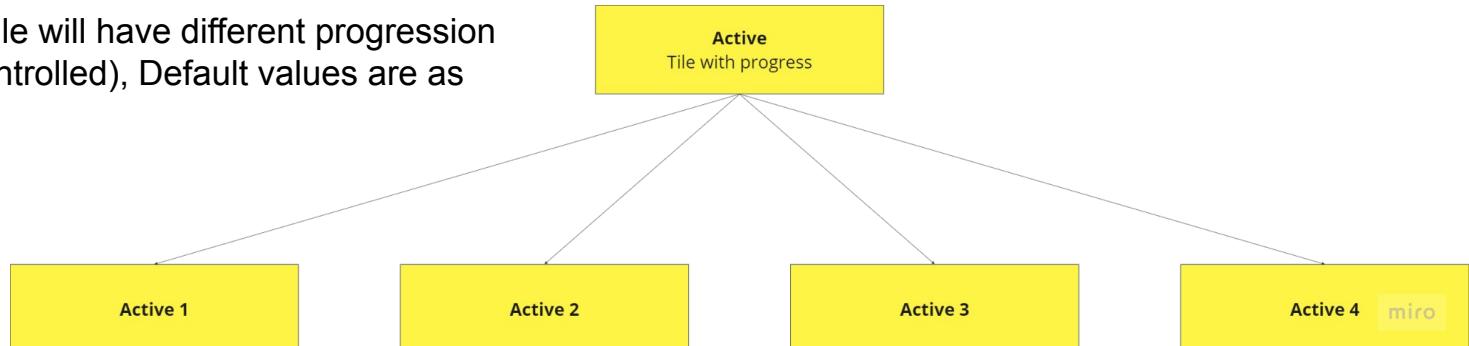


Progress system

1. Tiles are picked at random from remaining tile bucket and put into the Active Tile Bucket
2. Player can progress in the Active tile bucket
3. Player can progress in 4 tiles (active tiles) at max at any point in time
4. Only one tile will progress in a single tile bucket drop (except of event last reward)

Each of these active tile will have different progression probability(runtime controlled), Default values are as follows :

Active 1: 55%
Active 2: 30%
Active 3: 10%
Active 4: 5%



Note : This system starts working after player has collected their first tile

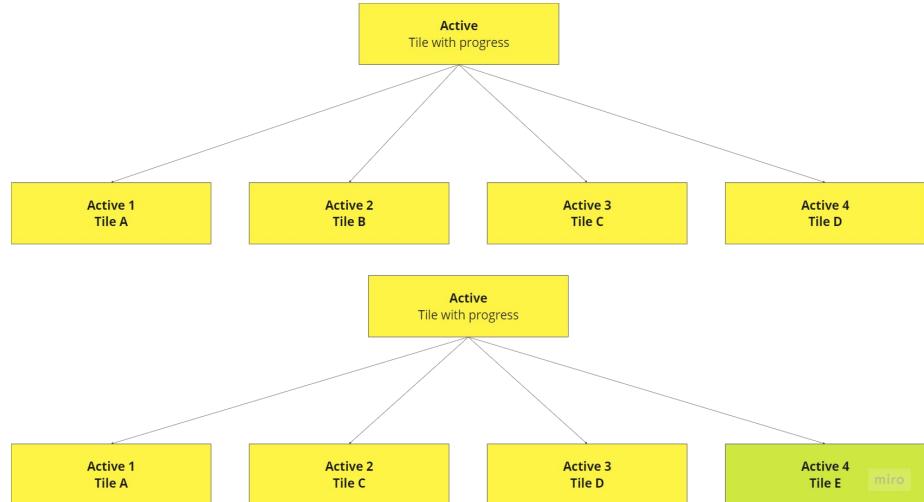
Progress system

After a tile collection is completed, it is moved out of the active tile bucket and put into the completed tile buckets

When this happens, all the active tiles which are below this are pushed upwards

Example : Consider Tiles A,B,C,D as Active 1, Active 2, Active 3 and Active 4 respectively

So, when B is completed, it is put into the completed tiles bucket and C is pushed to Active 2, D to Active 3 and E will be picked at random to Active 4



Progress system

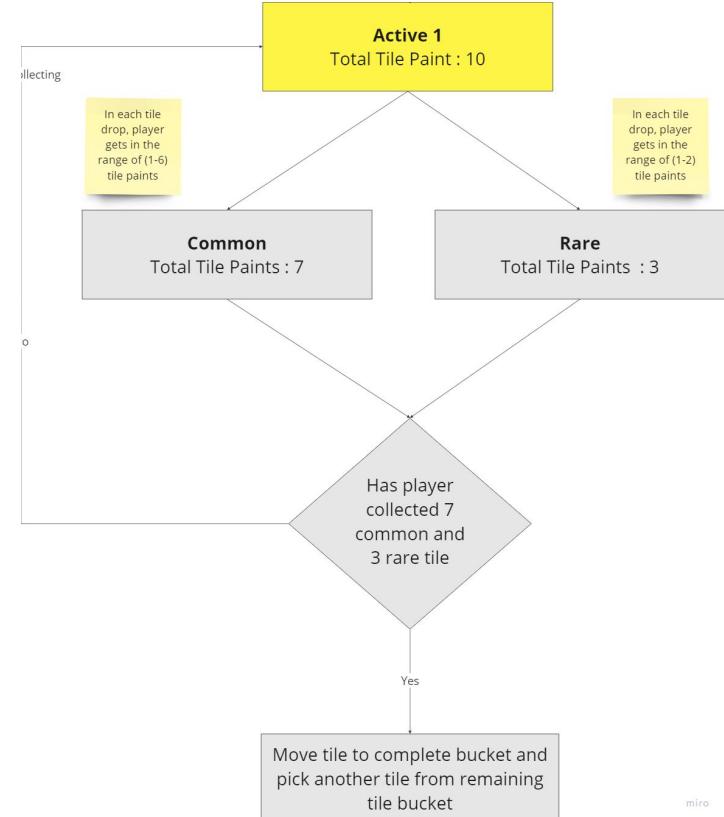
Player will be able to collect tile paint from any one active tile in one drop

Each tile will need 2 types of parts to unlock:

1. Common
 - a. Consists of common tile paints
 - b. Probability of common tile paint grant will be 65% (Probability will be runtime controlled)
 - c. To complete this collection player has to collect 7 tile paints (runtime controlled)
2. Rare
 - a. Consists of rare tile paints
 - b. Probability of rare tile paint grant will be 35% (Probability will be runtime controlled)
 - c. To complete this collection player has to collect 3 tile paints (runtime controlled)

Note :

1. Player can progress in either common or rare in one drop
2. When player completes the collection of common and rare for a tile, he will receive the tile



Progress system

Player receives a random value of tile paints of common and rare tiles(runtime controlled):

1. Common : Player receives tile paints in the range of 3-5
2. Rare : Player receives tile paints in the range of 1-2

Note :

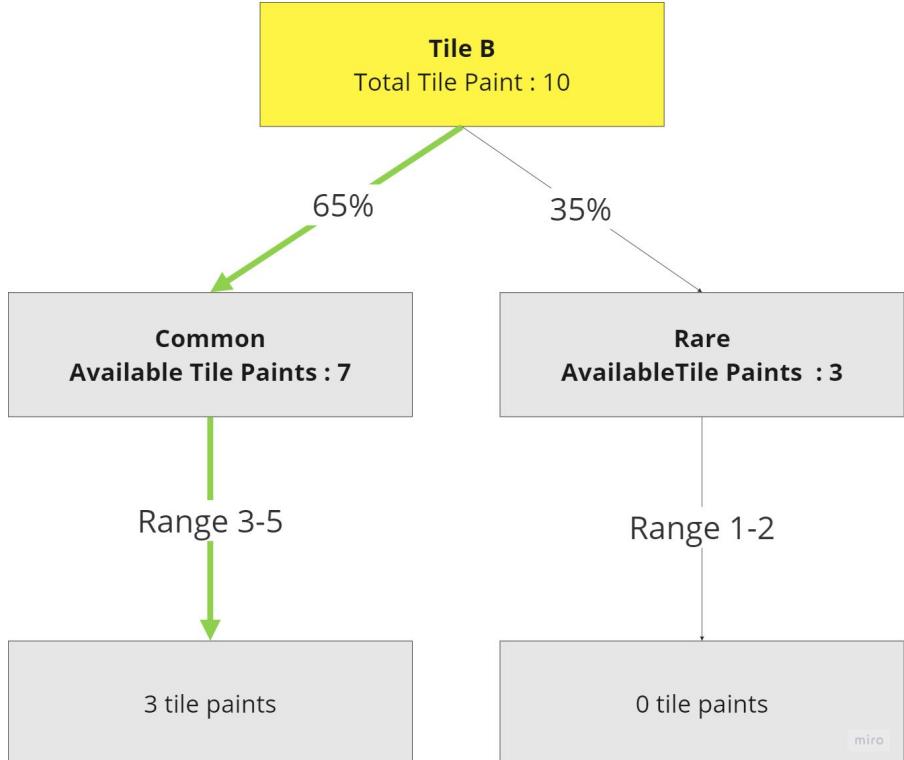
1. *In UI, there will be no differentiation between common or rare tile paints*
2. We have created the concept of common and rare to have scalability in the system. If we introduce tiles as per their quality in future, we won't have to build a new system

Progress system

Scenario 1 : Player receives common/ rare tile paint

1. Consider the active tile set to be : [A,B,C,D]
 - a. Player can progress in any of these 4 tiles through probability
 - b. Let's consider that player has opened a paint bucket and Tile B is picked
2. Tile B requires a total of 7 common tile paints and 3 rare tile paints
 - a. Player has a 65% chance of receiving common tile paints, and a 35 % chance of receiving rare tile paints through this
 - b. Through probability, player gets progression for common tile paints
3. Now, player will get common tile paints in a random range between 3 to 5
 - a. So, out of randomness, player receives 3 common tile paints

Note : Flow will remain similar for rare tile paints



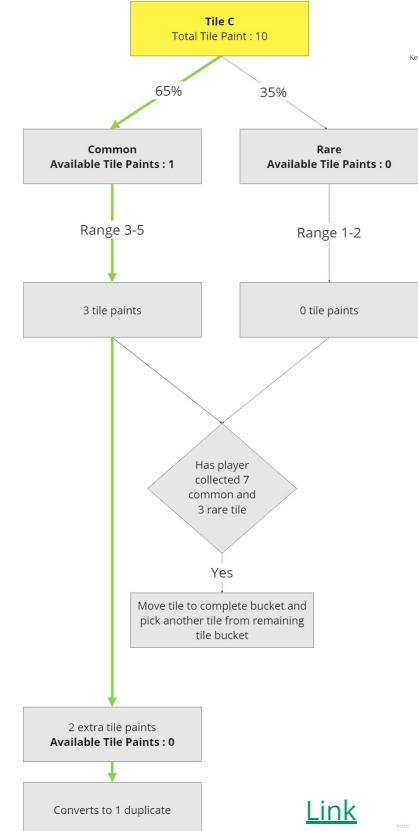
Progress system

Scenario 2 : Player receives common tile paint and duplicate tile paint

1. Consider the active tile set to be : [A,B,C,D]
 - a. Player can progress in any of these 4 tiles through probability
 - b. Let's consider that player has opened a paint bucket and Tile C is picked
2. Tile C consists of a total 7 common tile paints, and 3 rare tile paints
 - a. Player has a 65% chance of receiving common tile paints and 35% chance of receiving rare tile paints through this
 - b. Consider player has already 6 common tile paints and 2 rare tile paints
 - c. Through probability, player gets progression for common tile paints
3. Now, player will get common tile paints in a random range between 3 to 5
 - a. So, out of randomness, player receives 3 common tile paints
 - b. Player completes the completes common tile paint progression by getting 1 tile paint
 - c. The extra tile paints is converted to 1 duplicate (this system is discussed in later slides)

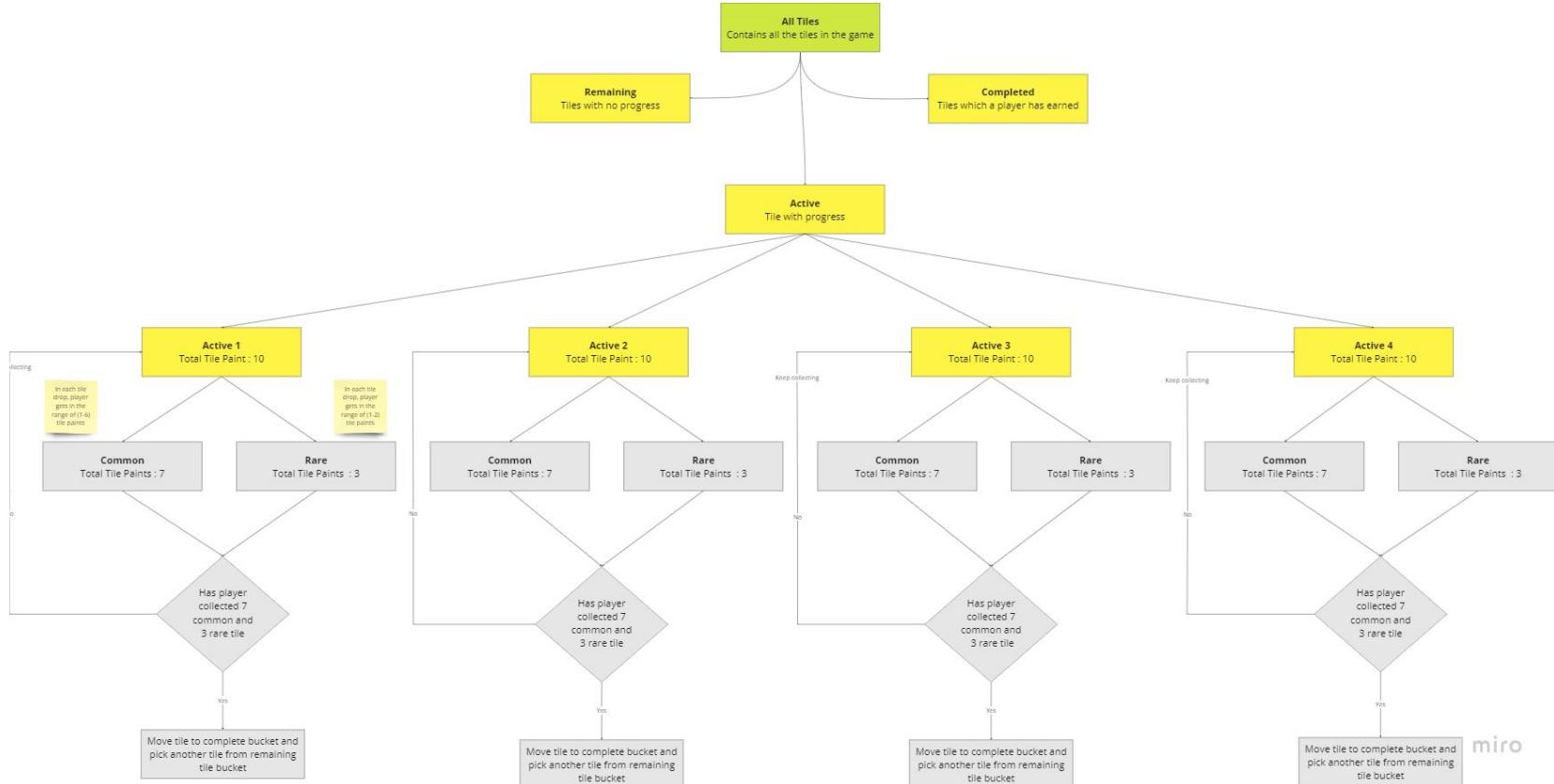
Player receives Tile paints and duplicates in 1 drop

Note : Logic for duplicates are discussed in following slides



[Link](#)

Flow Diagram

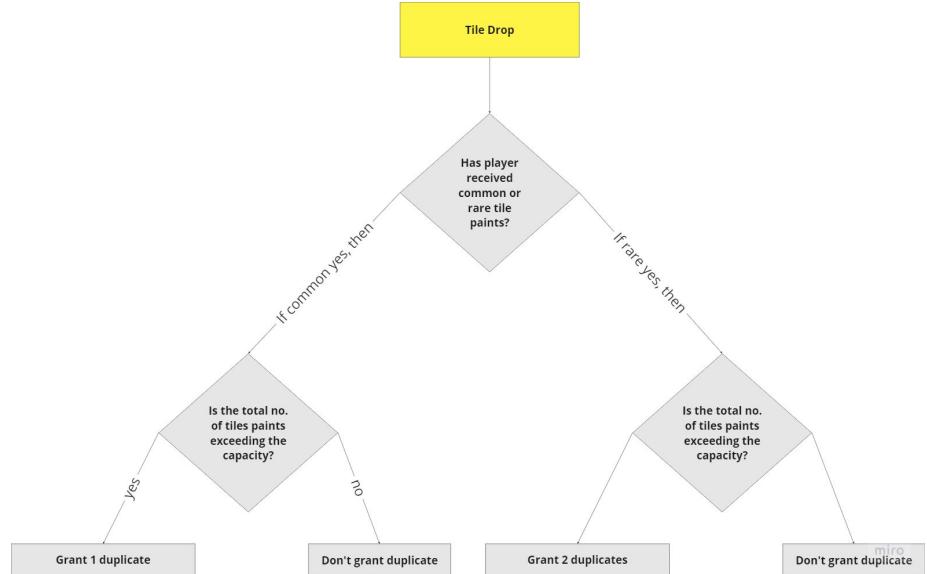


miro

[Link](#)

Duplicates system

1. Player may also be collecting duplicate tile paints in a drop
2. Player will receive duplicates when in a tile progression,
 - a. Player receives a drop for common or rare tile paint but already has maximum no. of it
 - b. Player has not completed the tile progression for that particular tile
3. Collecting enough duplicate tile paints will allow the player to open a paint bucket from the Magical trade popup in the inventory screen which will grant another tile drop



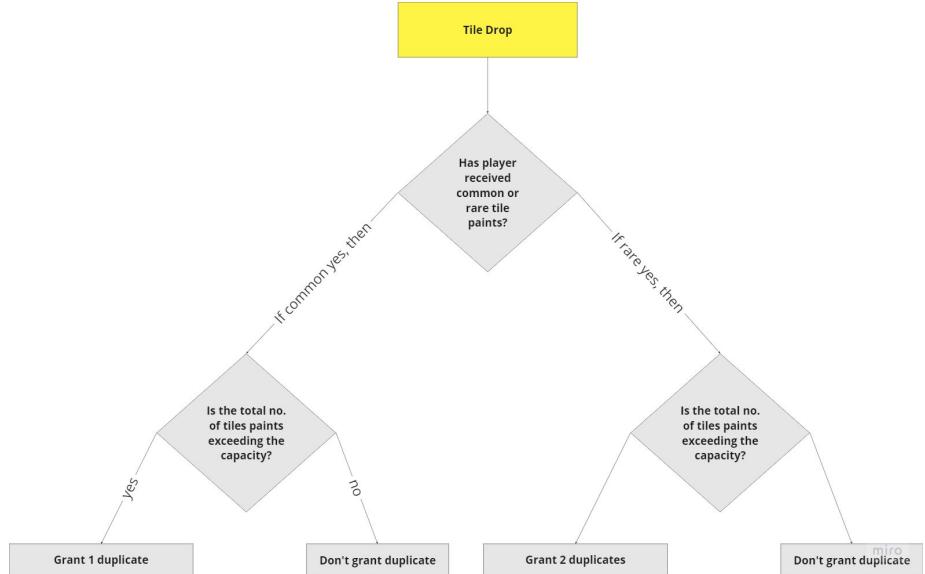
[Link](#)

Duplicates system

1. Value of duplicates is determined by the fact that player has received a common or a rare in their tile drop , when player receives,
 - a. Common tile paint drop - Grant 1 duplicate tile paints
 - b. Rare tile paint drop - Grant 2 duplicates tile paints
2. After collecting 10 duplicate tile paints (runtime-controlled), player will be able to exchange for a paint bucket with one tile drop

Note : If a player has collected all tiles available in a tile drop,

1. Player will receive only duplicates
2. Player will receive random duplicates in the range of (1,2)

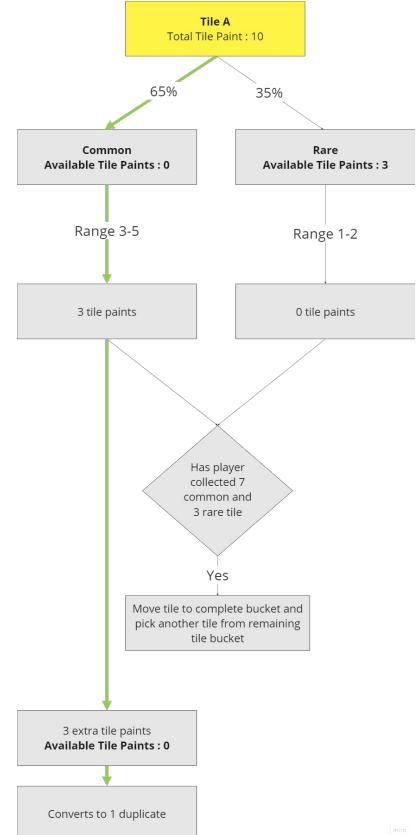


Duplicates system

Scenario : Player receives only duplicates in a tile drop

1. Consider the active tile set to be : [A,B,C,D]
 - a. Player can progress in any of these 4 tiles through probability
 - b. Let's consider that player has opened a paint bucket and through probability Tile A is picked
2. Tile A consists of a total 8 common tile paints and 2 rare tile paints
 - a. Player has a 65% chance of receiving common tile paints and 35% chance of receiving rare tile paints through this
 - b. Consider player has already 7 common tile paints and 0 rare tile paints
 - c. Through probability, player gets progression for common tile paints
3. Now, player will get common tile paints in a random range between 3 and 5
 - a. So, out of randomness, player receives 3 common tile paints
 - b. Player already has completed the common tile paint collection, so
 - c. The extra tile paints is converted to 1 duplicate

Player receives 1 duplicate in the drop



Duplicates system

Magical trade drop :

1. Grant for magical trade will be prioritized in the order :
 - a. Active 1 Common > Active 2 Common > Active 3 Common > Active 4 Common > Active 1 Rare > Active 2 Rare > Active 3 Rare > Active 4 Rare ([Flow link](#))
2. Common tile paint drop will be prioritized over rare tile paint drops
3. Player will be receiving common tile paint in random range of 3-5
 - a. If player receives enough common tile paints (default : 7) player will receive 1 duplicate tile paint
4. Player will be receiving rare tile paint in random range of 1-2 if no common tile paints can be granted for the player
 - a. If player receives enough common tile paints (default : 3) player will receive 2 duplicate tile paint

Scenario :

Prerequisite :

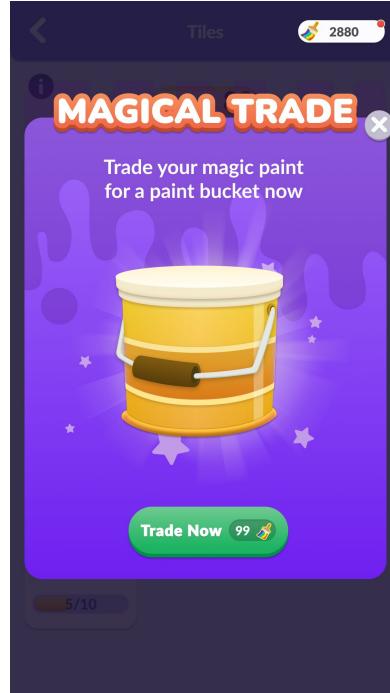
1. Active Tile 1, Active Tile 2, Active Tile 3 have the maximum no. of common tile paints (in this case 8)
2. Player already has 6 common tile paints and 2 rare tile paints for Active Tile 4

Now, If a player receives 4 common tile paints from paint bucket, he will complete his progression for Active Tile 4 and will receive it, player will also receive 1 duplicate

Duplicates FTUE



Player will see this popup when they have enough duplicates to trade for the first time



Player will see this popup when they have clicked on the top right duplicate counter on the inventory screen

Note : In game notif may appear on this FTUE

Popup Priority

Magical Trade Popup

UI :

1. Header :
 - a. Copy : Magical Trade
2. Body + Art
 - a. Copy : Trade your magic paint for a paint bucket now
3. CTA
 - a. Copy : Trade now
 - b. Functionality :
 - i. Trade available state : Green colour and clickable CTA
 - ii. Trade not available state : Grey colour and not clickable CTA

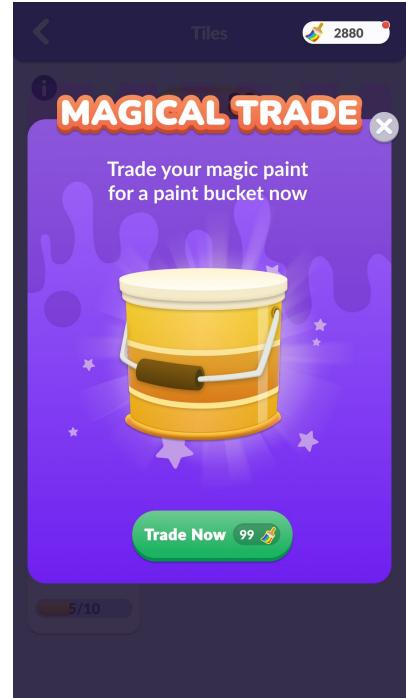
Functionality :

1. Clicking on Trade Now will grant the player Paint bucket 2 with tile paint animation and close the popup
2. Clicking on cross button will close the popup

Clicking on the duplicate counter will open this popup

Note : If a player has collected all tiles and clicks on the duplicates counter,

1. Magical Trade Popup will not open
2. There will be a info toaster which states “Magical Trade unavailable”



[Mock Link](#)

Empathy drop system

Empathy drop system makes sure people get a guaranteed “better drop” in a fixed number of drops, ensuring that progress for players are similar and players are not “unlucky”

1. There will also be an empathy system which increases the chance of collecting rare tiles if the player has not received any rare tile in the last 5 drops
 - a. Chance of rare dropping will increase by 50% (runtime controlled)
 - i. Eg: If chances of rare are 20%, after empathy it will become 70%
 - b. The abovementioned high drop rate will remain until the player receives the rare drop
 - c. The counter of this will reset to 0 every time the player receives a rare drop
2. Player may receive duplicates if player already has their rare slot filled for that tile

Note : Empathy will increase your chances to get rare tiles but doesn't guarantee you getting a tile

First time tile grant

Players who have 0 tiles will be granted their 1st tile at their 4th paint bucket drop

Player will progress in only 1 tile picked at random from the remaining tiles bucket

For the 1st 4 paint bucket drops, player will progress just in this tile

Drop will be as follows :

1. Paint bucket drop 1 : Random common tile paint in the range of 1-3
2. Paint bucket drop 2 : Random common tile paint in the range of 1-3
3. Paint bucket drop 3 : Total common tile paints (default : 7 common tile paint) -
(Paint bucket drop 1 + Paint bucket drop 2)
4. Paint bucket drop 4 : Total rare tile paints (default : 3 rare tile paint)

Tiles FTUE



Player will see this when they come to home screen for the first time after collecting tile paint for the first time



If player clicks on the icon, player will be taken to this inventory screen where they can see their progress

Note : In game notif may appear on this FTUE

Popup Priority

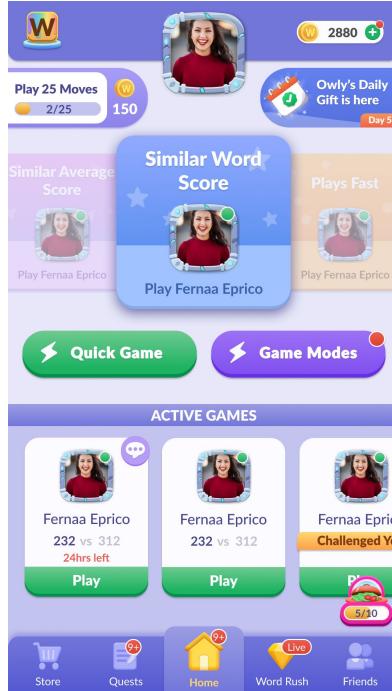
Tiles Surfacing on home screen

There will be a permanent tiles icon on the **Top left corner** in the homescreen as per the mock

This icon will also surface on the same space in

1. Quest center
2. Store
3. Leaderboard
4. Friends

Note : Settings button will be present inside the profile page. No changes in functionality or anim in the button



[Mock Link](#)



[Mock Link](#)

Inventory screen

UI :

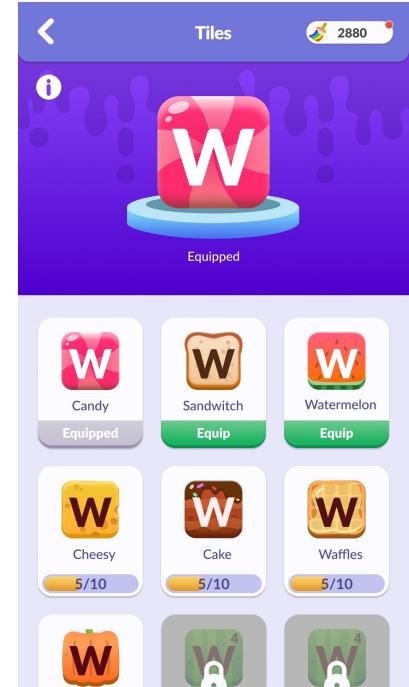
1. **Duplicate counter** - Clicking on Duplicate counter will open the magical trade popup
2. **Info icon** - Opens tiles how to play popup
3. **Current equipped tile showcase section**
4. **All tiles will appear in the order of**
 - a. **Completed** - Player can equip these tiles
 - b. **In progress** - Player has collected atleast 1 tile paint in the tile
 - c. **Locked** - Player has collected 0 tile paints in the tile

Sorted in the order of alphabetical order A-Z within each of the above tile states. **Note: This is independent of which event(feature) these tiles are associated**

Functionality :

1. **Incomplete cards (Incomplete or locked)** - Clicking anywhere on the card will take user to the tile show screen.
2. **Completed cards**
 - a. Clicking anywhere on white area of the card will take user to the tile show screen.
 - b. Clicking on the equip button will change the color of the button to grey and will equip the tile which will be shown in the equip section.

Note : Default tile will be equipped and will be shown in inventory screen in the beginning



[Mock Link](#)

Inventory screen (when assets are not downloaded)

In case of new installs or reinstalls where assets are still downloading,

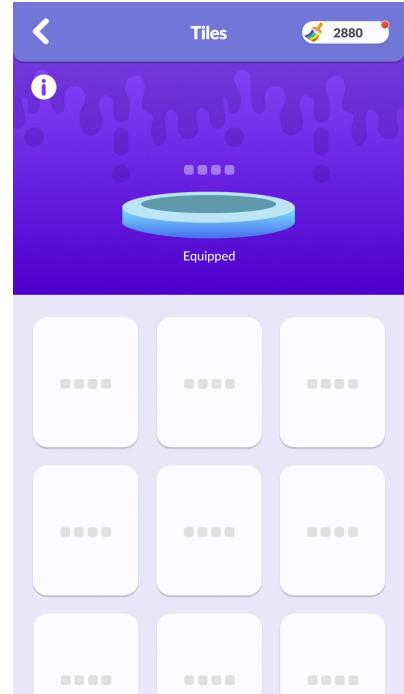
1. Inventory will have a static loading image on the tiles
2. When downloading is complete for the tile, the tile image will replace the loading image

Fall back :

In a scenario where player,

1. Has any tile other than default tile equipped and,
2. These tiles are still being downloaded

Player will see default skin until the asset is downloaded



[Mock Link](#)

Jewel Notif

On homescreen :

Player will see a jewel notif on the tiles icon when,

1. Player has started progress in a new tile
2. Player has completed a tile
3. Player has enough duplicates to do a magical trade
 - a. Jewel will remain as long as player has enough duplicates to do a trade

On Inventory Screen :

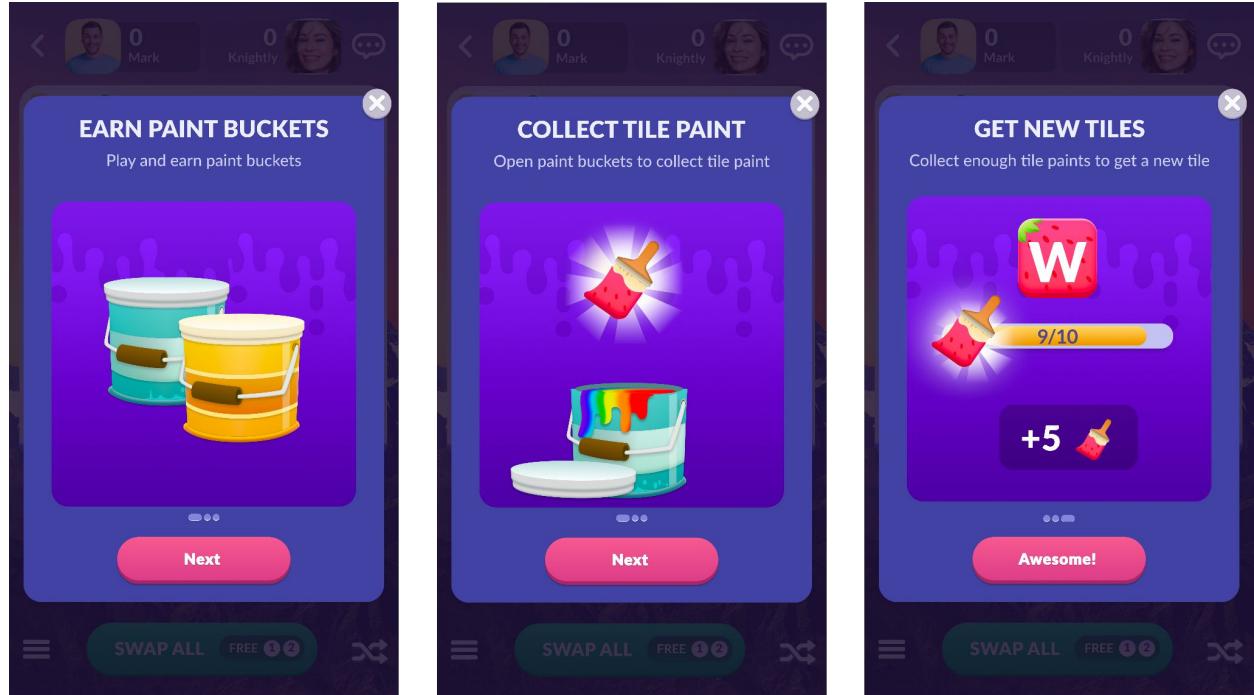
Player will see a jewel notif on the duplicates counter when,

1. Player has enough duplicates to do a magical trade
 - a. Jewel will remain as long as player has enough duplicates to do a trade

How to play tiles popup

In accordance with existing ticket mania how to play, similar carousel pop-up will be used here.

1. Only text and art needs to be changed
2. This pop-up will open when player clicks on i icon in tiles inventory page
3. On clicking Awesome CTA or cross button, the pop-up will close



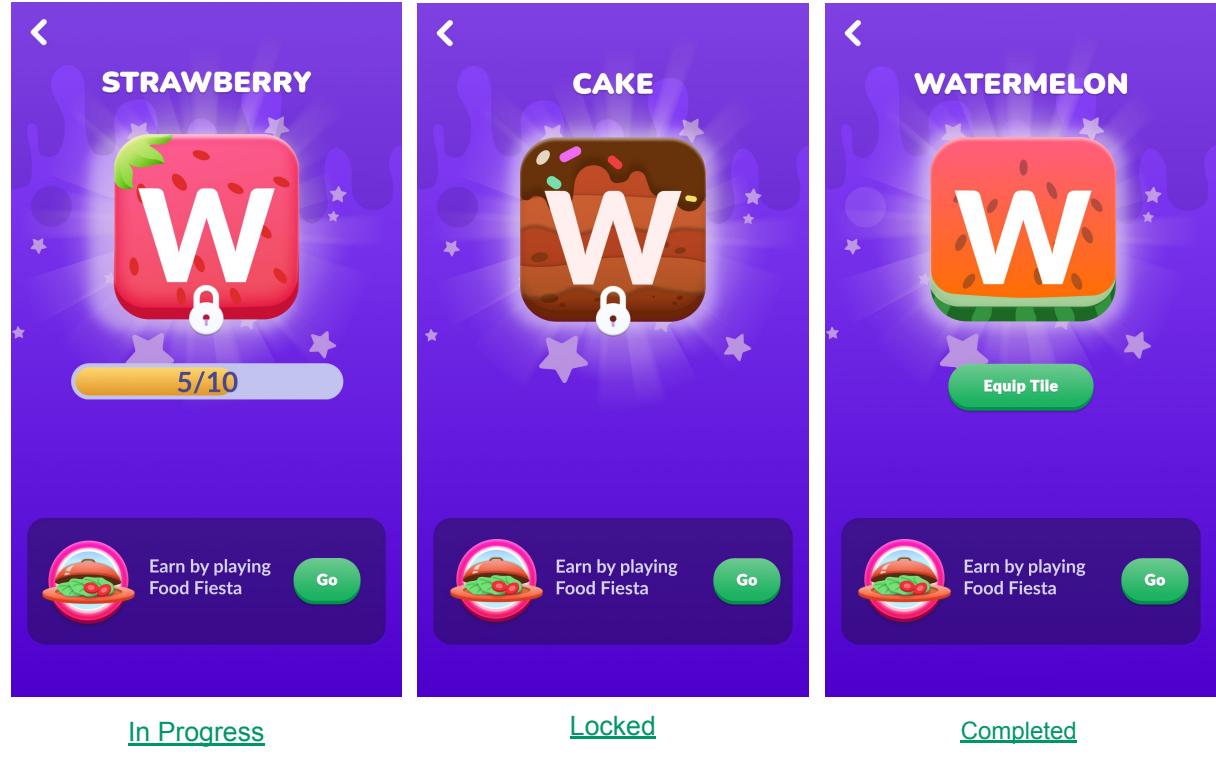
[Mock Link](#)

Tile show screen

The tile showcase screen will open when player clicks on the tile cards

Screen UI

1. Tile name
2. Tile art
3. Progress bar (In progress tiles) / Equip Tile CTA (Complete)
4. Additional holder - Earn by playing food fiesta with GO CTA -
 - a. Clicking on Go CTA will open the event main popup



Note :

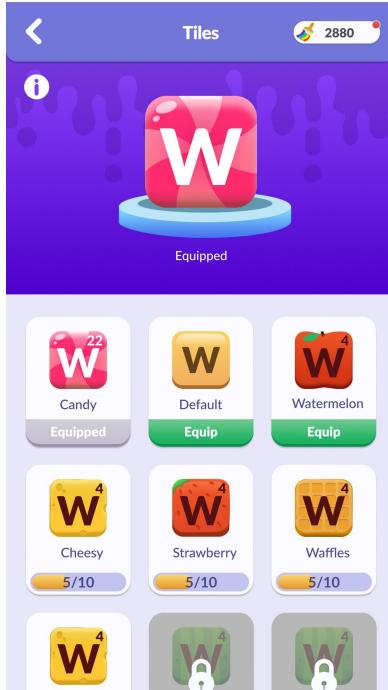
1. For Completed Tile, Clicking on Equip Tile will equip the respective tile
 - a. Equip button will not be present if player already has the tile equipped
2. Go CTA will be greyed out when,
 - a. Event is not live

Default Tile mocks

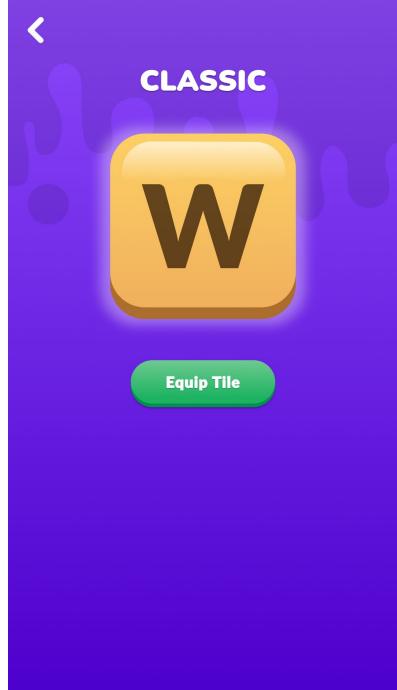
The default tile will be called CLASSIC

UI for default mocks as follows :

1. On inventory screen
 - a. Card position 1st card
2. On tile show screen
 - a. Additional holder is not present for this tile



[Mock Link](#)



[Mock Link](#)

Tile view on opponent board

Player will able able to see the opponent's tiles on the game board

In case of bots,

1. Bot will be able to show any random tile from all the tiles available in the game
 - a. This tile will remain the same for every bot until next event start (even when event is not live)
 - b. This data will be fetched on app launch
 - c. This data will be maintained on client side

Note : The bot in solo series will always have default tile equipped

In case of real players,

1. Opponent's equipped tile will be visible to the player in the game
2. If opponent changes their equipped tile in the middle of the match, it will be visible to the player on next gameboard view after sync is complete

Note : In case of ramp down, tiles on opponent board will appear as default

Tile view on WOTD popup

Player's current equipped tile will be visible on the WOTD card and popup on both homescreen and gameboard as per mock



Gameboard



Homescreen



Event and Tiles Infra requirements

The event infrastructure would be created in such a way that we will be able to reskin the event and push it without having to make another release

Reskin would be made in :

1. Event Live Popup
2. Event Main Popup
3. Event Icon on homescreen , gameboard and outro
4. Event How to play popup
5. Event notifs

Tiles would also be created in a way such that we will be able to push new tiles without having to make a release

1. These tiles would be visible in the inventory screen and will be in the remaining tiles bucket by default
2. Player can get these tiles through existing tile paint drops
3. Player will be able to see the new tiles in inventory and tile showcase screen

Coins

1. Coins can be granted instead of LB boosters(if player comes on a non LB Day)
 - a. In that case, player will receive random coins in the range of (400 - 600)
 - i. The coins granted will be in multiples of 10 (Eg ; 450, 520 etc)
2. Coin can also be given with paint bucket directly (as on level 5)
 - a. In that case, player will receive random coins in the range of (200 - 300)
 - i. The coins granted will be in multiples of 10

Progress multiplier

Players will be granted progress multipliers as a reward

1. This reward will grant 2x progress for the player until the player reaches the next level
2. The white holder(points holder) will update with multiplied progress directly when player scores points in outro

Anim flow

Flows and scenarios :

1. The 2x multiplier will remain until the event end if player has not progressed to the next level
2. In a condition where players progress overflows into the next level, player will receive 2x for that particular progress
 - a. **Example :** Suppose a level requires 10 points and player already has 6 points in that level
 - i. Player receives 4 points in the last progress , so, 2x of it is 8 points
 - ii. So, player gets 4 points for that level to complete it
 - iii. And gets 4 points of progress in the next level

LB booster

Players will be granted a Leaderboard booster as a reward in the event

1. This reward will be granted on Leaderboard Live Day
2. If it's not a Leaderboard Live Day player will get random coins between 400-600 instead
3. If player receives a booster when another booster is already active,
 - a. Both the boosters will be clubbed together and their count of matches will be summed up
 - b. The jewel notif will update to show the no. Of boosted games left
 - c. The booster grant will have same logic and runtime as the existing booster (runtime: boosted_games)
4. This reward will be granted on outro, grant flow is discussed in following slides
5. Player will not be able to buy LB booster from outro/LB screen when reward booster is active

Edge cases :

1. If player force closes and relaunches while the grant is happening, the player reward will be granted in the backend and player will not see the animation
2. If player is unable to use the LB booster, the booster will not remain when next LB event starts

Double Tile Drop

For the last level complete,

1. Player receives 2 tile drops from 1 paint bucket
2. The animation sequence occurs for 2 tile drops back to back
3. Player will receive the rewards from [paint bucket 2](#)

As player receives two tile drops, player can receive the following combination,

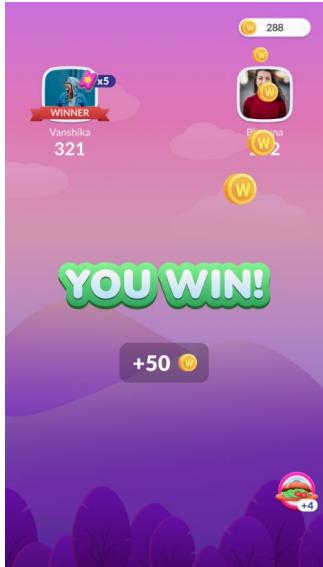
1. From drop 1, tile paint drop/ duplicate/ both
2. From drop 2, tile paint drop/ duplicate/ both

Reward Grant flow : Classic Game

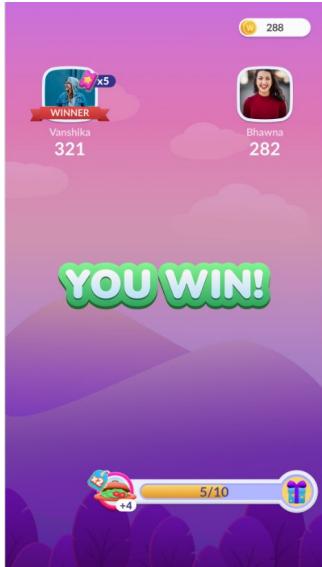


After player plays on DW/TW counter updates on Food fiesta icon

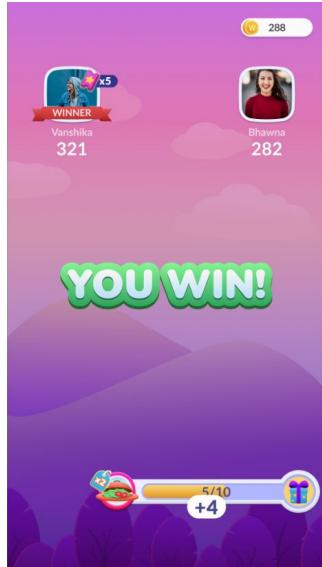
[Anim link](#)



On outro the player can see you win, and coin grant anim



After the coin grant anim, the food fiesta icon expands into a progress bar and updates



The number counter flies into the progress bar and updates

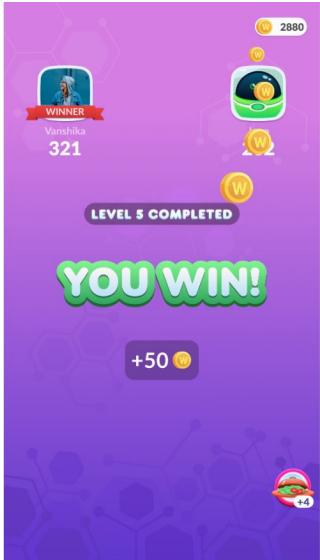


If player completes a level, corresponding reward grant will happen and progress if any for next level will update Also, the next reward will be updated on the bottom right holder

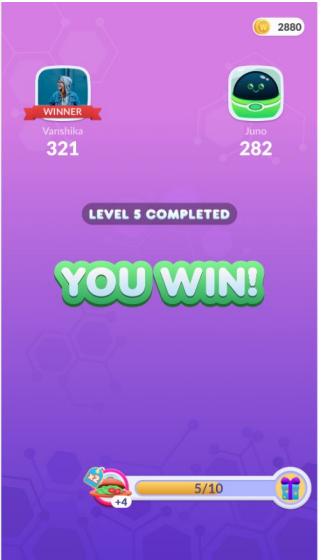
Reward Grant flow: Solo Series



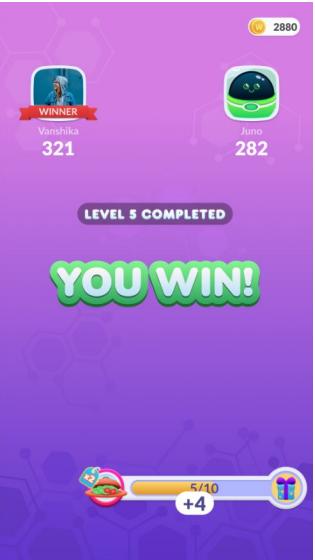
After player plays on DW/TW counter updates on Food fiesta icon



When player goes to outro, the player first sees the coin grant



Next the food fiesta icon expands into a progress bar



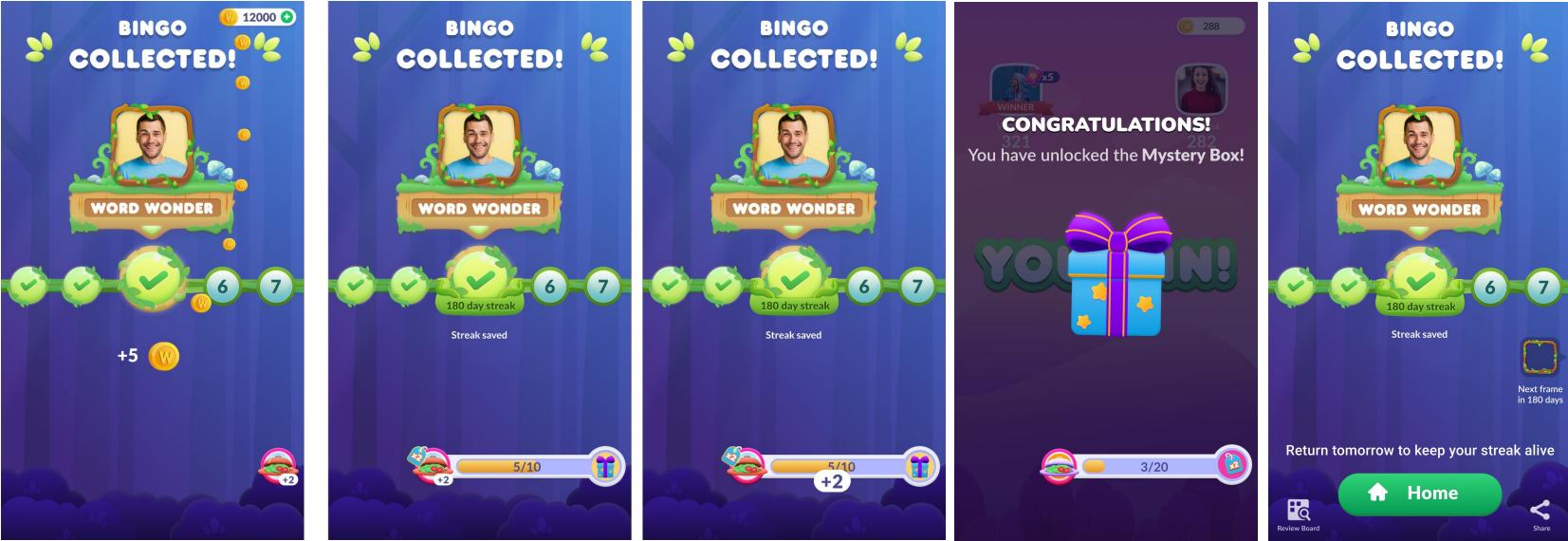
The number counter flies into the progress bar and updates



If player completes a level, corresponding reward grant will happen and progress if any for next level will update. Also, the next reward will be updated on the bottom right holder

[ref video](#)- mock 2 on slide starts from 0:21s in video

Reward Grant flow: DBH



On outro player first sees coin grant / frame+coin grant(reward day), The food fiesta icon will appear with the screen itself with a +2 count on it

Post coin grant, the icon expands to progress bar

The counter flies into the bar and updates progress

If player completes a level, corresponding reward grant will happen and progress if any for next level will update Also, the next reward will be updated on the bottom right holder

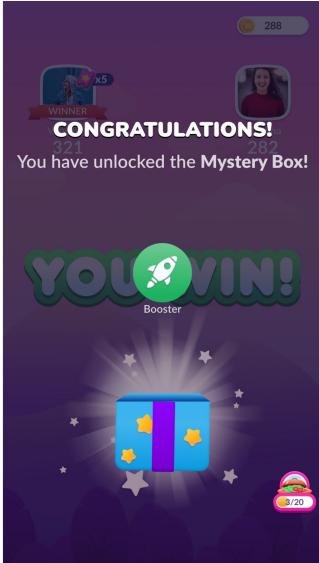
Buttons will appear after these grants are complete

[ref video](#)- mock 2 on slide starts from 0:05s in video

Scenario 1 - LB booster reward on LB day



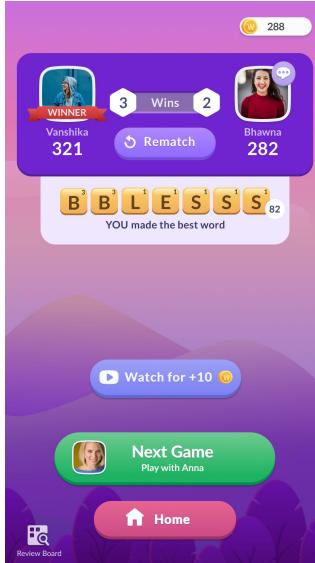
Player completes a level on an LB active day and receives a gift box



Player receives LB booster as reward



The booster fades out and booster button is changed to activated on this screen



Player will receive Mystery Box 1 in this case

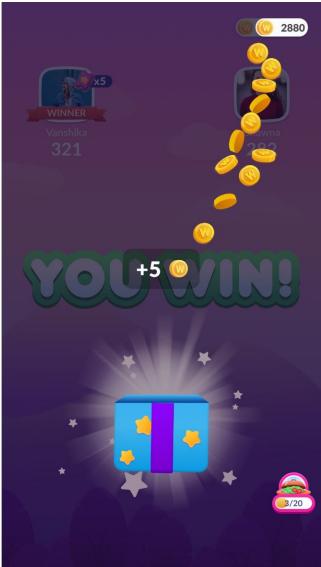
Scenario 2 - Coin reward on non-LB day



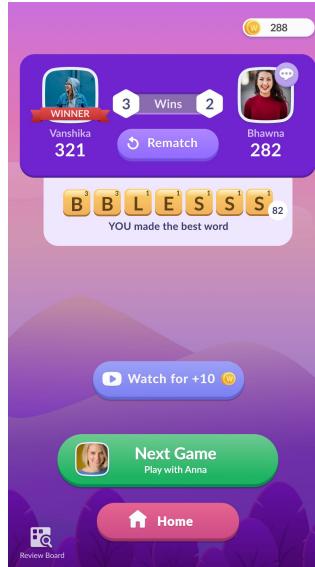
Player completes a level on a non LB active day and receives a gift box



Player receives coins as reward

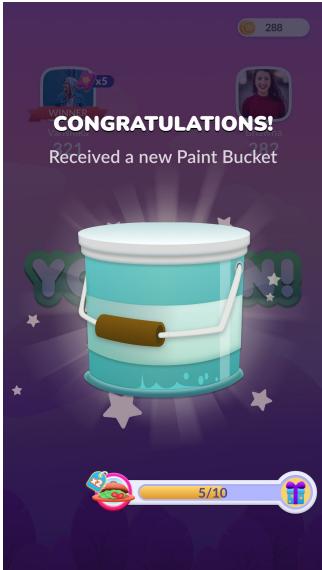


The coins flow into the coin counter (existing animation)



Player will receive Mystery Box 1 in this case

Scenario 3 - Paint bucket



Player completes a level and receives paint bucket

[Anim link](#) when player receives tile
[Anim Link](#) where player decent collect tile



Player receives tile paint as reward, the tile paints fly into the tile progress bar and the number updates

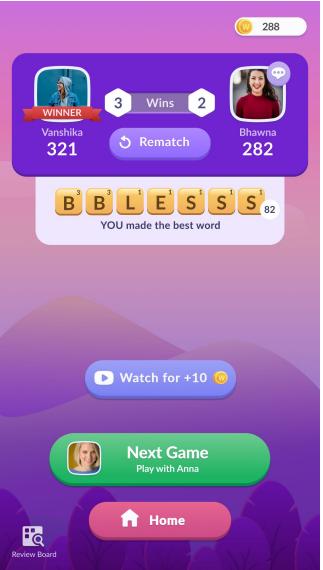


If player has collected enough tile paint, player receives a tile. Clicking on *Equip Tile* will equip the rewarded tile, clicking on cross button will close the overlay

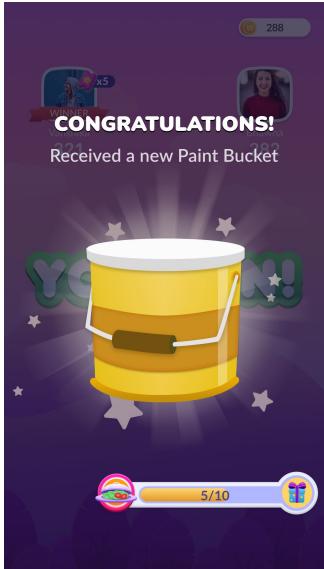


Player sees this screen if its an active LB day

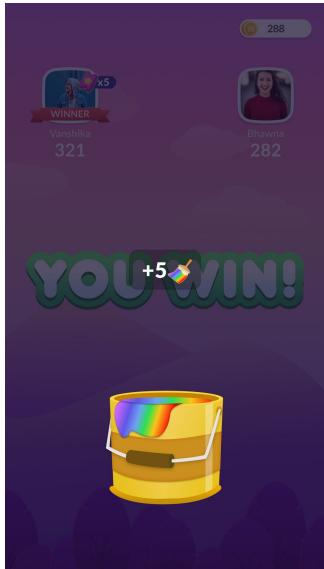
Player will receive [Paint Bucket 1](#) in this case



Scenario 3 - Duplicate



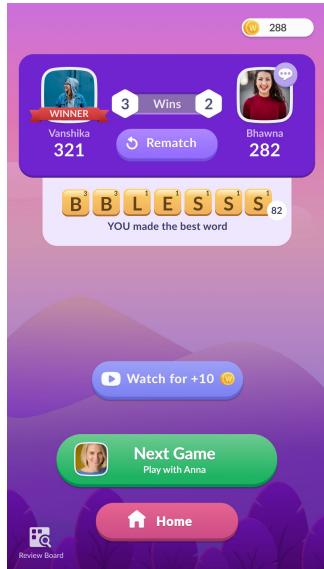
Player completes a level and receives paint bucket



Player receives duplicates as reward
The toaster then fades away



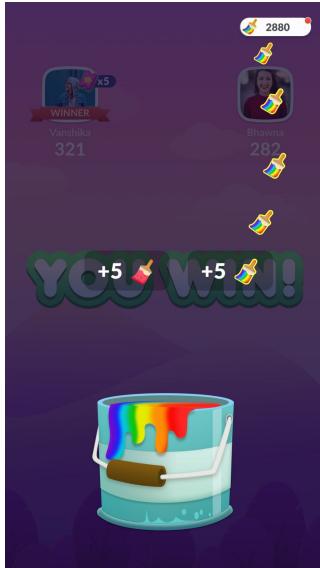
Player sees this screen if its an active LB day



Scenario 3 - Paint bucket and Duplicate + Tile grant



Player completes a level and receives paint bucket



The duplicates will fade out and then tile paint grant animation will occur



Player receives tile paint as reward, the tile paints fly into the tile progress bar and the number updates



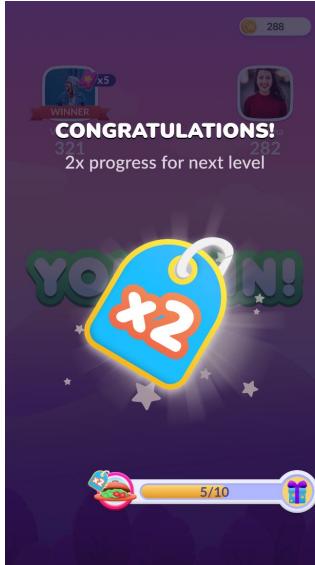
If player has collected enough tile paint, player receives a tile. Clicking on *Equip Tile* will equip the rewarded tile, clicking on cross button will close the overlay



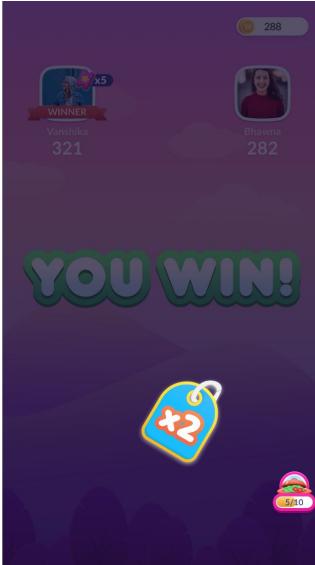
Player sees this screen if its an active LB day

[Anim link](#)

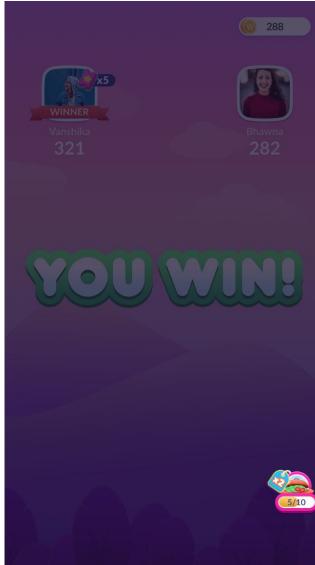
Scenario 4 - Progress multiplier



Player completes a level and receives 2x progress



The progress multiplier then flies on the food fiesta counter



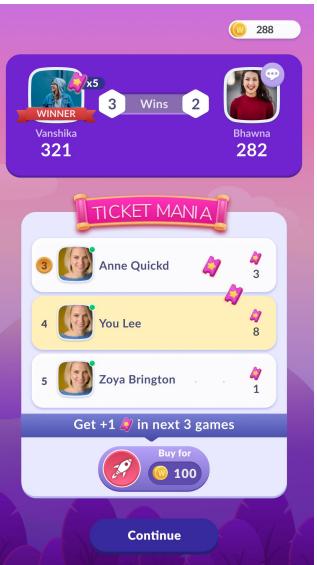
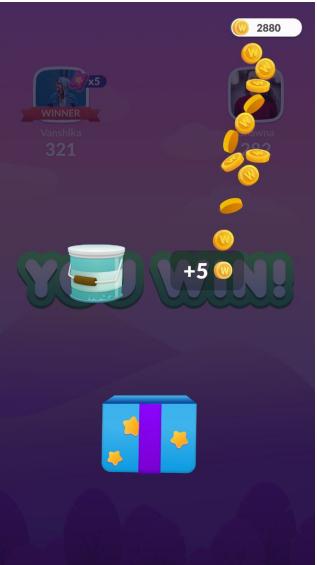
Player sees this screen if its an active LB day



Player will receive Progress multiplier in this case

[Anim link](#)

Scenario 5 - Paint bucket and coins



Player completes a level and receives gift box

Paint bucket and coins appear out of the giftbox

Coins get collected in the holder

Paint bucket opening and tile paint grant animation occurs

Player sees this screen next if its an active LB day

Player will receive Mystery Box 2 in this case

Scenario 6 - Paint bucket and LB booster



Player completes a level and receives gift box



Paint bucket and LB booster appear out of the giftbox
LB booster fades out



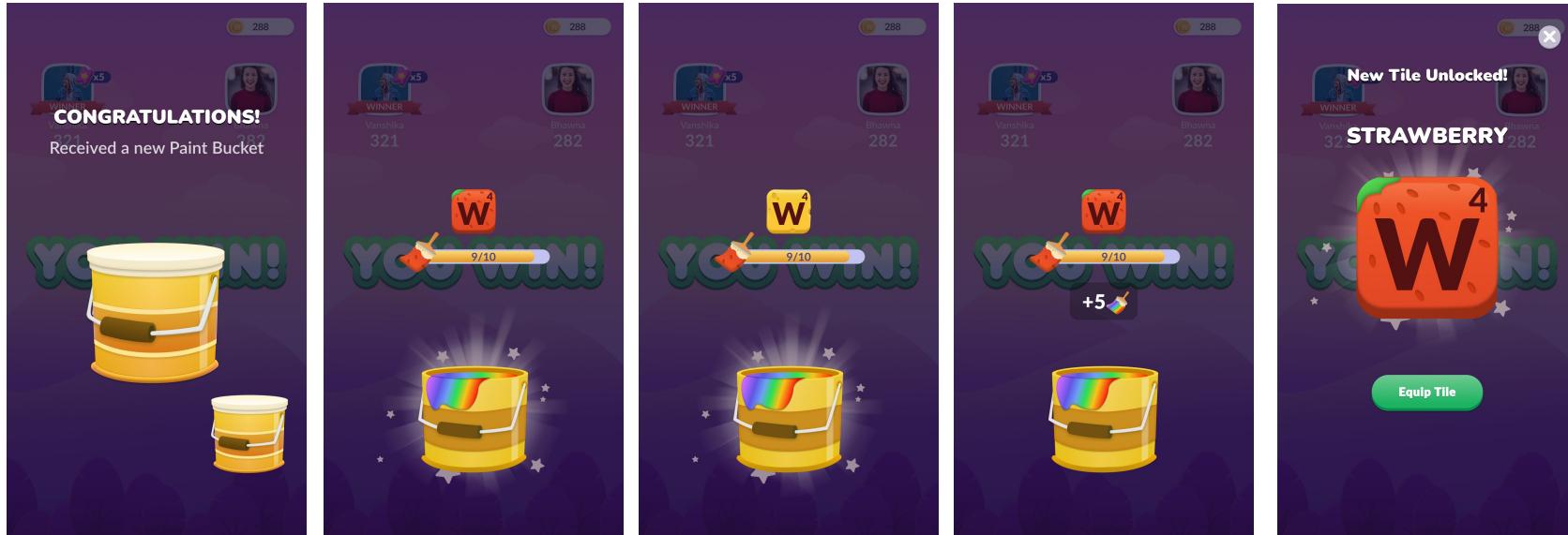
Paint bucket opening and tile paint grant animation occurs



Player sees booster activated on LB outro screen

Player will receive Mystery Box 2 in this case

Scenario 7 - Grand reward



Player completes a level and receives grand paint bucket

Tile grant 1 animation occurs

If player receives another tile paint, grant animation will happen back to back

If player receives another tile paint and duplicates, the duplicates will fade out and then tile paint grant animation will occur

If player has collected enough tile paint, player receives a tile. Clicking on *Equip Tile* will equip the rewarded tile, clicking on cross button will close the overlay

Player will receive [Paint Bucket 2](#) in this case

Note : If player receives two tiles in this scenario, tile unlocked overlay will show for the last tile

Skip Animation

Player will be able to skip grant animations

Timing and skip times are provided in the sheet below

[Anim skip sheet](#)

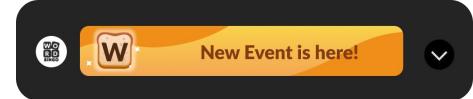
Notifs

Food Fiesta Event Live

Notif Type : Image → Image

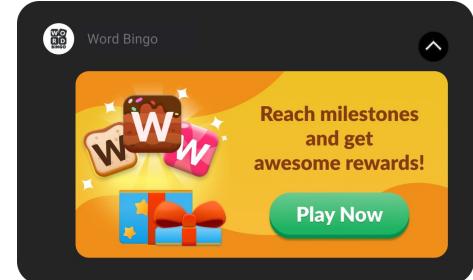
Small Notif :

1. **Art + Copy :** Food Fiesta is here!



Large Notif :

1. **Art+Copy :** Reach milestones and get awesome rewards!
2. **CTA :** Play Now



Notif sending criteria :

1. This notif will be a local notif and will fall under the special events channel
2. This notif will be scheduled on app pause and will be sent to the player at 9 AM - 10 AM local time when food fiesta goes live

Landing Flow :

1. Open home screen with Event Live Popup
 - a. If assets are not loaded, player will land on homescreen but event live popup will not show
2. RUX users will see swap frenzy flow first

[Mock Link](#)

Notifs

Food Fiesta Progress

Notif Type : Image → Image

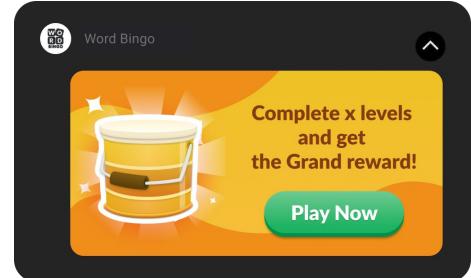
Small Notif :

1. **Art + Copy :** x levels to go! [x denotes the no. of levels left]



Large Notif :

1. **Art+Copy :** Complete x levels and get the Grand reward!
2. **CTA :** Play Now



Notif sending criteria :

1. This notif will be a local notif and will fall under the special events channel
2. This notif will be scheduled on app pause and will be sent to the player at 4-5 PM local time (Slot 2)
3. Priority in the slot : Solo progress > DBH progress > **Food Fiesta Progress** > DQ progress > Event Progress > Backfill
4. Notif will be cancelled if player has already completed the event

Landing Flow : Open home screen with event main popup

[Mock Link](#)

Notifs

Food Fiesta End Reminder

Notif Type : Image → Image

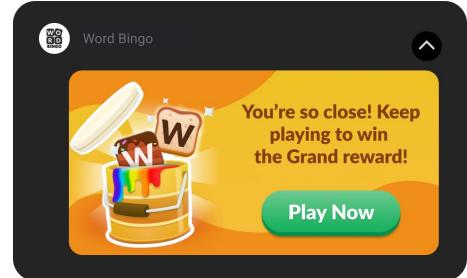
Small Notif :

1. **Art + Copy :** Food Fiesta is ending soon!



Large Notif :

1. **Art+Copy :** You're so close! Keep playing to win the Grand reward!
2. **CTA :** Play Now



Notif sending criteria :

1. This notif will be a local notif and will fall under the special events channel
2. This notif will be scheduled on app pause and will be sent to the player at 6-7 PM local time (Slot 3) for the last day (Sat) when food fiesta is live
3. Priority in the slot : **Food Fiesta End Reminder** > Event End Reminder > Solo End Reminder > DQ End Reminder > Backfill
4. Notif will be cancelled if player has already completed the event

[Mock Link](#)

Landing Flow : Open home screen with event main popup

Event Unlock

Event unlock conditions :

1. 150 moves **or**
2. D7 (whichever is earlier)

The unlock values will be runtime-controlled

Runtime name : meta_event_unlock

Runtime will have two fields and default values will be as stated above :

1. Lifetime moves
2. Player diff

Note :

1. Inventory icon will be visible to the player once event is unlocked or the player has seen the event atleast once in lifetime
2. Player will start seeing opponent tiles on gameboard once the event is unlocked or the player has seen the event atleast once in lifetime

Event and Tiles Infra requirements

The event infrastructure would be created in such a way that we will be able to reskin the event and push it without having to make another release

Reskin would be made in :

1. Event Live Popup
2. Event Main Popup
3. Event Icon on homescreen , gameboard and outro
4. Event notifs

Tiles would also be created in a way such that we will be able to push new tiles without having to make a release

1. These tiles would be visible in the inventory screen and will be in the remaining tiles bucket by default
2. Player can get these tiles through existing tile paint drops
3. Player will be able to see the new tiles in inventory and tile showcase screen

Tiles

1. Each tile will have a unique tile ID
 - a. BG image and font colour can be changed for any tile from the config
 - b. Any tile can be turned on and off from the config
2. The bonus letter indicator will have 3px white outline (as per mock)

Edge Cases

1. If player force closes and relaunches on the reward grant screen,
 - a. Player will be auto granted the reward when he comes back to the game next time
 - b. He will not see the grant animation for this reward again
2. Progress on DW/TW and FF icon will appear for the unfilled rows of gameboard for all the open games and the new games started after event becomes live
3. On clear data/ reinstall/FB relogin, player data will be saved for
 - a. Tile progress
 - b. Event progress
 - c. Duplicate counter data
4. If game gets completed when player is not in the game (real player/mp bot game)
 - a. Player will collect their progress by watching the outro
5. If the event gets over when player is on :
 - a. Gameboard - Food Fiesta Icon will be removed as soon as the event is over
 - b. Outro - Food Fiesta Icon will be removed after outro flow is completed
6. No in game notif will show on event live popup ,event main popup and magical trade popup

Edge Cases

1. In a case where No. of active tiles > no. of remaining tiles
 - a. The probability value of empty active tiles would be added to the lowest active tile which is not empty

Scenario :

1. Consider active tile probability to be :
 - a. Active 1: 55%
 - b. Active 2: 30%
 - c. Active 3: 10%
 - d. Active 4: 5%
2. Now suppose player already has collected 7 tiles out of 10
 - a. New probability would be :
 - i. Active 1: 55%
 - ii. Active 2: 30%
 - iii. Active 3: 15%
3. Now suppose player already has collected 8 tiles out of 10
 - a. New probability would be :
 - i. Active 1: 55%
 - ii. Active 2: 45%

Edge Cases

1. In a case where no. of remaining tiles = 0 (i.e player has collected all tiles)
 - a. Player will receive duplicate tiles in the current probability of common and rare

Scenario :

1. Player has collected all tiles so there are no tiles in the active bucket
 - a. Common grant probability - 65%
 - b. Rare grant probability - 35%
2. Player will receive 1 or 2 duplicates depending on whether player has received a common or a rare grant

Edge Cases

1. In a case where player completes two levels simultaneously (in a single outro)
 - a. Grant animation flow will be according to this [video](#)
 - i. Progress bar will fill completely for the levels completed
 - ii. Grant will happen sequentially in the order of first completed

Details are provided in [UI Dev Requirements](#)

2. In magical trade, If player has 3 tiles active and all common slots are filled, 4th tile will get unlocked and will progress

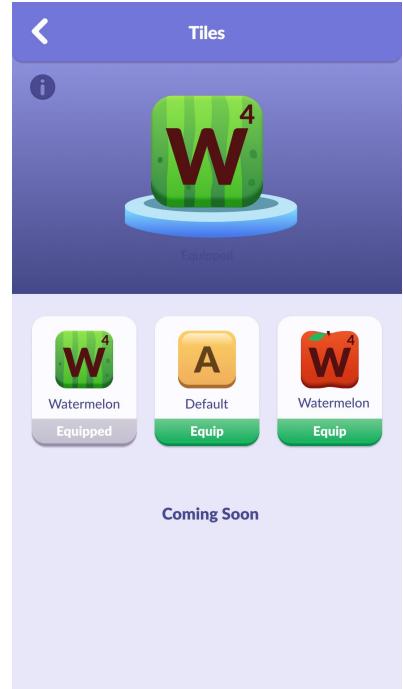
Ramped down scenario

In case of a ramp down scenario (only for players who have seen the variant of this feature and have atleast 1 tile in the completed tile bucket),

1. Inventory icon will remain for the player on homescreen
2. All collected tiles will remain for the player
3. Player will be able to equip any of these tiles
4. Tile showcase screen will be available for collected and default tile

To be removed :

1. Surfacing of food fiest icon on homescreen, gameboard and outro will be removed
2. Event live, event main and all food fiesta notifs will be removed
3. Surfacing of in progress and locked tiles will be removed
4. Player wont be able to see other's tiles on gameboard
5. Duplicate counter will be removed from inventory screen



UI of the screen will have " Coming soon " text

Dev UI requirements

[Link](#)

Experimentation Plan

- **Experiment name:** food_fiesta_v1

Control: no changes - 50%

Variant: as per spec - 50%

Runtimes

- Meta_event_unlock
- Meta_level
 - This runtime will have 12 sub-fields denoting each level
 - Each sub-field will accept 6 values separated by #.
Points required to clear the level # number of tile paint drops # progress multiplier # lb booster # min number of coins # max number of coins
 - Progress multiplier and lb booster values will accept only binary inputs
0 - no reward
1 - reward to be granted
 - Coins will accept 0+ values where 0 will mean that coins reward is not to be granted

Runtimes contd.

- Meta_level : Default values (runtime changes will affect from next event)

Note: On a given day, a player can receive either lb booster or coins as a reward

Default values	Point reqd	no tile drops	progress multiplier	lb booster	min no of coins	max no of coins
Level 1	3	1	0	0	0	0
Level 2	4	0	1	0	0	0
Level 3	8	1	0	0	0	0
Level 4	6	0	0	1	400	600
Level 5	8	1	0	0	200	300
Level 6	6	0	1	0	0	0
Level 7	12	1	0	0	0	0
Level 8	8	0	0	1	400	600
Level 9	10	1	0	1	400	600
Level 10	8	0	1	0	0	0
Level 11	22	1	0	1	400	600
Level 12	25	2	0	0	0	0

Runtimes contd.

- Tile_drop
 - This runtime will have 5 sub fields
 - Active tiles selection probability: This will accept 4 values separated by # for 4 active tiles. Default values
 - Common: This will accept 4 values separated by #. Number of parts required for a tile # probability of common tiles # minimum number of common paints # maximum number of common paints
 - Rare: This will accept 4 values separated by #. Number of parts required for a tile # probability of rare tiles # minimum number of rare paints # maximum number of rare paints
 - Duplicate_trade: Number of duplicate tile paints to enable trade option for players
 - Empathy_drop: This will accept 2 values separated by #. Number of drops without rare tiles # probability increase for rare tiles drop

Default values	
Active tile probability	55 # 30 # 10 # 5
common	7 # 65 # 2 # 4
rare	3 # 35 # 1 # 2
duplicate trade	10
empathy drop	5 # 30

Note:

Probability of active tiles collectively should add up to 100%

Probability of common and rare tiles collectively should add up to 100%.

If it is not adding on account of an input error, this needs to be handled from the backend.

Runtime changes will only take effect on tiles which are locked

Tracking requirement

[Tracking Link](#)

Changelog

Slide No	Change
Slide 77	Added ramp down scenario
Slide 73, 74, 75, 76	Added new edge cases
Slide 66	Added skip animation on grants
Slide 65	Added note where in grand reward if player gets 2 tiles, tile unlocked screen will appear only for the last tile received
Slide 55, 56	Added reference sequence timings for solo and DBH outro
Slide 47	Tile view on opponent board has been updated
Slide 52	Updated LB booster slide, now lb booster will not be carry forwarded to next event
Slide 36	Added note for cases where magical trade popup will not open
Slide 22	Added note in tile drop system where tile and duplicate progression will not be event dependant
Slide 16, 17	Added slide for when counter updates on gameboard
Slide 15	Added a point where event icon is not clickable on gameboard
Slide 80	Added point where meta_level runtime changes will take effect from next event
Slide 42	Added an inventory screen state when tiles are getting downloaded
slide 81	Added note where runtime changes on tile_drop will effect locked tiles only
Slide 37	Added pt 2 to empathy system where player might receive duplicates from empathy drop
Slide 48	Tiles to be visible on WOTD card and popup on homescreen and gameboard
Slide 72	Added tiles slide

Opts V1

Opportunities Identified

1. Solo series users/dau had decreased in the variant of the feature
 - a. **Hypothesis :** As we are not clearly mentioning that players can earn points by playing solo series, solo upd has reduced as more players are playing classic and DBH game mode
 - i. **Solution proposed :** Mentioning to players about collecting points by playing solo series on the event pop-up and event live popup
2. On account of non LB days where coins were rewarded to players in place of LB boosters, there was coins inflation in the economy
3. Players are taking 320 moves on an average to complete food fiesta whereas our target moves was about 375
 - a. **Why this delta :** We did not account for spilled 2x progress from progress multipliers
 - b. **Solution :** Retune later levels of food fiesta to make it a bit more difficult to complete levels and thus push high engaging players a bit more
 - i. Early levels are untouched to keep the top of the funnel intact

Expected Upsides

- Opportunity 1: Solo upd upsides
 - Exp solo upd upsides 30 bps will lead to w2e upsides
 - LTV upside - 0.18%
- Opportunity 2: Non LB coins reward change
 - Exp deficit of 8 coins in (E-S) per dau will lead to IAP upsides
 - LTV upside - 0.37%
- Opportunity 3: Level difficulty tuning
 - Increase in difficulty in later levels where drop offs reduces drastically should push engagement by 0.5 moves
 - LTV upside - 1.1%
- **Net LTV upsides of 1.7%**

Opportunity 1

w2e upd (bps)	30
APU	1
APD curr	1.9
APD inc.	0.003
curr cpm	30
exp cpm	35
RPD curr	0.0570
RPD exp	0.0571
LTV inc.	0.18%

Opportunity 2

FF coin upd (non lb)	30%
Prev reward	500
New reward	100
Prev APD (non lb)	150
Exp APD (non lb)	30
Curr Meta APD	56
Exp Meta APD	21
E-S PD	-34
Net (E-S) PD	-8
LTV inc.	0.37%

Opportunity 3

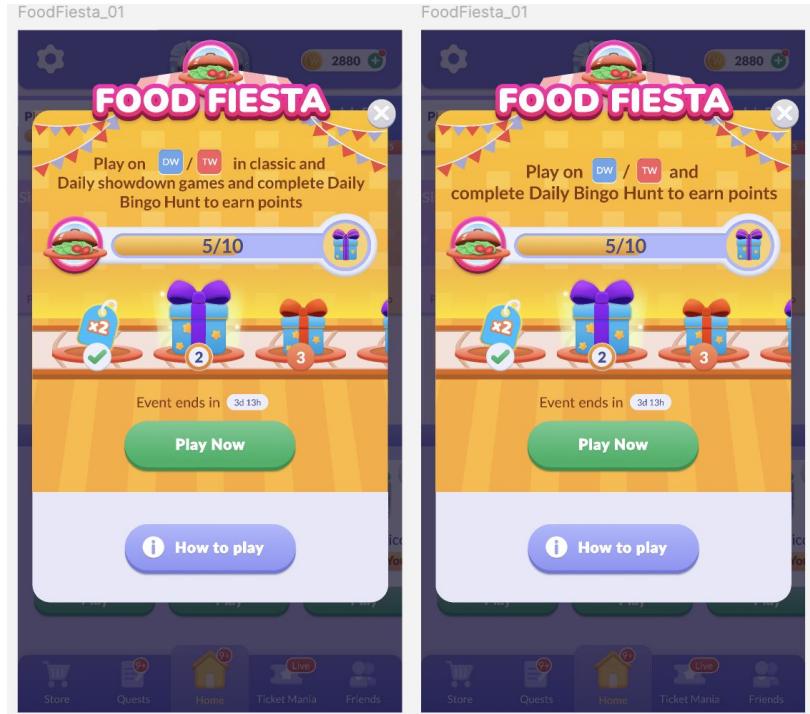
Extra DW/TW	15
DW/TW per move	0.3
Extra moves	50
Curr Completers UPD	10%
Exp Competers UPD	9%
moves upside	0.5
RPD upside	0.4
LTV inc.	1.1%

Event Popup changes (Opportunity 1)

New Popup UI :

1. Play on DW/TW in classic and Daily showdown games and complete Daily Bingo Hunt to earn points

Note :Functionality of Play Now, How to play CTA and cross button remains same



New

Old

Event live Popup changes (Opportunity 1)

New Popup UI :

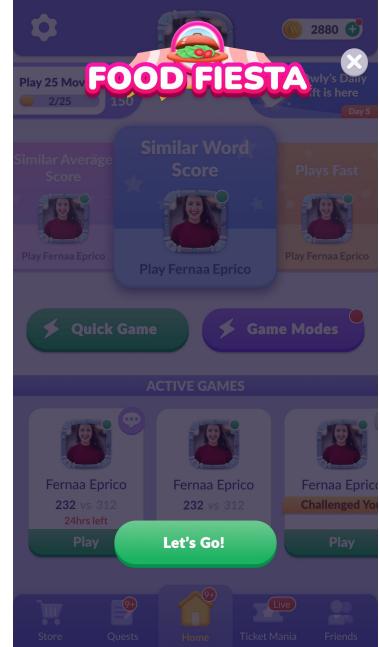
1. **Box 1** : Copy : Play DW/TW on Classic games to get points
2. **Box 2** : Copy : Play DW/TW on Daily Showdown/Word Saga (*depending on Word saga variant*) to get points
3. **Box 3** : Copy : Complete Daily Bingo Hunt to get 2 points
4. **Box 4** : Collect points on game ends to win rewards!

Note :

1. *Functionality of Let's Go! CTA and cross button remains same*
2. Reskinnable components :
 - a. Header art and copy [text art and colour components]
 - b. Art inside the box holders



New



Old

Reward changes (Opportunity 2)

We will be reducing the coin rewards on non LB day from 400-600 to 80-120 (same as seasons)

Value changes will be done on these levels :

1. Level 4
2. Level 8
3. Level 9
4. Level 11

Progression changes (Opportunity 3)

Levels	Rewards	Existing points dist	points final
Level 1	Tiles drop	3	3
Level 2	Progress multiplier	4	4
Level 3	Tile drop	8	8
Level 4	LB booster / coins (non LB days)	6	8
Level 5	Tile drop + coins	8	10
Level 6	Progress multiplier	6	8
Level 7	Tile drop	12	16
Level 8	LB booster / coins	8	10
Level 9	Tile drop + LB booster /coins	10	12
Level 10	Progress multiplier	8	10
Level 11	Tile drop + LB booster /coins	22	24
Level 12	Double tile drop	25	25
		120	138

Note : We are just increasing the points values, we are not changing the arrangement of rewards here

Experimentation Plan

- **Experiment name:** food_fiesta_opts_v1
 - Control: no changes - 50%
 - Var1: Opportunity 3 - 50%
 - Var2: Opportunity 1, 2 & 3 - 0%
- Post taking a call on Var1, we will start the experiment with Var2

Trackings

Tracking [Link](#)

Notifs

Food Fiesta End

Notif Type : Image → Image

Small Notif :

1. **Art + Copy :** Food Fiesta has ended

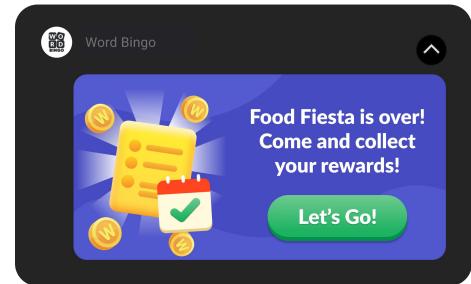


Large Notif :

1. **Art+Copy :** Food Fiesta is over! Come and collect your rewards!
2. **CTA :** Play Now

Notif sending criteria :

1. This notif will be a local notif and will fall under the special events channel
2. This notif will be scheduled on app pause and will be sent to the player at 10 AM local time after food fiesta has ended



How to play event popup

In accordance with existing ticket mania how to play, similar carousel pop-up will be used here.

1. Only text and art needs to be changed
2. On clicking Let's Play CTA, event main poup will open
3. This popup will open when player clicks on how to play in event main popup

