

# Seasons

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# Problem Statements

1. **Long term retention** - There is a huge delta in our D30/D1 ratio when compared to Wordzee
  - a. Competition games have long term events
    - i. Wordzee have a PLP of 100 levels and also 15 days journey event which gets reskinned every month
2. **Economy tuning** - Our only currency in game is coins, where we have a lot of tap sources but very few sink sources
  - a. Competition doesn't provide core economy currency (coins) on gameover / other avenues. They use xp to provide a sense a reward and progression to players

	Wordzee	Yatzy	Bingo
D7 / D1	56%	30%	52%
D14 / D1	51%	20%	40%
D30 / D1	45%	13%	30%
IAP RPD	13 cents	7 cents	4 cents

# Hypothesis & Analysis plan

1. Long term event with an exclusive tile reward will create a lighthouse for players and help towards long term retention
2. Introducing secondary currency will help us address two competing needs - players satisfaction and reasonable monetization. This will de risk the coins currency and help us control inflation that occur over time. The secondary currency in the current scope is designed to delay the coin grants on game over. Depending on the reads, we can use this source to control inflation
3. Pacing of the coins as a reward at intervals will create temporary dearth of coins in the economy, thereby increasing IAP / w2e conversions and purchases
4. LB boosters as a reward will incentivize players in their gameplay / goals and hence provide engagement bursts
5. Tiles as a reward will motivate and influence players towards all of the above desired behaviors (and minimize/eliminate the drop offs arising from pacing of coins reward)
6. Solo FTUE viewer upd and when it would be visible to players (moves) needs to be assessed (solo gems)

# Expected Upsides

- P4-P8 percentile users (lifetime moves of players) is our target segment. They constitute ~30% of the users
- Overall RR upside of 120 bps
- Due to delay in coins rewards grant, IAP upd upside of 10 bps
- Due to delay in coins rewards grant, w2e upd upside of 50 bps
- Net LTV upside of **6.43%**

flag	users	active days per user	days (install to last day) per user	% active days	lifetime moves per user	target segment
1. P1	3,724	3.3	17.6	19%	34	30%
2. P2	3,427	3.5	19.9	18%	48	
3. P3	3,465	4.5	26.0	17%	69	
4. P4	3,512	6.4	29.8	21%	101	
5. P5	3,510	8.5	36.7	23%	157	
6. P6	3,524	11.8	44.8	26%	254	
7. P7	3,510	18.4	58.5	31%	439	
8. P8	3,525	31.7	76.5	41%	834	
9. P9	3,522	56.3	103.8	54%	1,759	
10. P10	3,523	112.3	147.5	76%	6,384	
<b>Grand Total</b>	<b>35,242</b>	<b>25.7</b>	<b>56.1</b>	<b>46%</b>	<b>1,007</b>	

## Target segment

Players in P4-P8 percentiles (lifetime moves)	30%
RR upside in target segment	400 bps
Overall RR upside	120 bps

## Delayed grant

IAP upd upsides	10 bps
IAP RPU	6.2
IAP upd current	1.1%
IAP upd expected	1.2%
IAP RPD upsides	0.006
IAP RPU upsides	1%
IAP RPU expected	6.262
IAP RPD upsides	0.001

w2e upd upsides	50 bps
w2e RPU current	0.165
w2e RPD upsides	0.001

## Moves downside

Moves downside	-0.25
<b>LTV upside</b>	<b>6.43%</b>

# Business Goals

- Rolling retention upside of 120 bps
- IAP upd upside of 10 bps
- W2e upd upside of 50 bps
- LTV upside of 6.43%

# Design Goals

- To provide long term goals for the players
- To be able to manipulate major coin sources (i.e. from outro)
- To create traction in the event by providing lucrative rewards

# Vision

- D30/D1 ratio increase by 10%
- To create an intrinsically motivated progression system
- Have more control over the economy by streamlining coin tap sources

# Anti-vision

- Longer experimentation time
  - One event takes 60 days to complete, so we might require multiple iterations of the event to tune event progression
- Engagement impact due to delay in coins grant
- Might impact long term behaviour due to delaying in coin grant, players might drop off before their intended time
- Unintended impact on economy
  - Delayed grant might lead to players using coins lesser and may lead to lesser swap usage

# Overview

Prepare to embark on an unparalleled gaming adventure with our newest long-term season event: **Bon Voyage!**

1. Over the course of 60 days, immerse in a dynamic journey spanning 60 levels, each offering lucrative rewards! From novice explorers to seasoned veterans, there's something for everyone on this epic voyage!
  - a. Players earn progress by collecting keys on game completes
  - b. On earning enough keys, player receives milestone rewards
2. Introducing All new Reward Ladder screen! Players can claim rewards and check all the milestones from this screen
3. Discover an array of fresh tiles specifically curated for this special occasion, adding a fresh layer of excitement to gameplay. And upon conquering all 60 levels, unlock the prestigious Grand Tile!
4. Introducing Gems! Now, players can utilize gems to access solo series, eliminating the need for spending coins or time-consuming watch-to-earns

# Event details

# Event details

**Event name :** Bon Voyage

**Unlock condition :** Players will be eligible to see the event and progress after player **completes FTUE and the event is live**

**Event duration :** 60 days, event starts at 12am local time (start and end days will be controlled from config)

1. Player has to progress through 60 levels
  - a. On completing a level, player will receive rewards
  - b. Player can even progress after 60 levels in which case they will receive coins (details provided in further slides)
2. Player has to collect keys to progress (runtime controlled)
  - a. Player will be granted keys on classic, solo and DBH game over
    - i. For classic, player will receive,
      1. 100 keys for a win or draw
      2. 50 keys for a loss
      3. No keys for resigned or timed out scenarios
    - ii. For solo, player will receive,
      1. 80 keys for a win or draw
      2. 40 keys for a loss
    - iii. For DBH player will receive 100 keys for completion
  3. To receive the rewards player has to go to the reward ladder screen and claim

**Note :**

1. Coin grant from game completion from classic, solo and DBH will be removed in the variant
2. Keys will NOT be transferred from one event to another

# Levels and Rewards

Levels and their consecutive rewards are provided in this [sheet](#)

Rewards :

1. **Coins**
2. **Gems** - Player uses gems to play a level in solo series
3. **Mystery Box** - Player may receive any tile bucket/ LB booster/ solo gems/ coins
4. **Paint bucket** - Player receives a tile grant (same as in meta)
5. **Premium Paint bucket** - Player receives 2x tile grant (same as in meta)
6. **Mega Paint bucket** - Player receives 3x tile grant
7. **Grand tile** - Player will be granted this tile directly

**Note :** *Player may receive a combination of 2 or more rewards as specified in the sheet*

For players completing all 60 levels before the event ends,

1. Player will continue to progress in the event
2. Player has to collect keys as mentioned in the sheet and will receive coins as a reward
3. After level 60, each level will have the same no of keys required and coins granted

# Rewards

# Coins

1. Player will receive coins on completing milestones as provided in this [sheet](#)
  - a. The image of the coin stack will change according to the coin value, this is provided [here](#)
2. Player may also receive  $\text{rand}(80,120)$  [values taken in multiples of 10] coins as backfill reward when player is not eligible to have LB boosters/ solo gems

# Gems

1. Gems will be used as a secondary currency in solo series
  - a. Gems will allow a player to play a level in solo series
    - i. This currency will take priority for sinking against coin or w2e sink when player has enough gems
    - ii. Player will be using the gem sink on Solo outro, Solo game modes card and More games panel
  - b. Player can sink 20 gems (runtime controlled) to play a solo game
  - c. Gems will be deducted in the backend (same as the coin sink in solo)
2. Gems can also be granted in place of LB boosters if player claims reward on non LB day
  - a. Player will receive 20 gems in such case
3. Gems count *will not reset* after event is over
4. Max gems in wallet will be 5000 ([runtime control](#))

**Note :** There will be a change in solo unlock condition, ***If a player has played 50 lifetime moves (existing condition) or player has claimed gems for the first time (whichever is earlier), solo series will be unlocked***

1. *Player will at least receive enough gems to play solo once on their first gem drop*
2. *The condition for player not seeing solo unlock when x hours are left in the day (controlled by solo unlock conditions) will not be present in seasons var*

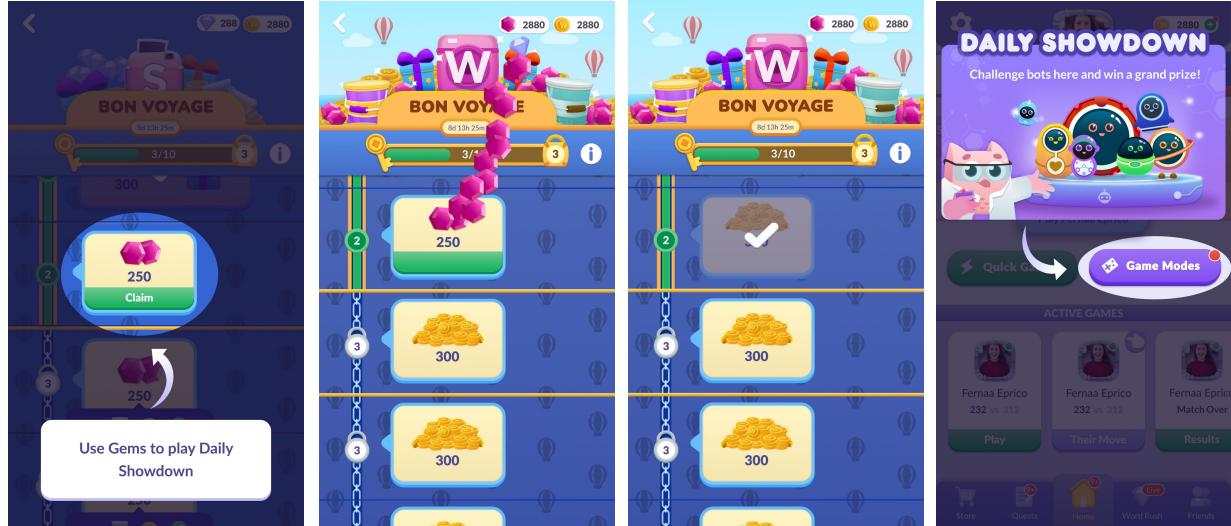
*For future reference, these gems can be used as an entry currency for different events also*

# Gems FTUE

For the first time player sees gems (shown at centre of viewport) as reward available to claim they will see this FTUE(this will be same for both new and old users)

**Edgecase:** If player has multiple rewards available after gems, then the progress animation will stop after the gems turn to claim state and player will see the Gems FTUE pop-up. Post the gems FTUE pop-up(+ grant) the progress animation on reward ladder will continue

[For full feedback reference](#)



Step 1 : pop-up appears, when the player has first ever gems available to claim as reward  
[Popup priority](#)

Step 2 : On clicking claim the player will see the gems grant animation

And the reward state changes to claimed

Step 3 : When player lands on Homescreen they see the Solo series FTUE

**Note :**

1. Player will only see this flow once in their lifetime when they see this event for the first time
2. No in game notif will be shown during this flow
3. Player will not see step 3 if they have already seen the solo FTUE on that day

# LB booster

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

1. This reward will be granted if player claims mystery box on Leaderboard Live Day
2. If it's not a Leaderboard Live Day player will get 20 solo gems instead
  - a. If player is not eligible for solo gems (i.e. Mystery Box 1 on level 5 ) then player will receive rand(80, 120) coins instead [values taken in multiples of 10]
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. 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

# Tiles

1. Player will be granted tiles as a reward in this event
2. This event will have separate tiles to be granted and will be exclusive to this event
3. Tile grant system will work same as in food fiesta
4. Player will be granted the grand tile directly on completing the last milestone in the event
  - a. In UI it will be shown as grand reward
  - b. This tile will not be progressible
  - c. Every event will have an unique tile as a grand reward( can be uploaded with event config)

There will be 3 types of tile bucket in the event :

1. Paint bucket
2. Premium paint bucket - Does 2x tile grant [similar to last level tile drop in Food Fiesta]
3. Mega paint bucket - Does 3x tile grants [equal to 3 paint bucket drops]

Grants are mentioned in this [sheet](#)

## Note :

1. Players in variant of this feature and control of food fiesta will see the tiles provided (in inventory) in this feature and vice versa
  - a. Player will see opponent tiles on gb if opponent equipped tile is present in players inventory
    - i. If the tile is not present in inventory, player will see the default tile on the opponent

# Grand Tile

1. Player will be granted the grand tile directly on completing the last milestone in the event
  - a. In UI it will be shown as grand reward
  - b. This tile will not be progressible
  - c. Every event will have an unique tile as a grand reward( can be uploaded with event config)
    - i. This tile will not be a part of progressible tiles in the event
    - ii. We will maintain grand tiles separately
    - iii. This tile will be shown in inventory and showcase screen
      1. There will be no progress state for this tile
  - b. For subsequent events, grand tile will be picked at random from its pool
    - i. If player already has the specific grand tile, that will not be picked for the player

**For the first event, grand tile will be camera**

**Note :** If player already has all grand tiles, any random tile will be picked (from any event) which is locked (This will be a rare scenario)

# Tiles infra

The following will be same as in food fiesta :

1. [Progress system](#) - These [Values](#) will have a independent control in this event
2. [Duplicate system](#)
3. [Empathy drop system](#)
4. [Inventory button on home screen](#)
5. [Inventory screen](#) and [jewel notifs](#)
6. [Inventory loading screen](#)
7. [Tile showcase screen](#)
8. [How to play tiles popup](#)
9. [Tiles FTUE](#), [Duplicates FTUE](#) (Will be shown only once to users)
10. [Default Tile](#)
11. [Profile screen changes](#)
12. Tile show on [gameboard](#) and [WOTD popup](#)

**Changes for this feature are listed below :**

1. [First time tile grant](#)
2. [Magical Trade](#)
3. [Additional holder on tile showcase screen](#)

# Config values

All the below mentioned variables will be independent for this event

Default values are provided below :

1. Active tile probability
  - a. Active 1 - 55%
  - b. Active 2 - 30%
  - c. Active 3 - 10%
  - d. Active 4 - 5%
2. Probability of
  - a. Common tiles - 65%
  - b. Rare tiles - 35%
3. Total tile paints required
  - a. Common - 7
  - b. Rare - 3
4. Grant range
  - a. Min and max common tiles granted in a drop - Range(2,4)
  - b. Min and max rare tiles granted in a drop - Range(1,2)
5. Probability and no of drops for empathy to activate - 30% increase after 5 drops
6. Duplicate trade: Number of duplicate tile paints to enable trade option for players will be same as FF

## Note:

1. Probability of active tiles collectively should add up to 100%
2. Probability of common and rare tiles collectively should add up to 100%.
3. If it is not adding on account of an input error, this needs to be handled from the backend.
4. Tile changes will only take effect on tiles which are locked

# First time tile logic

Player will receive a tile after 4 paint bucket drops in this event when they play it for the first time  
Logic will be same as the first time tile logic as in [Food fiesta](#)  
Progress in the first tile will be in any one of the tile provided in this event (except the grand tile)

# Magical tile drop

Magical tile drop logic of picking active tiles will remain same  
We will add another layer of probability on top of it

## **Players in var of food fiesta and this event :**

There will be a 50-50 probability of picking the tile to progress either from food fiesta or this event

1. If player has already collected all the tiles from one event, the probability of picking tiles from the other event will be 100%
  - a. Eg : Player has collected all the tiles from food fiesta, so player will only get tile paint for this event

## **Players in var of either of these features :**

There will be 100% chance of picking the tile to progress from the event in which they are in var

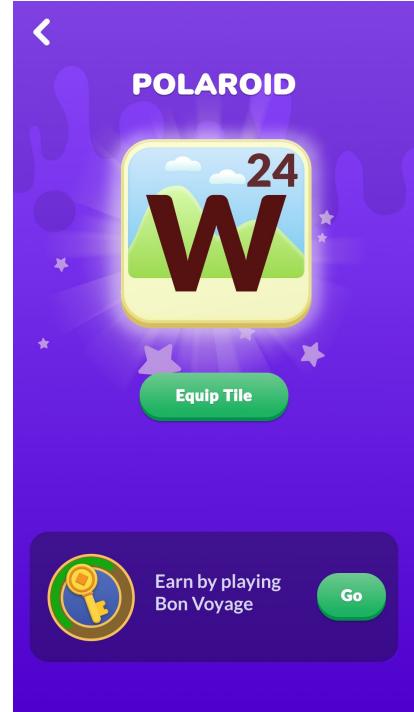
## **For future usecases :**

1. In case, a new event arises which have unique tiles and have same tile drop logic, will be added to probability logic of which tile to progress
  - a. **Note :** Total probability to always add up to 100%

**Note :** Until player collects 1st tile from seasons, this logic will not come into effect , player will have 100% of picking tiles from Food Fiesta

# Tile showcase screen changes

1. Additional holder on the tiles of this event will have different copy
  - a. Key art
  - b. Earn by playing Bon Voyage
  - c. Clicking Go will open the reward ladder screen
  - d. Going back (native or on screen) will take them to the inventory screen



[Mock Link](#)

# Event UI

# Event Surfacing

Player will see the icon on the homescreen when the event is live for the player as provided in the spec

1. The icon will remain for the player as long as the event is live
2. There will be a timer which shows the remaining time for the event
3. Event icon will have jewel notif showing the no. of rewards that can be claimed
4. There will be a progress bar which will show the progress for the current milestone

## Format :

1. When time remaining > 1 day show 'x' days
2. Then time remaining <= 1 day show Last Day

## Icon functionality :

1. Clicking on the event icon will open the reward ladder screen



[Mock Link](#)

# Event Icon

UI :

1. **Progress bar** : Will denote the progression for the current level
  - a. There will be a jewel notif denoting the unclaimed rewards
    - i. Jewel notif will remain until all rewards are claimed
2. **Icon art**
3. **Holder** :
  - a. Holder will show the time remaining
    - i. If multiple days are remaining, it will show as 'x days'
    - ii. If 1 day is remaining, it will show as Last day and the holder will be in red colour
  - b. This holder will also have an "Open State" (only in home screen)
    - i. This state will show when player has completed a new level
    - ii. This state will remain until player has visited the reward ladder screen(even if player force closes)
      1. If player visits the screen, holder will return to state mentioned in 3a (days holder)
    - iii. In case of bonus levels player will see this state when there are new coins added to the bonus claim (also in case of bonus levels)



[Mock Link](#)

# Reward Ladder

UI :

1. **Gems and coin counter** - Shows the count of solo gems and coins player has (these counters will not be clickable here)
2. **Event header and art** : Header copy : Bon Voyage
  - a. Header will stick to the top when player scrolls down
  - b. **Event timer** :
    - i. Show “xd yh left”
    - ii. When time remaining < 1 day , show “xh ym left”
    - iii. When time remaining < 1 hour , show “ym left”
    - iv. When time remaining < 1 minute , show “1m left”
3. **Progress bar and current reward**
4. **How to play icon** - Opens event how to play popup
5. **Levels cards** : Shows the level no. and rewards associated
  - a. Claimed : Player has claimed the reward *[Card will not be clickable]*
  - b. Claimable : Player has completed the level but has not yet claimed the reward *[Whole card is clickable and clicking will grant reward]*
  - c. Incomplete : Player has not yet completed the level and cannot claim the reward *[Whole card is clickable and clicking will show tooltip]*



[Mock Link](#)

**Default view** : The current level card will always be in the center of the viewport (after animations are complete)

# Reward Ladder Contd.

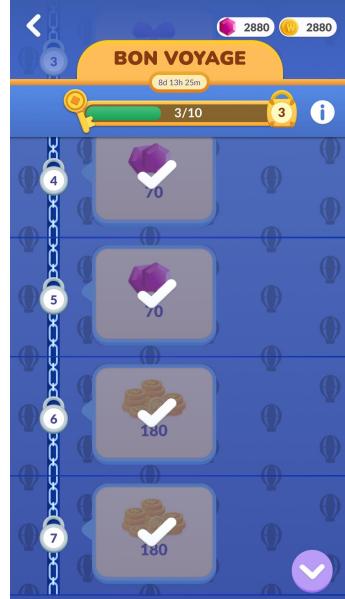
## Milestone levels :

Every 10 levels (10th level, 20th level etc.) the card will have the bg image as in the [mock](#). This is to depict milestone levels holding greater rewards for players

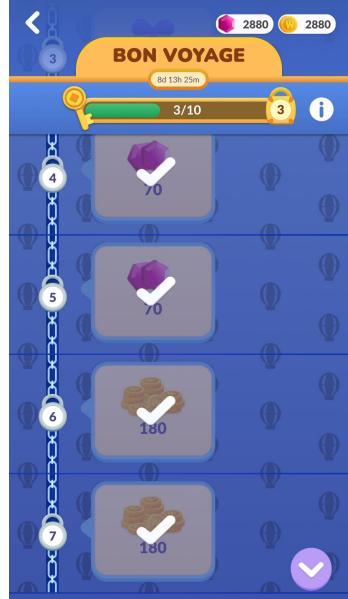
## Scroll button :

1. When player scrolls up or down away from their current level (outside of the player's view) the relevant button will appear on the right bottom corner and will take them to the current level
  - a. If player has moved down, up button will show
  - b. If player has moved up, down button will show
2. If there are rewards to be claimed outside of the player's view while player is on current level
  - a. Clicking on the button would take them to the most earliest reward available to claim

**Note :** Button Priority of pt 1 will be higher than pt 2



In this case player has scrolled up and away from their current level



In this case player is on the current level, but there is reward earlier in the ladder that they have not claimed

[Mock Link](#)

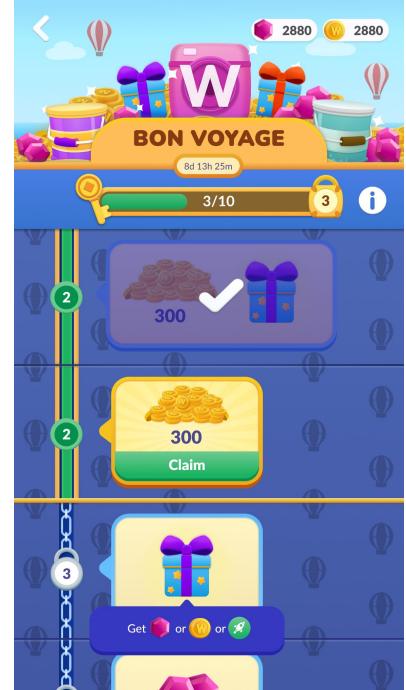
# Reward ToolTips

Player can click on rewards in yet to be claimed state to see related tooltip

For all tooltip mocks, [click here](#)

Note :

1. Tooltips will be associated with the rewards and not on the levels
2. New tooltips have to be added with new rewards
3. If reward combinations are changed, tooltips would have to be updated



# Solo Outro UI and game modes changes

**Outro Screen :** There will be a gems counter alongside the coins counter in the outro screen

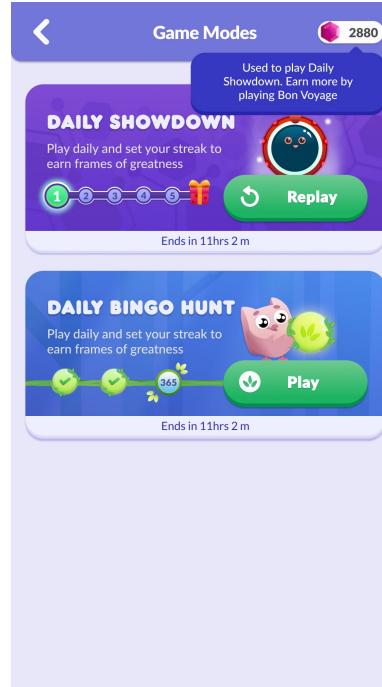
The gems and coins counter will appear during outro (0:21 in the [clip](#)) (same as existing)

**Game modes screen :** Gems counter will appear on the game modes screen (instead of coin counter) when player has enough gems to play a level ([Gems CTA](#) will be present here)

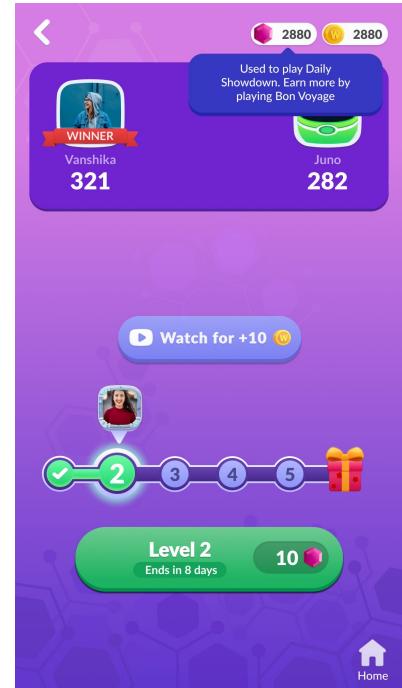
Coin counter will appear on game modes screen if player has primary sink of coins or w2e

Clicking on the gems counter will open the tooltip stating “Used to play Daily Showdown. Earn more by playing Bon Voyage” - This will happen on [game modes](#), [solo outro](#) and [reward ladder](#)

[Tooltip functionality and animation remains same as profile screen](#)



[Mock Link](#)



[Mock Link](#)

# FTUE UI and flows

# Event Intro prompt

**Header Copy : Bon voyage**

**Prompt Copy :** Bon Voyage has begun! Play and earn exciting rewards!

**Animation :** Same as solo FTUE prompt

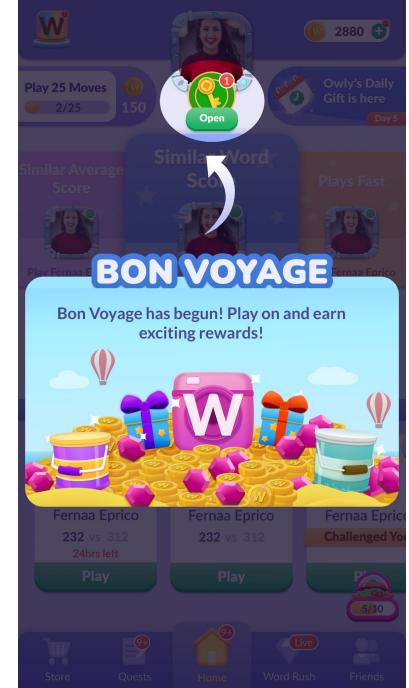
**Functionality :**

1. Clicking on the event icon will open the reward ladder screen
2. Clicking on anywhere outside the prompt will remove the prompt and overlay (existing behaviour)

**Surfacing :**

1. Will be shown once every event for the player when this event is live

[Popup priority](#)



[Mock Link](#)

# Event FTUE



When event goes live and player lands on home, player will be eligible to see the FTUE

Icon appears(fade in anim 0.2s) → progress update(in case player has already collected points)

FTUE pop-up appears. Player taps on icon to go to reward ladder screen. Dismiss behaviour same as other FTUEs

There is a progress animation on top banner,  
*If player has some progress then relevant feedback will occur → how to play will auto-pop-up*

There will be 3 carousel animations for the 3 steps. On clicking "Lets Play!" on last screen will take them to GB(YM game or start new game)

## Note :

- Player will only see this flow once in their lifetime when they see this event for the first time
- No in game notif will be shown during this flow

# Event how to play

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 popup will open when player clicks on i icon in reward ladder screen
3. On clicking Let's Play CTA, it will open the first game in YM
  - a. If no YM games are present it will start a bot game (Instant bot in UBL control)
4. Clicking on cross will close the popup



[Mock Link](#)

# Claim FTUE prompt

**Prompt Copy :** Congrats! You've got milestone rewards to claim

**Animation :** Same as start a new game prompt

**Functionality :**

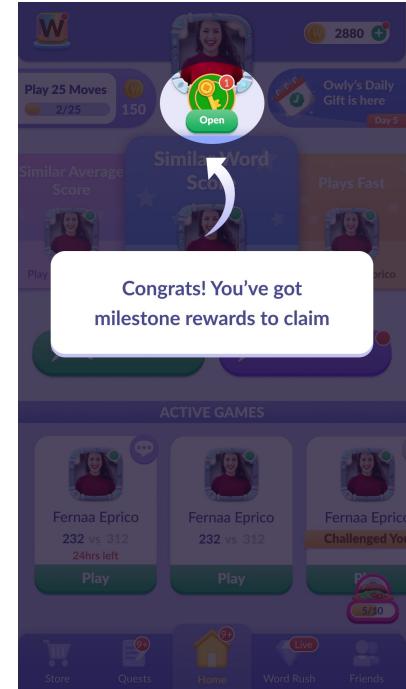
1. Clicking on the event icon will open the reward ladder screen
2. Clicking on anywhere outside the prompt will remove the prompt and overlay (existing behaviour)

**Surfacing :**

1. Will be shown after player completes a level for the first time
2. Player will see this once in their lifetime

**Edgecase:** If player is eligible for this FTUE but there is other pop-up higher on priority, in that case if upon dismissing the other pop-up, player goes into reward ladder

- a. Show the claim flow from the reward ladder screen step
- b. This ftue pop-up on homescreen will not be visible to player again



[Mock Link](#)

# Claim flows

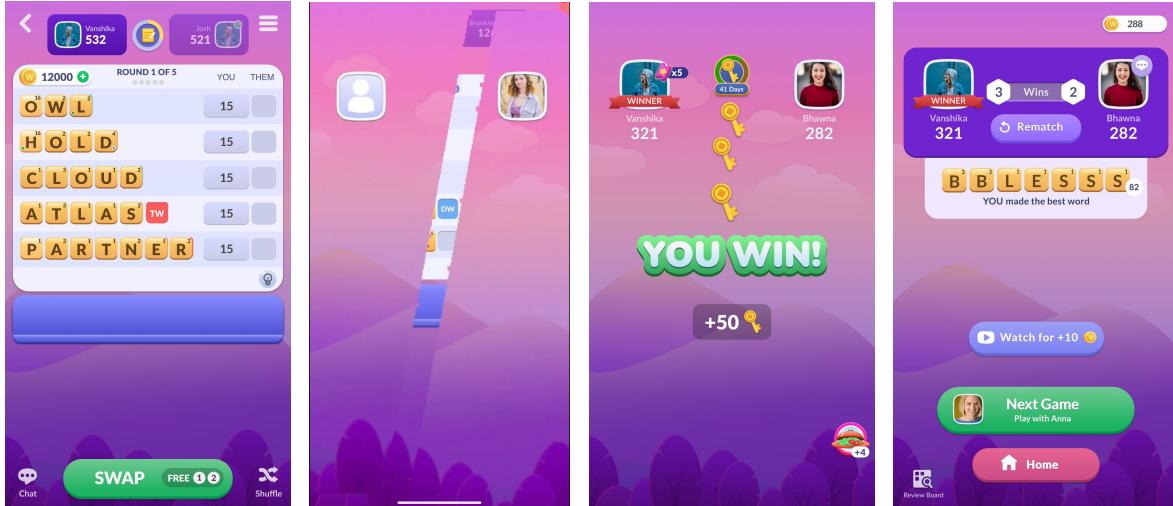
Note : Following slides are for flow purposes only, please refer to previous slides for UI

# Outro feedback

Instead of coins we will be granting event points on outro that fly into event icon instead of coin counter

All outro flow cases detailed in figma-  
[here](#)

Download sound files [here](#)



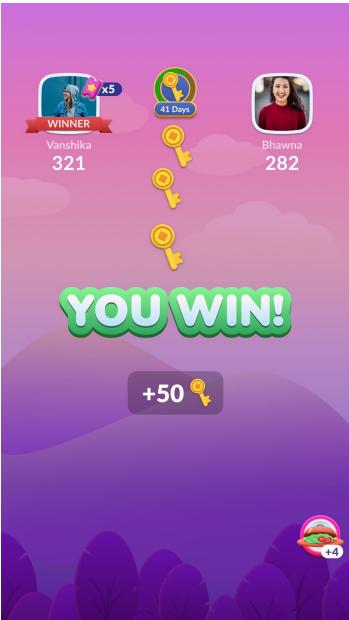
Once Opp move  
anim sequence is  
over and  
Board moves to  
your board

Profiles become  
bigger> screen  
cuts to outro BG  
You win anim and  
keys appear on your  
profile  
simultaneously and  
flies into event icon  
and progress bar  
updates

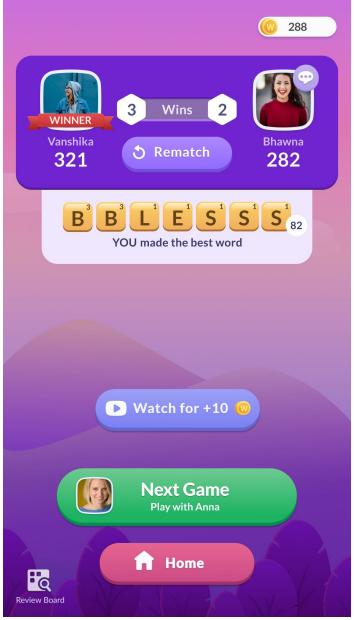
Final game outro  
transitions in

[Mock Link](#)

# Claim FTUE



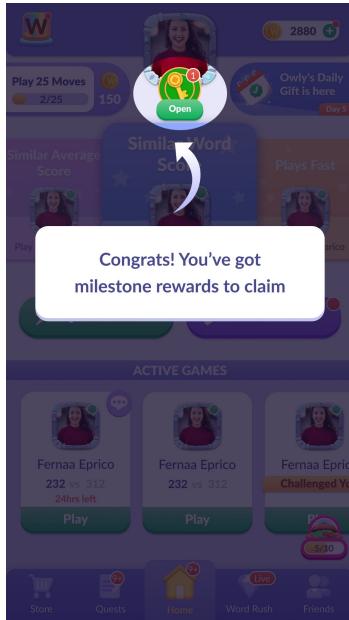
Collects keys on outro instead of coins



Clicks on home screen to navigate



Lands on home screen from outro and has claim available, a jewel notif will appear on the event icon and timer will change to open button



Next there will be FTUE prompt and arrow. Player taps on icon to go to reward ladder screen. Dismiss behaviour same as other FTUEs



On reward ladder screen player sees progress feedback first, then hand animation on first claim button (no delay) (forced flow)

# Claim FTUE- contd.



player clicks on claim and the relevant grant animation appears



Player is back on reward ladder screen, the reward state changes to claimed



Edgecase: if player goes back w/o claiming, jewel notif remains but timer appears again

## Note :

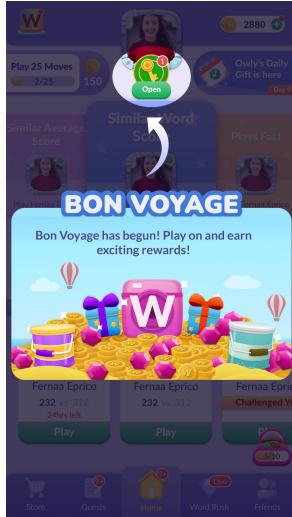
1. Player will only see this flow once in their lifetime when they see this event for the first time
2. No in game notif will be shown during this flow

[Figma link for full flow](#)

# FTUE edgecase

Incase player is yet to see Event FTUE but already has claims available when they first land on home screen, such that they would be eligible for both the FTUEs. The flow would be so:

1. Player will only see Event FTUE
2. After landing on reward ladder and the progress feedback player will see the claim hand anim
3. Post the claim and reward grant the H2P auto pops-up
4. **Edge case :** In case player doesn't claim on hand prompt and goes back, player will not see h2p or hand anim on screen switch



There is an progress animation on top banner, Relevant progress feedback anim

After progress feedback, first hand animation on first claim button (forced flow). Once player claims H2P pop-up appears

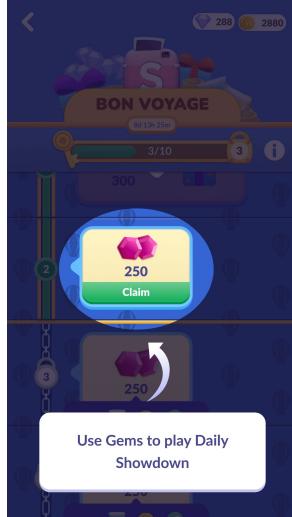
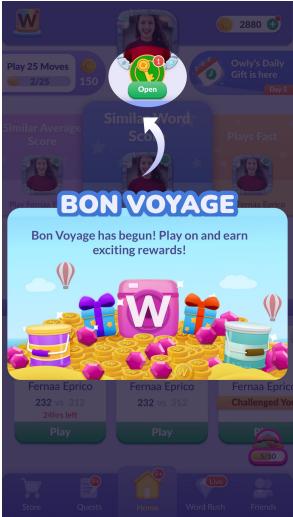
There will be 3 carousel animations for the 3 steps. On clicking "Lets Play!" on last screen will take them to GB(YM game or start new game)

[Figma link for full flow](#)

# Solo gems FTUE edgecase

In case player is yet to see Event FTUE, claim FTUE and solo gems FTUE when they first land on home screen, such that they would be eligible for both the FTUEs. The flow would be so:

1. Player will only see Event FTUE
2. After landing on reward ladder and the progress feedback player will see the claim hand anim
3. Post the claim and reward grant, player sees the solo gems FTUE flow
4. After H2P is dismissed, the H2P auto pops-up

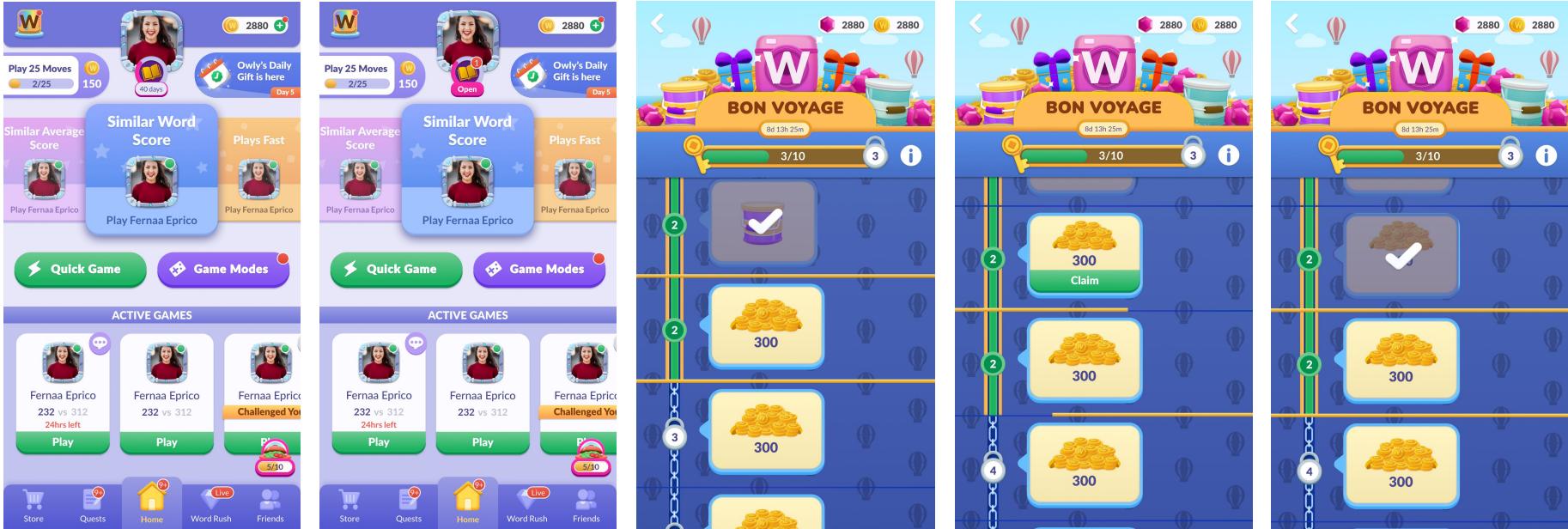


After [progress feedback](#), first hand animation on first claim button. Once player claims H2P pop-up appears

After H2p is closed, players sees the solo gems FTUE as provided in this [slide](#)

There will be 3 carousel animations for the 3 steps. On clicking "Lets Play!" on last screen will take them to GB(YM game or start new game)

# Claim flow



Lands on home screen from outro and has a new claim available

A jewel notif will appear on the event icon and timer will change to open button

Player taps on the event icon and lands on reward ladder screen and sees [progress feedback](#)

The player taps on claim and relevant grant animation plays- [Refer](#)

Post the grant anim completes player is landed back on Reward ladder and the reward state changes to claimed

[Animation Link](#)

# Progress feedback on Reward ladder



Player lands on Reward ladder screen

Progress bar fills up (this is cumulative fill from the last time they saw this screen)

Any spill over progress to the next incomplete milestone

The current reward indicator(gold horizontal lines) move out

Vertical line on the left fills and the milestone indicator state changes to completed; simultaneously the reward state changes to claim

The current reward indicator(gold horizontal lines) appears on the next milestone

[Animation Link](#)

# Reward grant flows

Note : Following slides are for flow purposes only, please refer to previous slides for UI

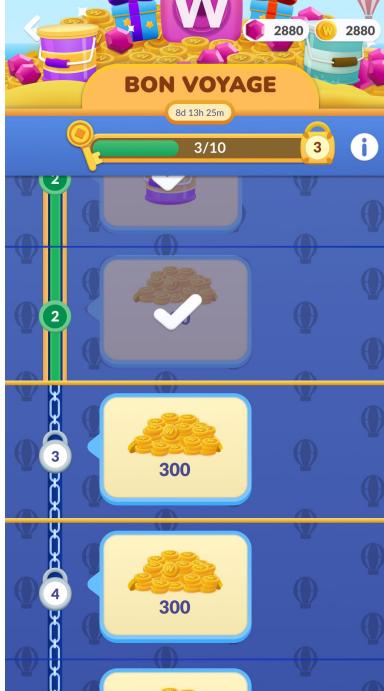
# Reward Grant flows: Coin Grant



Player can click anywhere on the reward claim card to trigger the claim flow



On clicking on the reward claim card player will see the coin grant anim



The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Gems Grant



Player can click anywhere on the reward claim card to trigger the claim flow



On clicking on the reward claim card player will see the gems grant anim



The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Tile Bucket



Player can click anywhere on the reward claim card to trigger the claim flow

Player receives the tile bucket



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



The reward card state changes to collected, where a tick icon appears with a overlay on the card

Note: This will be the flow for all tile buckets, only the combination of tile paints the player receives from the bucket will vary

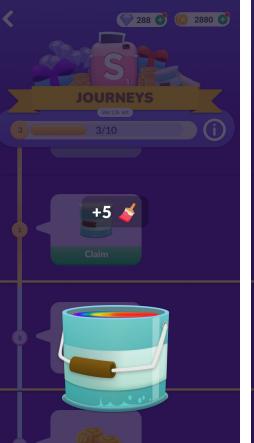
# Reward Grant flows: 2 Tile Buckets



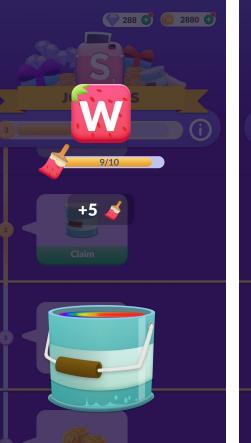
Player can click anywhere on the reward claim card to trigger the claim flow



Player receives the tile bucket



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



For the second bucket the anim starts directly from tile bucket opening



The reward card state changes to collected, where a tick icon appears with a overlay on the card

## Note :

1. Grant here will be separate for the two buckets

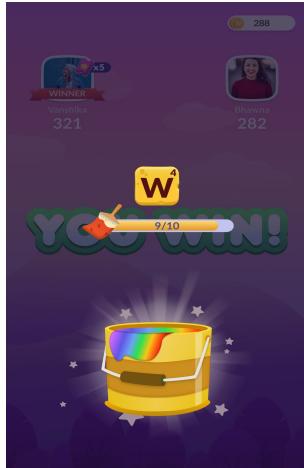
# Premium tile bucket



Player completes a level and receives premium 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

## Note :

1. All duplicates earned in this drop will be shown together when the bucket is opened 1st time
2. If player receives progress in the same tile, the progress will be clubbed together and shown only once

Flow similar to FF

# Mega tile bucket



Player clicks on claim and receives premium paint bucket



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



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



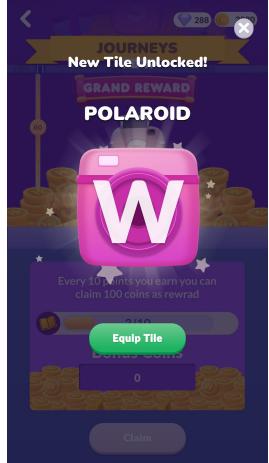
For the 2nd time the anim starts directly from paint bucket opening



# Mega tile bucket contd.



For the 3rd time the anim starts directly from paint bucket opening

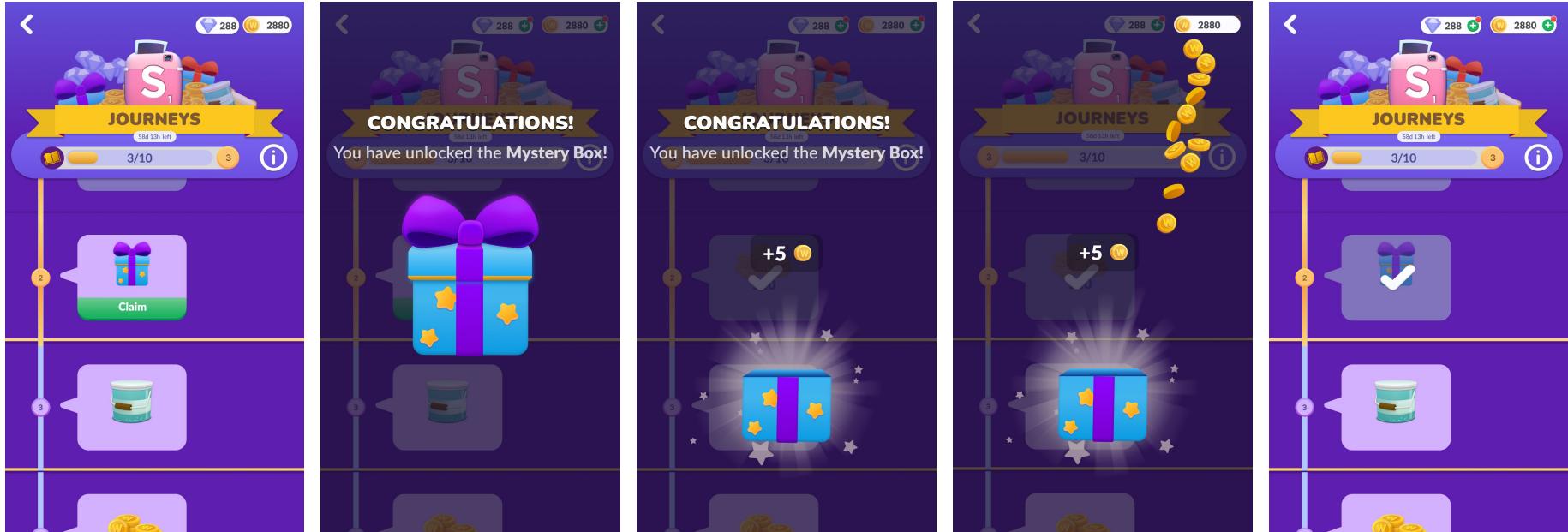


If player completes a tile progression, player sees equip tile anim,  
If player completes multiple tile progression, player sees equip for the tile which was received last

## Note :

1. All duplicates earned in this drop will be shown together when the bucket is opened 1st time
2. If player receives progress in the same tile, the progress will be clubbed together and shown only once

# Reward Grant flows: Purple Box (coins)



Player can click anywhere on the reward claim card to trigger the claim flow

Player receives a purple gift box

The box opens and coins fly out

Player will see the coin grant anim

The reward card state changes to collected, where a tick icon appears with an overlay on the card

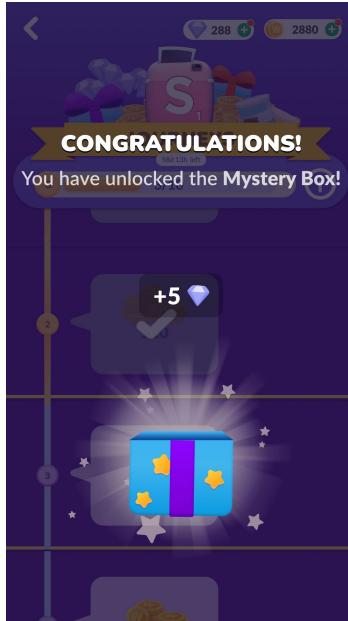
# Reward Grant flows: Purple Box (gems)



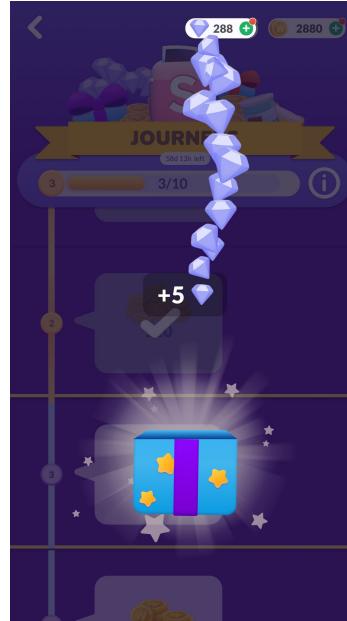
Player can click anywhere on the reward claim card to trigger the claim flow



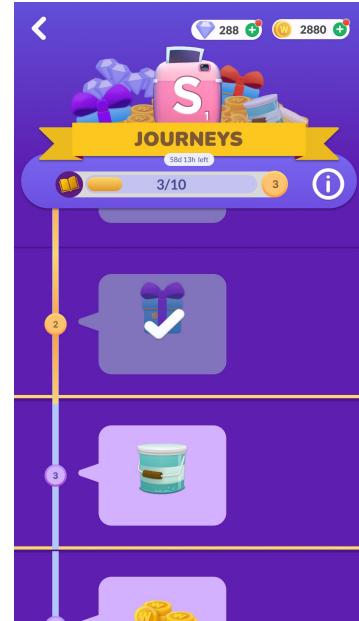
Player receives a purple gift box



The box opens and gems fly out



Player will see the gems grant anim



The reward card state changes to collected, where a tick icon appears with an overlay on the card

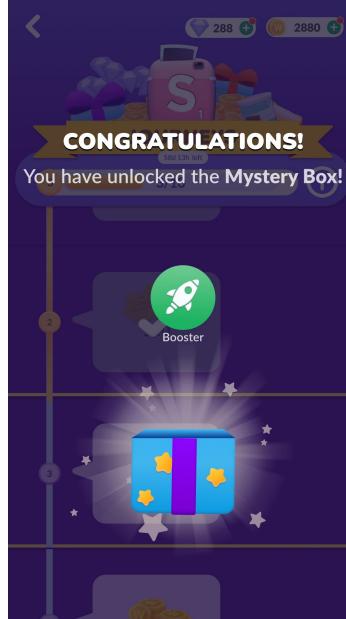
# Reward Grant flows: Purple Box (lb booster)



Player can click anywhere on the reward claim card to trigger the claim flow



Player receives a purple gift box

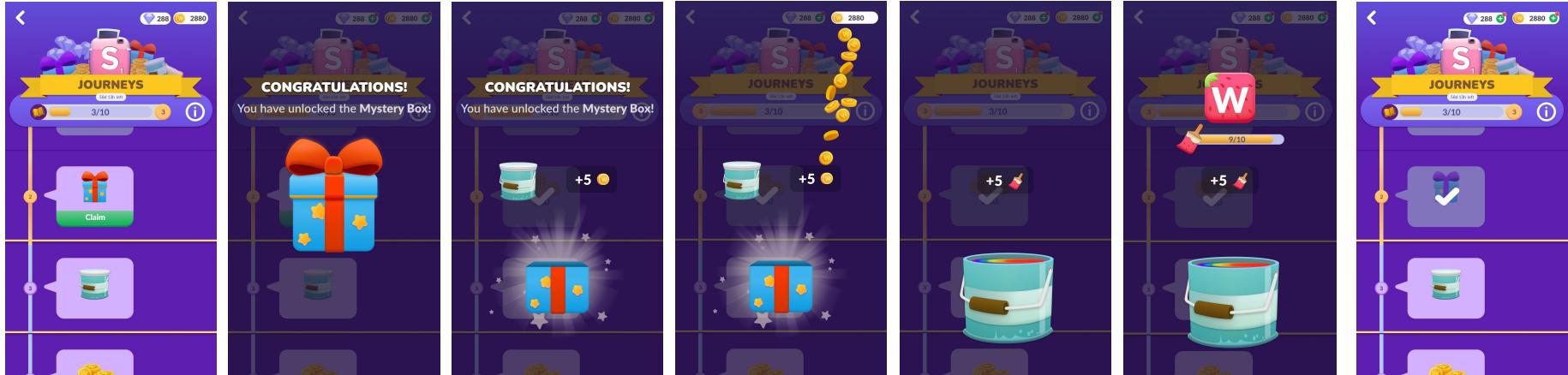


The box opens and booster icon fades out



The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Red Box (Tile bucket + coins)



Player can click anywhere on the reward claim card to trigger the claim flow

Player receives a red gift box

The box opens, tile bucket and coins fly out

Player will see the coin grant anim

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

The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Red Box (Tile bucket + gems)



Player can click anywhere on the reward claim card to trigger the claim flow



Player receives a red gift box



The box opens, tile bucket and gems fly out



Player will see the gem grant anim



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



The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Red Box (Tile bucket + lb booster)



Player can click anywhere on the reward claim card to trigger the claim flow



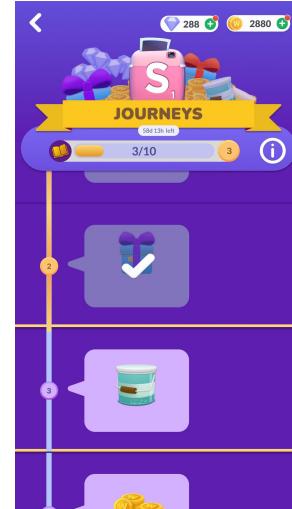
Player receives a red gift box



The box opens, tile bucket and LB booster fades out



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



The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Coin + Bucket grant



Player can click anywhere on the reward claim card to trigger the claim flow



On clicking on the reward claim card player will see the coin grant anim



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



The reward card state changes to collected, where a tick icon appears with a overlay on the card



The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Gems + Bucket grant



Player can click anywhere on the reward claim card to trigger the claim flow



On clicking on the reward claim card player will see the gems grant anim



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



The reward card state changes to collected, where a tick icon appears with a overlay on the card



# Reward Grant flows: Bucket + Gift box grant



Player can click anywhere on the reward claim card to trigger the claim flow



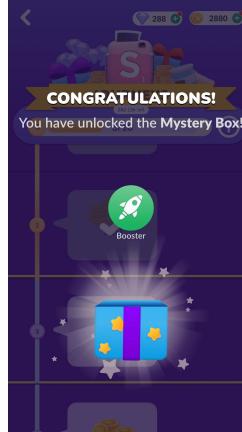
Player receives tile paint as reward, the tile paints fly into the tile progress bar and the number updates



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



Player receives a purple gift box. The box opens and booster icon fades out (or relevant reward grant flow > refer to earlier slides for the same)



The reward card state changes to collected, where a tick icon appears with an overlay on the card

# Reward Grant flows: Coins + Gift box grant



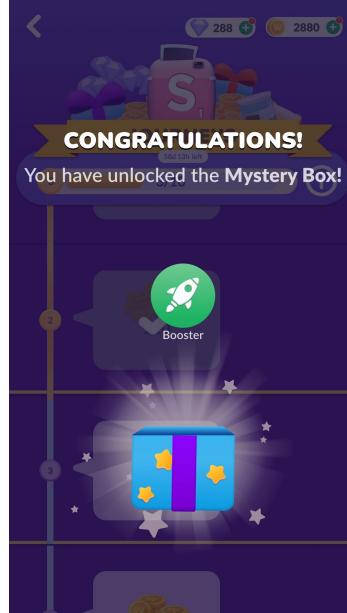
Player can click anywhere on the reward claim card to trigger the claim flow



On clicking on the reward claim card player will see the coin grant anim

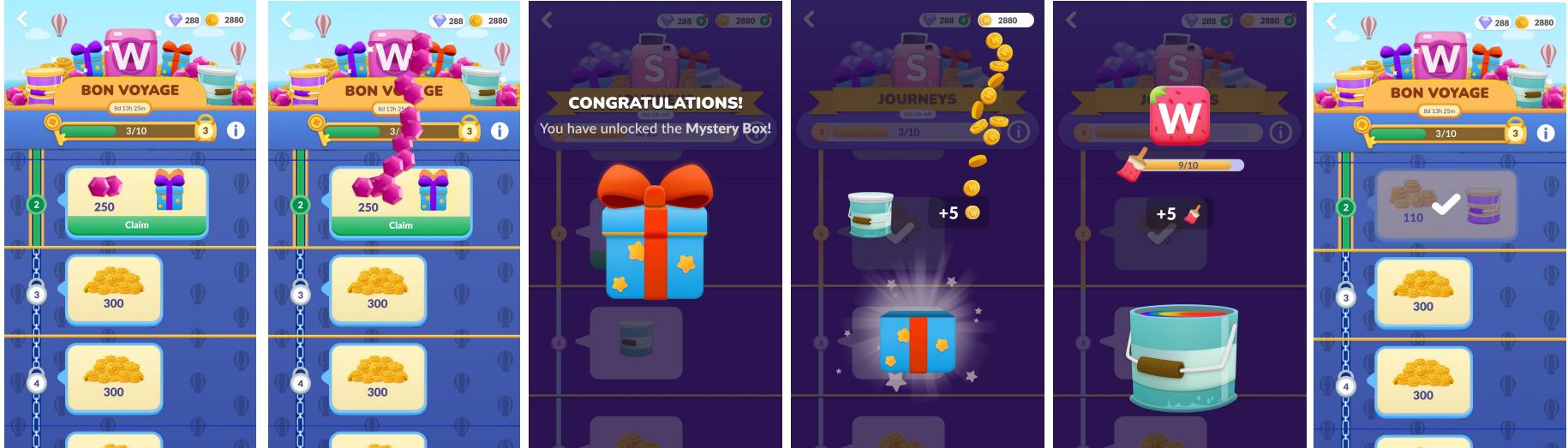


Player receives a purple gift box. The box opens and booster icon fades out(or relevant reward grant flow> refer to earlier slides for the same)



The reward card state changes to collected, where a tick icon appears with an overlay on the card

# Reward Grant flows: Gems + Gift box grant



Player can click anywhere on the reward claim card to trigger the claim flow

On clicking on the reward claim card player will see the gems grant anim

Player receives a purple gift box. The box opens and coin flies out(or relevant reward grant flow> refer to earlier slides for the same)

The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Coins + Gems grant



Player can click anywhere on the reward claim card to trigger the claim flow

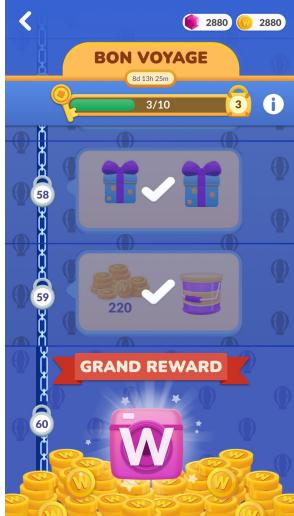


On clicking on the reward claim card player will see the coin grant anim and gems anim together

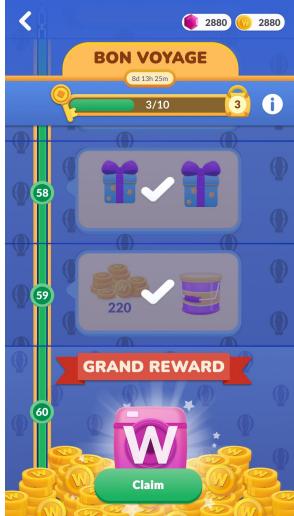


The reward card state changes to collected, where a tick icon appears with a overlay on the card

# Reward Grant flows: Final reward grant



Player will see the progress feedback(progress bar fills up> the level indicator state changes)



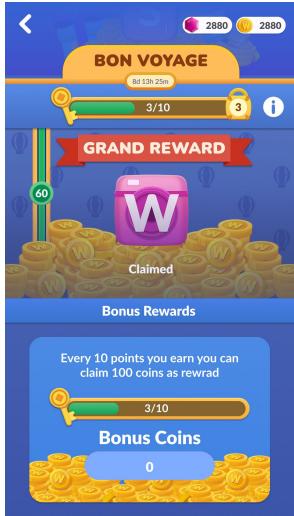
Claim button will appear on the final reward, and the progress bar disappears



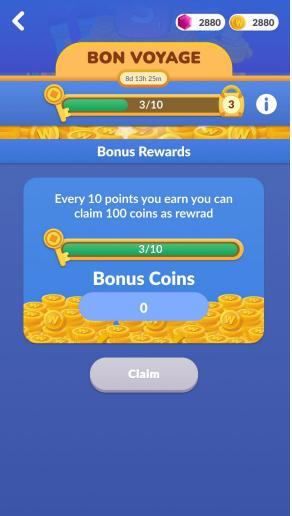
The new repeating card will appear at the bottom and the reward ladder scrolls up  
On clicking claim the coin grant anim happens first



Then the player is granted the new tile



After reward is claimed, the last level state changes to claimed



Once player lands back on the Reward screen the reward ladder scrolls up and the repeating reward card is visible on top

# Bonus Level

UI :

1. **Bonus level header** : Copy - Bonus Rewards
2. **Main Copy** : Every 'x' keys you earn, you can claim 'y' coins as reward [x represents no. of keys required to complete a bonus level, y represents coin reward for completing a bonus level]
3. **Progress bar** : Shows current progress of bonus level
4. **Bonus coins holder** : Holds the total no. of coins a player has accumulated by completing bonus levels
5. **Claim CTA** : This CTA will have 2 states :
  - a. Claim(green) :
    - i. Player can claim all available coins in the holder
    - ii. Player can accumulate coin rewards for multiple bonus levels together
      1. Clicking on claim will grant all available coins to the player
  - b. Unclaimable (greyed out) : Player has no yet accumulated rewards for atleast 1 bonus level



[Mock Link](#)

# For players completing the event before time

1. In case a player completes the designed levels before the event time runs out they will see repeating levels
2. As soon as they land on the reward ladder screen they will see the progress feedback and claim button appear (on the last reward)
  - a. They will also see bonus rewards section after they complete progression in the last reward
3. Bonus coins represents the total no. of coins a player is eligible to receive
4. Whenever the progress bar is completely filled,
  - a. Coins will be updated in bonus coins holder and progress bar will reset
  - b. Player will claim all the bonus coins all together



Progress feedback on reward ladder screen

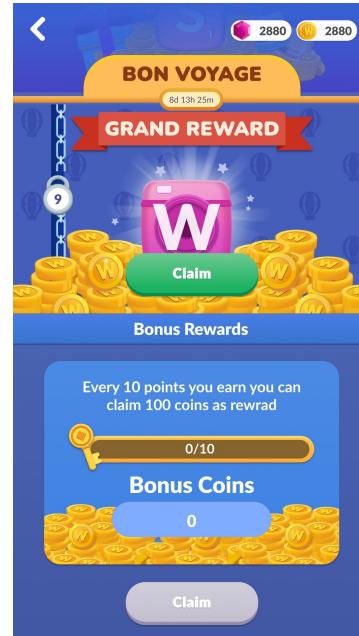


Claim button appears on last reward



Repeating levels card appears below and the screen scrolls. Additionally the card would show any spillover progress

# For players completing the event before time- contd.



Every filled progress bar  
the bonus coin counter  
updates and claim button  
becomes green

On clicking claim player  
will see coin grant  
animation

And the button will become  
disabled again

**Note :** These mocks are for flow purposes only

# Skip Animations

Grant flows are skippable by the user on tapping,

Skip animations are provided [here](#) in the form of a flowchart

# Changes in Carousel

# WOTD carousel card

1. Size of the card will change from 480 to 435
2. Icon size changed from 247x168 to 195x142
3. Left and right carousel card sizes changed from 380 to 350
  - a. heading font size changed from 42 to 35px
  - b. CTA font size changed from 30 to 28px
4. These changes will be in experiment



[Mock Link](#)

# Notifs and reskinning

# Notifs

## Event reset

**Notif Type :** Image → Image

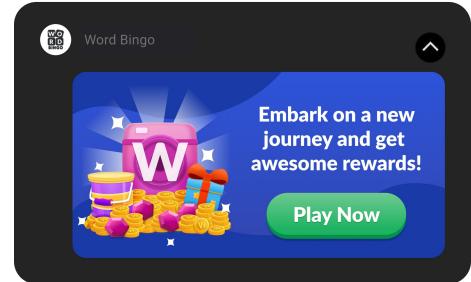
### Small Notif :

1. **Art + Copy :** New Season has arrived!



### Large Notif :

1. **Art+Copy :** Embark on a new journey and get awesome rewards!
2. **CTA :** Play Now



### Notif sending criteria :

1. This notif will be sent to those users who have unlocked the event and will be scheduled 1 day before the event starts
2. This notif will be a local notif and will fall under the special events channel
3. This notif will be scheduled on app pause and will be sent to the player at 2 PM - 3 PM local time when the event goes live
4. Priority : Priority in slot : **Event reset** > DLR > WOTD > Solo reset > DBH reset > DMB reset > DQ reset

[Mock Link](#)

**Landing Flow :** Open home screen

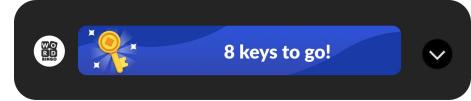
# Notifs

## Event progress

**Notif Type :** Image → Image

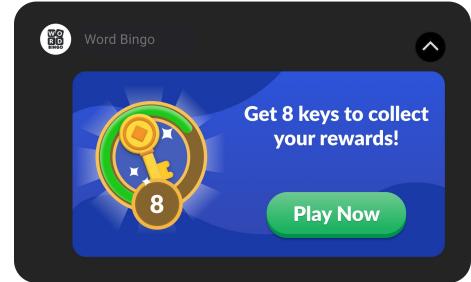
### Small Notif :

1. **Art + Copy :** x keys to go! [ x denotes the no. of keys required to complete the current level]



### Large Notif :

1. **Art+Copy :** Get x keys to collect your rewards!
2. **CTA :** Play Now



### Notif sending criteria :

1. This notif will be sent to those users who have unlocked the event
2. This notif will be a local notif and will fall under the special events channel
3. This notif will be scheduled on app pause and will be sent to the player at 4-5 PM local time (Slot 2) for the same day
4. Priority in the slot : Solo progress > DBH progress > Food Fiesta Progress > **Event Progress** > DMB progress > DQ progress > Backfill

[Mock Link](#)

**Landing Flow :** Open home screen

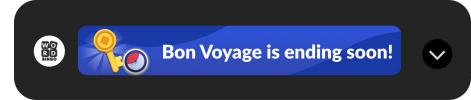
# Notifs

## Event end reminder

**Notif Type :** Image → Image

### Small Notif :

1. **Art + Copy :** Bon Voyage is ending soon!

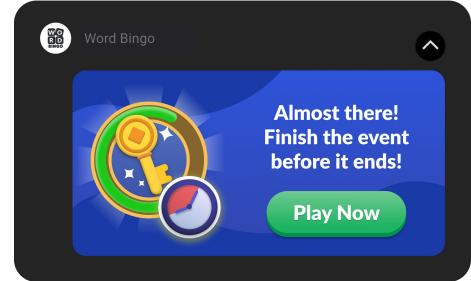


### Large Notif :

1. **Art+Copy :** Almost there! Finish the event before it ends!
2. **CTA :** Play Now

### Notif sending criteria :

1. This notif will be sent to those users who have unlocked the event and will be shown only on the day before the event ends
2. This notif will be a local notif and will fall under the special events channel
3. This notif will be scheduled on app pause and will be sent to the player at 6-7 PM local time **one day before the event ends**(Slot 3)
4. This notif will be scheduled on app pause when user comes into the game while the event is live



### Landing Flow : Open home screen

[Mock Link](#)

# Reskinning

The following screens will be applicable for reskinning :

1. Event Intro -
  - a. Header copy change
  - b. Prompt copy change (Max 2 lines)
  - c. Background art
  - d. Showcase tile
2. Reward Ladder screen -
  - a. Header name and art
  - b. Scrollable bg colour and bg pattern
  - c. Reward holder border colour
  - d. Unfilled path colour on levels
  - e. Separator colour
  - f. Banner on which the progress bar is placed
  - g. Background behind chain

# Reskinning Contd.

1. Grand reward - Tile
2. Notif dynamic changes - Copy changes , tile art and bg change
3. Game outro - Timer and background colour in the initial state of the key
4. Additional holder on showcase screen - Art and copy change
5. Bonus level -
  - a. Banner colour
  - b. Card colour
  - c. Coin container colour
6. How to play popup
  - a. Carousel 1 - Same changes as in game outro
  - b. Carousel 2 - Same changes as in Reward Ladder screen
  - c. Carousel 3 -Tile and background colour, pattern change

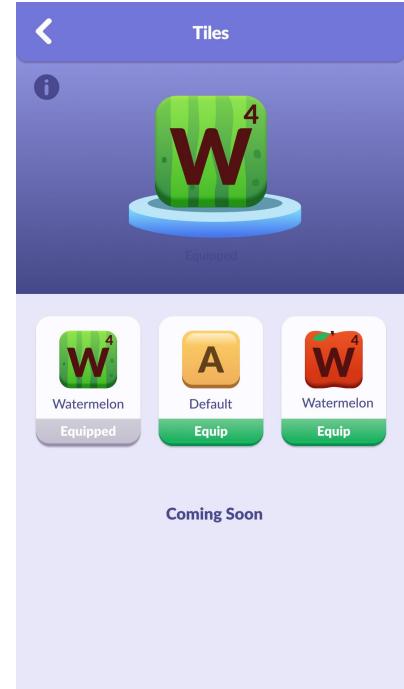
# Ramped down scenario

In case of a ramp down scenario (only for players who have seen *the variant of this feature and is also in control of food fiesta*, have at least 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

For players who were in variant of both features,

1. Inventory icon will remain for the player on homescreen
2. Player will be able to progress in tiles in food fiesta
3. All collected tiles will remain for the player
  - a. Player will be able to equip any of these tiles
4. Player will be able to progress in tiles of food fiesta
5. In progress and completed tiles in seasons will be removed for the player

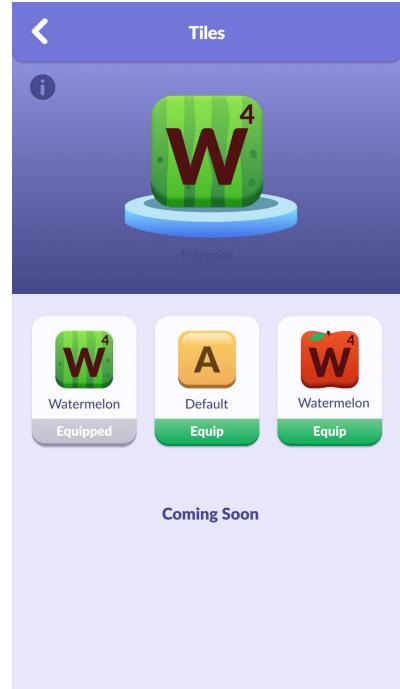


# Ramped down scenario

To be removed :

1. Surfacing of Event icon on homescreen, outro (key collection) will be removed  
[Player will receive coins on outro for existing and new matches]
2. Reward ladder screen will be removed
3. All event related notifs will be removed
4. Surfacing of in progress and locked tiles will be removed
5. Player will see default opponent tiles on gameboard
  - a. On new Food Fiesta event start, player will see FF tiles on opponent
6. Solo gems will be removed from the game, player can play solo series by doing w2e or sinking coins (same as existing)

UI of the screen will have “ Coming soon ” text



# Final sounds and mocks

[Mock link with sounds](#)

[Sounds link](#)

# Edge Cases

1. If player has unclaimed rewards at the end of the event, it will be granted from the backend when the player comes back
2. If player kills and relaunches the game when grant is occurring, player will be granted the reward in the backend and player will not see the grant for that reward again
3. If player clears the data and relaunches the game, the event progress should remain as is
4. For instant bot, solo and DBH, player will be granted keys on game complete (will be granted backend if player doesn't see outro)
  - a. For games which are over while player is on home screen (MP bots , real player games) player will be granted keys on seeing outro grant
5. In a scenario where player is on event ladder screen when the event gets over,
  - a. Player will be taken back to home screen
  - b. And, Player will be seeing this [toaster](#)
  - c. And, Player will be seeing the new event

**Note :** Any changes in event config will affect players current and later levels only, changes will reflect as soon as config is downloaded

# Experimentation Plan

- **Experiment name:** seasons\_v1

Control: no changes - 50%

Variant: as per spec - 50%

## Runtimes

- Levels & Rewards config details
- Keys - This will help us control the unintended boost to single player game modes (in config file)
  - This will denote the number of keys granted to players on different outro screens
  - It will have 3 sub fields
    - Default : 100 # 50 (no of keys in win # loss) - will apply to all outro screens other than solo / dbh
    - Solo : 80 # 40 (no of keys in win # loss)
    - DBH: 100
- Gems: It will have two sub fields
  - max\_cap : Denotes the max value of gems that can be in wallet (default : 5000)
  - sink : Denotes the sink required to start a solo game (default : 20). It will accept only natural numbers

# Runtimes contd.

- **Tile\_drop\_seasons** (similar to FF event)
  - 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
<a href="#">Slide 17</a>	Added note for cases players being in var of either seasons or food fiesta
<a href="#">Slide 22</a>	Added the functionality for back button on tile showcase screen
Slide 15, 32, 38	Added note section
<a href="#">Slide 14</a>	Added max cap for gems wallet and updated solo unlock condition
Slide 26	Updated time format and card functionality
<a href="#">Slide 29</a>	Added priority logic for when to show gems counter on game modes screen
<a href="#">Slide 73</a>	Added ramp down scenario
<a href="#">Slide 39</a>	Added point 4, scenario where player doesn't claim on seeing hand prompt
<a href="#">Slide 77</a>	Added condition for opponent tiles on event ramp down scenario
<a href="#">Slide 27</a>	Updated scroll button functionality
<a href="#">Slide 40</a>	Updated solo gems FTUE edgecase
<a href="#">Slide 15</a>	Gems card will be shown at centre of the viewport
<a href="#">Slide 70</a>	Updated carousel card for MOTD

# KickOff

# Introduction

## What is Player level progression?

These powerful mechanisms drive players forward and create a compelling journey of growth and achievement. These are the dynamic gears that shape the gaming experience and offer a sense of continuity. Progression systems chart a trajectory of growth that draws players deeper into the game world.

## Why do we need a PLP?

The answer lies in the trifecta of **engagement**, **retention**, and **monetization**.

- A well-designed progression system stokes the player's desire to advance and triggers an upward spiral of engagement.
- The promise of a more potent weapon, a more challenging level, or a higher leaderboard position keeps the game alive in the player's mind, driving retention.
- Lastly, the alluring call of accelerated progress can pave the way for successful monetization strategies.

# What are the upsides of having a PLP

1. **Boost Player Engagement:** Progression systems act as the fuel for player engagement. They provide a clear path forward and offer tangible rewards, such as new abilities, keys, or unlocked content, which keep players interested over time
2. **Enhance Player Retention:** By ensuring that players have goals to strive for, progression systems encourage them to return to the game regularly. This is crucial for maintaining an active player base
3. **Facilitate Monetization:** The desire for accelerated progress can lead to monetization opportunities. Players may be willing to make purchases to advance more quickly within the game
4. **Introduce Game Features Gradually:** A well-designed progression system can help introduce new features and meta-layers of the game at a pace that doesn't overwhelm players, ensuring they have a solid grasp of existing mechanics before encountering new ones
5. **Create a Compelling Journey:** Progression systems chart a trajectory of growth that draws players deeper into the game world, creating a compelling journey of growth and achievement

# What are the downsides/risks of having a PLP

1. **Risk of Boredom:** If a progression system relies heavily on vertical progression, where players gain levels or stats without significant changes to gameplay, it can lead to boredom. Players may tire of the repetitive nature of simply acquiring higher stats without new challenges or gameplay mechanics
2. **Overemphasis on Grinding:** Some progression systems may inadvertently encourage grinding, where players repeat content or tasks to progress. This can make the game feel like a chore rather than an enjoyable experience
3. **Potential for Unbalanced Gameplay:** Poorly designed progression systems can lead to unbalanced gameplay, where certain players or characters become too powerful, disrupting the competitive balance and fairness of the game
4. **Reduced Replayability:** Progression systems that focus on discovery or mastery can have very weak replayability. Once players have learned the game mechanics or mastered the game, there may be little incentive to play again
5. **Complexity and Overwhelm:** Introducing too many features or mechanics through a progression system can overwhelm players, especially if not well-paced or explained. This can lead to frustration and disengagement
6. **Monetization Pressures:** In some cases, progression systems can be designed to pressure players into making purchases to progress, which can lead to negative perceptions of the game and its developers. Eg : EA with FIFA, where best player cards are locked behind IAP purchases

**Note :** It's important for us to carefully consider these potential downsides when designing progression systems to ensure they improve rather than worsen the gaming experience.

# What are the common elements in a PLP

1. **Experience Points (XP):** Players earn XP for completing tasks, defeating enemies, or achieving certain goals. Accumulating XP leads to leveling up
2. **Levels:** As players accumulate XP, they reach new levels. Each level can unlock new abilities, keys, or areas in the game
3. **Challenges and Quests:** Completing these can grant XP, keys, or other rewards that contribute to the player's progression
4. **Achievements and Badges:** These serve as milestones and recognition of the player's accomplishments within the game
5. **Unlocking Content:** Progression can unlock new game areas, storylines, or modes that keep the game fresh and engaging
6. **Progress Bars:** Visual indicators that show how close a player is to the next level or achievement

**Note :** It's not necessary for games to have all these common elements

# Player motivators in PLP

1. **Competition:** Players are often driven by the desire to compete with others, striving for higher ranks and status within the game community.
2. **Skillfulness:** The pursuit of mastery and competency is a strong motivator. Players enjoy improving their skills and demonstrating their prowess in the game.
3. **Achievement:** Progressing through levels often involves completing challenges and unlocking keys, which provides a sense of accomplishment.
4. **Reasoning:** Some players are motivated by the intellectual challenge that comes with strategizing and problem-solving as they progress in the game.
5. **Creativity:** The ability to express oneself creatively, whether through character customization or in-game creations, can be a significant draw for players.
6. **Socializing:** For many, games offer a social platform where they can interact with friends and make new ones, which is facilitated by progressing together.
7. **Relaxation:** Games can also serve as a form of relaxation, and progression systems can contribute to a relaxing experience by providing clear goals and rewards.
8. **Exploration:** The drive to explore new worlds and experiences is another motivator. Progression systems can unlock new areas and content, satisfying this curiosity.

## [Resource Link](#)

# Casual games with good PLP

1. **Candy Crush Saga:** As players progress through the levels, they are posed with new challenges and mechanics in the level
2. **Alto's Odyssey:** As players progress, they unlock new characters which have better stats
3. **Stardew Valley:** As players progress, they grow their farm, improve skills, and unlock new areas to explore.
4. **Mario Kart Tour:** Players can unlock new drivers, karts, and gliders as they progress through different cups
5. **Match Masters :** Players unlock new themes, features/mechanics and new events along with special powerups as they progress
6. **Clash Royale :** Players unlock new cards, chests tokens etc which allow them to get stronger in the game and advance

## So what is common in the PLP system for all these games?

All of these games have their progress tied to unlocking new mechanics, creating variability in gameplay and giving the player a sense of development and advancement

We want to explore this area to come up with ideas around how we can introduce gameplay advancements in our game

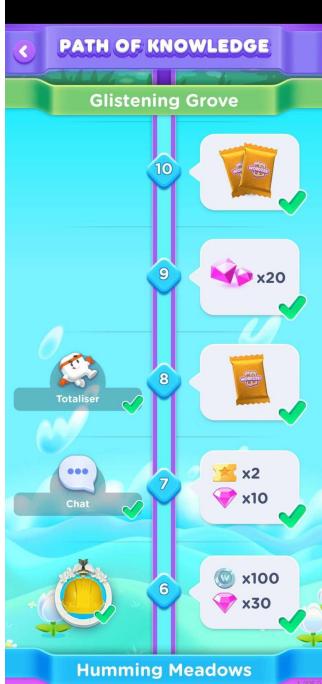
# What are our competitors doing?

Game	Progression type	Metrics to progress	Visualisation	Rewards	Motivators	Risk	Limitation
Wordzee	XP system	on game over you earn 100 xp and 150xp if its a win Also, XP is collected from completing quests (10-55) XP	linear progression bar, with associated rewards and unlocks.	gems, tiles, tile packs, coins, tickets + frames for each tier, also feature unlocks (not valid for all players)	Progressive unlocking would make players come back for more content (Exploration) Variable rewards offer sense of achievement	Tuning/ Balancing	Unlocking happens till lvl 8, Frames granted are subjective as not all will like them , Player cannot track their level progress
Word Yatzy	Collection level progression	To unlock and upgrade tiles you need tile credits and coins; unlocking tile= +1, upgrades= +2, 4, 6 in levels, Different tile collections unlock at different levels; coins are collected= spinner	linear progression bar with rewards associated alongside	xp, chests(tile credits and coins), tier unlocks for new tiles	Allows players to unlock and collect more tiles granting them a sense of achievement	Too much grind to be on higher levels	Tiles as rewards could be subjective, might not work for all
	Quest based XP system	Players can get XP from collecting quests (10-50) XP also +5 xp for win and +2 xp for loss	linear progression bar	gems	NA	Boredom, No long term value because of the reward	Reward is not shown until player has completed the level

# What are our competitors doing?



Wordzee PLP surfacing  
on homescreen



Wordzee PLP screen



Word yatzy collection  
level screen



Word yatzy XP system  
in achievements tab

# What can we do in our game?

1. We want to inculcate an xp system in the game
  - a. XP could be gained by wins/losses/completing quests
  - b. This xp system could also be quality of actions such as margin of score in wins / losses, making bingos, collecting DL/TL/DW/TW
2. Visualisation could be a linear progression system with new arenas representing each tier
3. Rewards could be :
  - a. Tile packs
  - b. Coin boosters
  - c. LB boosters
  - d. Frames
  - e. Coins
  - f. W2e skip
  - g. XP booster
  - h. Streak shield for DLR/DBH
  - i. Bonus tiles: like royal match power-ups

# Open Points

- MVP requirement - quintessentials
- What would make or break this feature?
- Core actions we will drive?

# Type 1

1. Player will take part in a 30 day event where player has to collect sticker sets
2. There will be a total of 5 sticker sets
  - a. Each sticker set will consist of 5 stickers to collect
  - b. Completing a sticker set will grant a reward to the player
3. Each sticker will be graded by quality :
  - a. Common
  - b. Rare
  - c. Epic
4. Each sticker set will have
  - a. 2 Common stickers
  - b. 2 Rare stickers
  - c. 1 Epic sticker

# Pros

- Will add variability in gift boxes
- Will add longer term goals for the player
- Will help in constraining coin tap sources

# Cons

- Huge dependency on art

# Type 1

1. Stickers will be granted through gift boxes from,
  - a. Game win
  - b. Solo series win
  - c. DLR soft streak
  - d. Leaderboard prizes
  - e. Chest boxes
  - f. IAP
  - g. W2e

*It is not necessary to give it through all the gift boxes, the sources of sticker grant is open to discussion*

2. Player can also collect duplicates if,
  - a. If player already has the sticker it will be converted into duplicates
  - b. Each time a sticker is converted, it converts into 1 duplicate
  - c. Collecting enough duplicates will grant a player a premium gift box

**Note :** We have to create a monthly cadence to create new stickers

# Pros

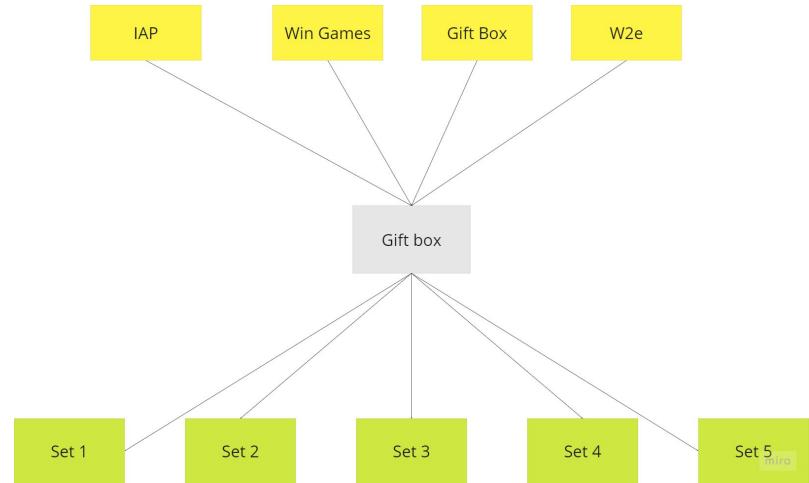
- Will add variability in gift boxes
- Limited time event will push players to engage during the event
- Will help in constraining coin tap sources

# Cons

- Players might not be motivated enough to play the next event if rewards are not enticing enough
- Huge dependency on art

# Type 2

1. Player will take part in a long term collection where player has to collect sticker sets
2. There will be a total of 5 sticker sets
  - a. Each sticker set will consist of 5 stickers to collect
  - b. Completing each sticker set will grant a milestone reward to the player
3. Each sticker will be graded by quality :
  - a. Common
  - b. Rare
  - c. Epic
4. Each sticker set will have
  - a. 2 Common stickers
  - b. 2 Rare stickers
  - c. 1 Epic sticker
5. Player can also upgrade these stickers to attain higher milestone rewards for that sticker set
  - a. Stickers can be upgraded by collecting credits
    - i. Credits can be obtained through gift boxes



## Type 2

1. Stickers will be granted through gift boxes from,
  - a. Game win
  - b. Solo series win
  - c. DLR soft streak
  - d. Leaderboard prizes
  - e. Chest boxes
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  - g. W2e

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# Type 2

## Why will this work?

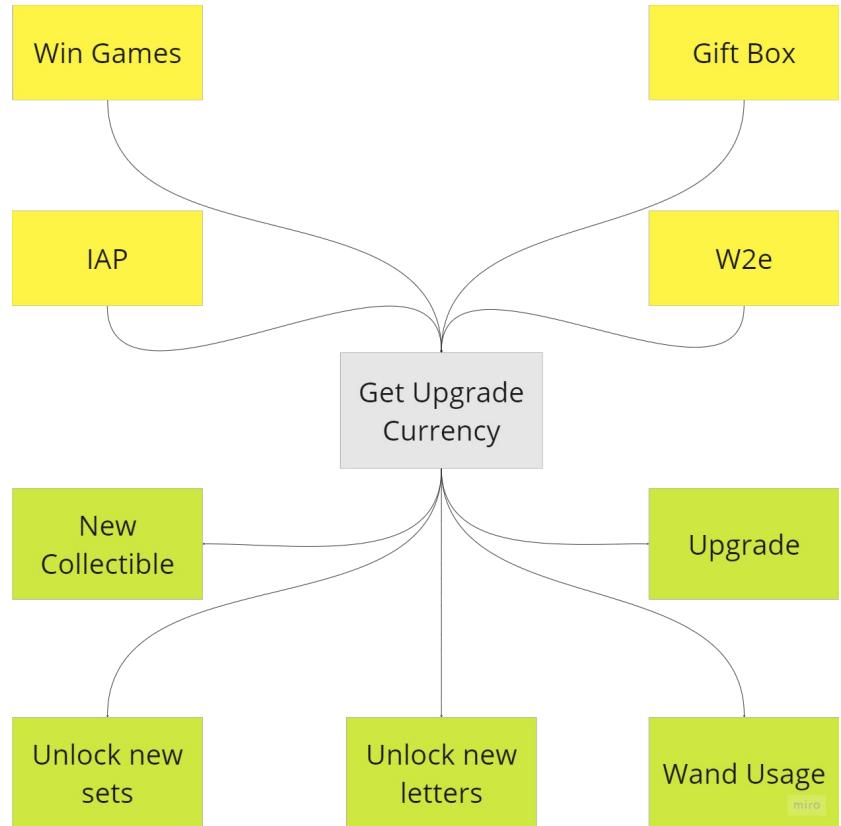
1. Adds a promising powerup in the game and players will have more control when compared to swap
2. The collection of different sets adds a longer term task for the player

## What do we need to do to make it work?

1. Tune the economy in such a way that this powerup and swap feels comparable
2. Figure out how to put this into the match making system
3. Have an understanding of the time period we are targeting in this feature

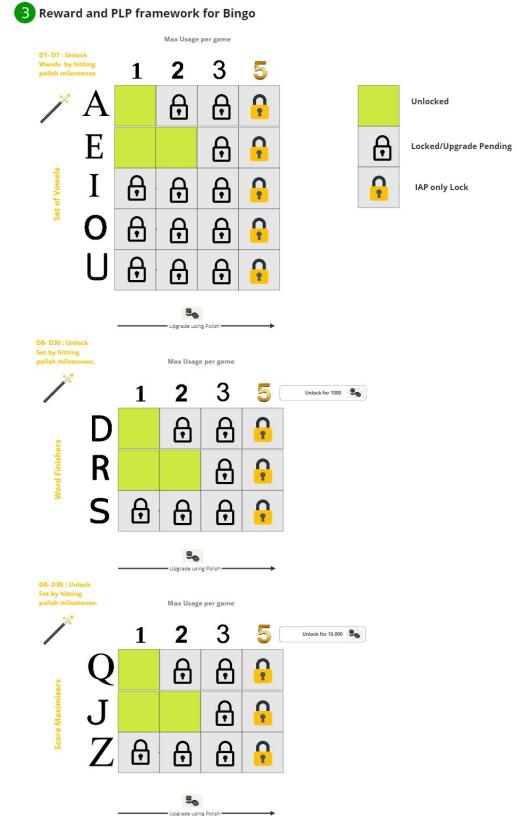
# Type 3

1. Players will be collecting an upgrade currency by,
  - a. Winning games
  - b. IAP
  - c. W2e
  - d. Free drops from gift boxes
2. This upgrade currency will be used to,
  - a. Use the wand
  - b. Upgrade the wand
    - i. Add the no of wand usage in a match
    - ii. Also increases the cost of using the wand before match start
  - c. Unlock new sets
  - d. Unlock new letters in a set
3. Wand is a powerup which will replace any given letter with a designated letter on the rack
  - a. Player has to pre-select a designated letter before player starts a match



# Type 3

1. There is a progression system tied to the wand
2. There are 3 collection sets a player will complete
  - a. Vowel set
    - i. Consists of letters A,E,I,O,U
    - ii. Each letter has 3 levels of upgrade
    - iii. By default, level 1 A will be unlocked
    - iv. Players can spend upgrade currency to unlock new letters in a set
  - b. Finisher set
    - i. Player can unlock this set by spending 2000 upgrade currency
    - ii. Consists of letters D,R,S
    - iii. Each letter has 3 levels of upgrade
    - iv. By default, level 1 D will be unlocked
    - v. Players can spend upgrade currency to unlock new letters in a set
  - c. Maximiser set
    - i. Player can unlock this set by spending 10000 upgrade currency
    - ii. Consists of letters Q,J,Z
    - iii. Each letter has 3 levels of upgrade
    - iv. By default, level 1 Q will be unlocked
    - v. Players can spend upgrade currency to unlock new letters in a set



# Pros

- Will add longer term goals for the player
- Will help in constraining coin tap sources by adding new currency
- Ties very well to the core
- Adds an element of strategy before match starts

# Cons

- Risk of swap cannibalisation
- Multiple metas tied to the core may lead to the gb being crammed
- Might be complicated for users to understand

# Type 3

## Why will this work?

1. Adds a promising powerup in the game and players will have more control when compared to swap
2. The collection of different sets adds a longer term task for the player

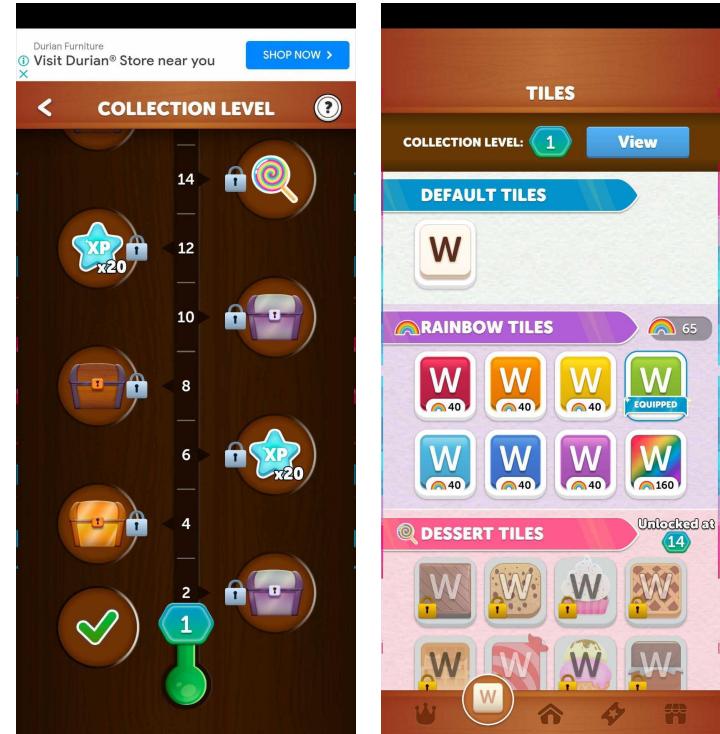
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# Type 4 (Word yatzy tile collection)

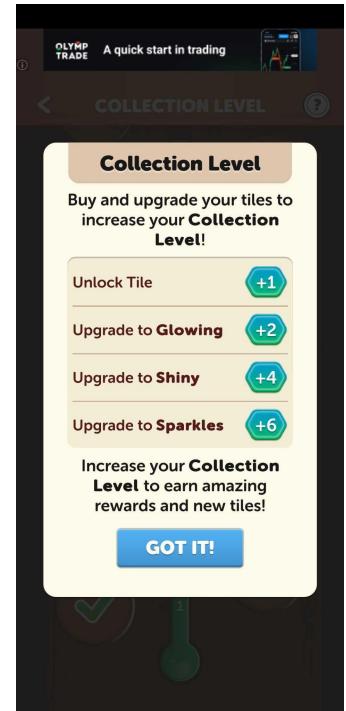
1. There is a progression system where player will collect tiles
  - a. These tiles will work on a separate system from food fiesta
2. Player has to collect tile credits to unlock new tiles
3. Player has to collect upgrade currency (UC) to upgrade these tiles
  - a. Each tile has 3 tiers of upgrades:
    - i. Basic
    - ii. Shine
    - iii. Glow

After reaching a certain collection level, player can unlock new tiles (At level 14, player can collect dessert tiles)



# Type 4

1. Buying a new tile will add +1 to the level progress
2. Upgrading a tile to
  - a. Level 2 will add +2 progress
  - b. Level 3 will add +3 progress
  - c. Level 4 will add +4 progress
3. Rewards could be,
  - a. Tile credits
  - b. Upgrade currency
  - c. Coins
  - d. Free swap
  - e. Unlock new tile sets



# Pros

- Will add longer term goals for the player
- Will help in constraining coin tap sources by adding new currency
- Ties very well to the core
- Adds an element of choice as player can upgrade and buy any tile

# Cons

- Multiple systems of tiles might divide the user base

# Feature Pitch

# Problem Statement

1. **Economy tuning** - Our only currency in game is coins, where we have a lot of tap sources but very few sink sources
  - a. Competition doesn't provide core economy currency (coins) on gameover / other avenues. They use xp to provide a sense a reward and progression to players
2. **Long term retention** - There is a huge delta in our D30/D1 ratio when compared to Wordzee

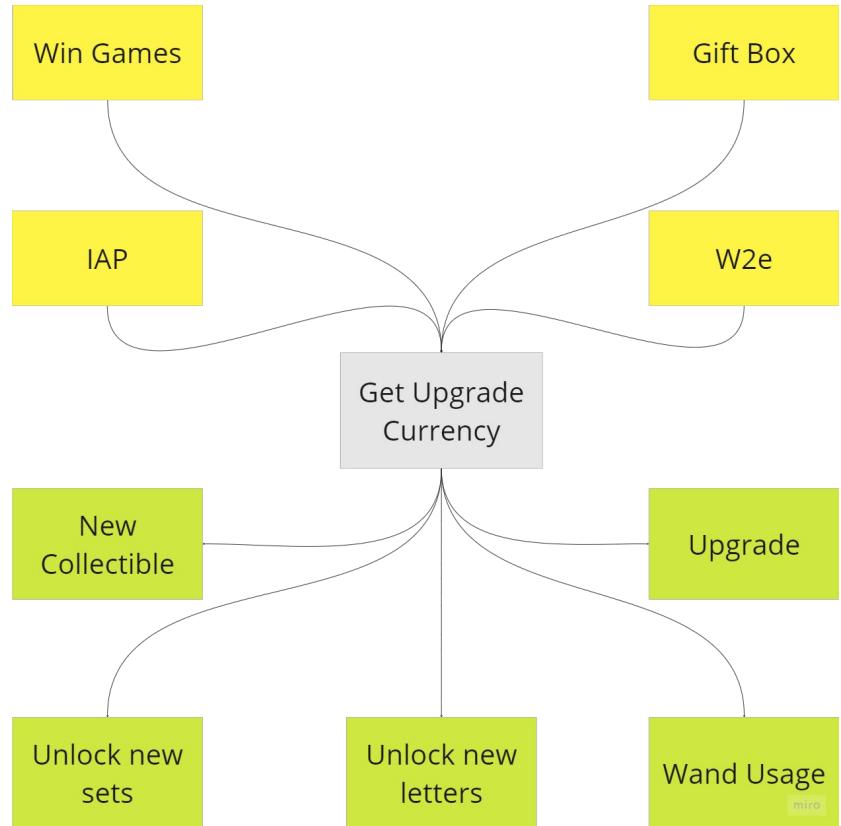
We realized it would be both tricky and time consuming to solve both these problems at the same time

So we want to prioritize and tackle both these problems separately

	Wordzee	Yatzy	Bingo
D7 / D1	56%	30%	52%
D14 / D1	51%	20%	40%
D30 / D1	45%	13%	30%
IAP RPD	13 cents	7 cents	4 cents

# Powerup

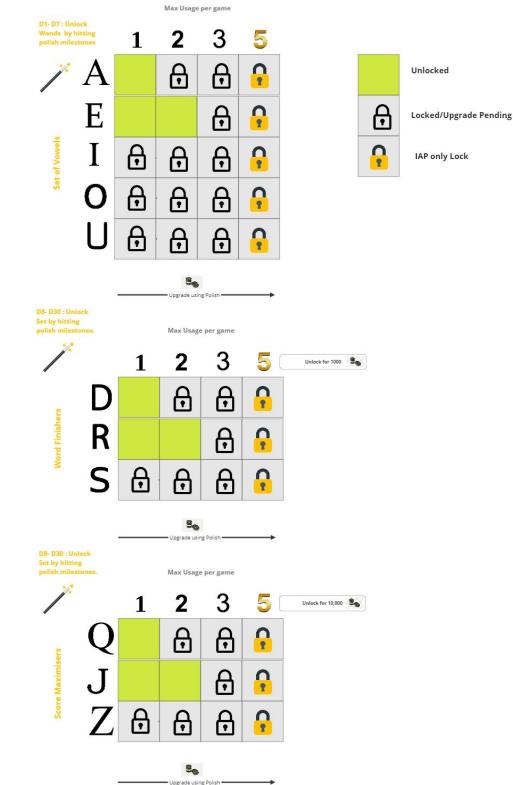
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③ Reward and PLP framework for Bingo



# Powerup

## Why will this work?

1. Adds a promising powerup in the game and players will have more control when compared to swap
2. The collection of different sets adds a longer term task for the player

## What do we need to do to make it work?

1. Tune the economy in such a way that this powerup and swap feels comparable
2. Figure out how to put this into the match making system
3. Have an understanding of the time period we are targeting in this feature

# Economy Tuning

For this we will build an XP system where player progresses on game completes

1. For loss and draw, player receives 10 XP
2. For Win, Player receives 100 XP
3. For resigning, player receives no XP

This is a tentative calculation done for 10 levels

This is based on the average moves required for a player to earn 350 coins (1 swap)

Level	Moves	reward
1	5	100
2	10	150
3	15	150
4	20	200
5	25	200
6	30	250
7	35	250
8	40	300
9	45	300
10	50	350

# Economy Tuning

1. We will create a permanent surfacing for xp on home screen
  - a. Player can see their current progress in the current level
  - b. Player can also see the xp required to progress to the next level
2. For V1, we will grant coins as reward
  - a. For V2, we will introduce new rewards after Food fiesta experiment has been closed

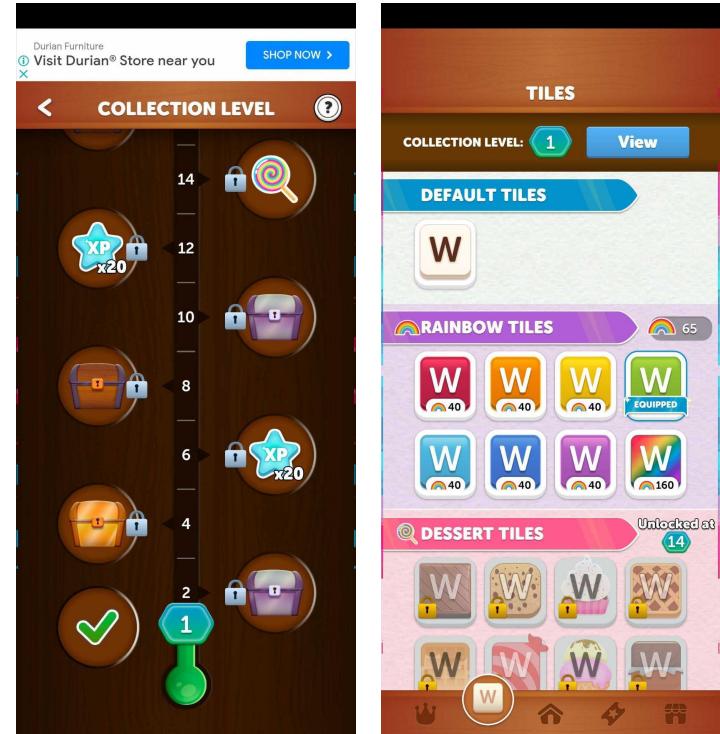
## Why will this work?

1. This will help us test XP as a currency
  - a. This will also help us understand how it affects player behaviour in long term
  - b. **Impact** : Players will strive towards XP collection
2. We will have control over the largest tap in the game i.e game outro
  - a. **Impact** : Reduce coin inflation from outro

# Long term retention

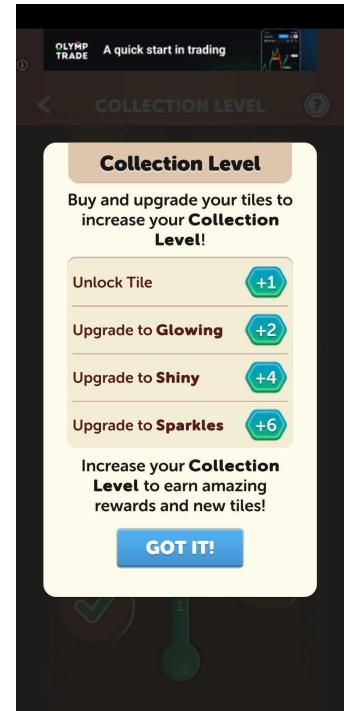
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  - a. These tiles will work on a separate system from food fiesta
2. Player has to collect tile credits to unlock new tiles
3. Player has to collect upgrade currency (UC) to upgrade these tiles
  - a. Each tile has 3 tiers of upgrades:
    - i. Shine
    - ii. Glow
    - iii. Sparkle

After reaching a certain collection level, player can unlock new tiles (At level 14, player can collect dessert tiles)



# Long term retention

1. Buying a new tile will add +1 to the level progress
2. Upgrading a tile to
  - a. Level 2 will add +2 progress
  - b. Level 3 will add +4 progress
  - c. Level 4 will add +6 progress
3. Rewards could be,
  - a. Tile credits
  - b. Upgrade currency
  - c. Coins
  - d. Free swap
  - e. Unlock new tile sets
  - f. XP
4. Tile credits and upgrade currency could also be received from other mystery boxes in the game like DLR/ solo series



# Long term retention

## Our hypothesis

1. Tiles will work as a better collectible when compared to stickers
  - a. It ties to the core better as it is usable on the gameboard
  - b. **Impact :** Create a higher potential for IAP with tiles
2. Creating new currencies will help to diversify the economy
  - a. This will help reduce coin inflation
  - b. **Impact :** Introducing these currencies through mystery boxes will give us more options for grant
3. Creating progressive unlock for tiles will give them a sense of exploration and progress
  - a. **Impact :** This creates a long term collection goal for the player

**Outcome :** Improve D30/D1 ratio by 20-30%

## Why this might not work?

1. This feature is heavily tuning dependant
2. For this to work, each tier of tiles must feel more lucrative and premium than the previous one

# Lifetime progression

## Pros

1. Sets a journey for the player with fixed goals
2. Players can play at their own pace

## Cons

1. Lack of urgency
2. Difficult to tune as multiple tuning would affect player progress

# Timed progression

## Pros

1. Creates urgency and FOMO as players might think that rewards will expire after event ends
2. Better IAP potential where it can be clubbed with a premium progression
3. Easier to tune as it is time based

## Cons

1. Can cause burnout in players
2. Reskinning and repackaging would be required to maximise the feature's potential

# Rewards

**For Collection systems we want to add the following rewards :**

1. Coins
2. Solo Tickets
3. Paint buckets (Grant logic will be same, but progression will be on different tiles)
4. Lb boosters (Same logic as in meta where player gets this on LB days and coins on non LB days)

# Competition Benchmarking (Ticket System)

## Wordzee

1. Wordzee uses tickets as an entry system to play highscore or totalizer
2. These tickets are earned by :
  - a. Being placed on the leaderboard (high score or totalizer)
  - b. By doing w2e on store
  - c. By completing quests
  - d. By sinking gems

## Word Yatzy

3. Yatzy uses tickets as an entry system to play highscore or Superscore
4. These tickets are earned by :
  - a. Being placed on the leaderboard (high score or Superscore)
  - b. By sinking gems

*Both games use different types of earn sources for tickets*

# Competition Benchmarking (Ticket System)

## Why are they using this?

1. To make these modes feel premium by making an exclusive currency
2. To make players invest more into the game mode (By providing tickets, players are expected to maximise when they use it)
3. To increase sink of hard currency
4. To reduce inflation of hard currency by rewarding players with tickets
5. To reduce cannibalisation of classic game

# Entry system as a reward

We want to add solo tickets as a reward in collection system

Why do we want it?

1. We want to test entry system as a reward
2. Solve the problem of economy where instead of granting coins we are granting tickets
3. Reduce friction from level to level progress in solo series

**Hypothesis :** Creating such a reward will push more players to engage with solo series

**Description :**

1. Players will be able to play solo series by :
  - a. Sinking coins
  - b. Doing w2e
  - c. By using tickets
2. Player will be receiving tickets by completing progression milestones
  - a. 1 ticket will be consumed when a level is started
  - b. If player already has a ticket, that will be shown as sink source by default
3. There will be an inventory for tickets present

# Entry system as a reward

## Why will players use tickets?

1. Gives ownership to the player
2. Player doesn't have to sink or do w2e to play a level in solo

## Can the tickets be used somewhere else?

1. If entry system as a mechanic works, we can use this to leverage other game modes
2. After taking reads, we can take a call whether to have a uniform or a multiple ticket system

# Expected upsides

1. Here we have assumed the hit on w2e and IAP when we introduce solo tickets
2. We have also assumed a upd increase in solo series as we are reducing friction from level to level
3. 0.22% LTV upside

upd	8.5%
apu	4.70
apd	0.40

**play\_w2e**

upd	10.6%
apu	-404.92
apd	-42.94

**play\_coins**

Ticket starts	10%
w2e hit apd	0.04
coins hit apd	-4.29

upd inc	2%
RR inc	12
moves inc	0.10

dau	13500
w2e hit	11.83

Net LTV	<b>0.22%</b>

1000	9
1,004.29	0.43%
RPD hit	0.064%
	0.02

# 60 event levels

## Pros :

1. Better reward placements
  - a. Allows for levels to have different types of rewards and not just coins
2. Shorter gratification loop
  - a. We are providing higher XP for wins and losses
3. Gives a sense of progression in every session

## Cons :

1. Low engagers might be overwhelmed seeing the levels

# 40 event levels

## Pros :

1. Feels more attainable (but player won't be able to compare)
2. Lesser rewards are provided here

## Cons :

1. As levels are less, making a milestone feel lucrative is hard
2. Gratification loop is longer when compared to the other tuning
3. For every level, coin is granted as a reward which makes coin feel like a basic reward

# 60 event levels vs 40 levels

Levels	Tile paints granted	Avg tiles granted	Solo tickets granted	LB boosters granted	Coins granted	Average sessions (till level 20)
40	24	3	18	5	7300	3.1
60	41	5+1(grand reward)	23	7	7310	1.4

**40 levels : (50 XP granted for wins and 25 XP for losses) [Link](#)**

1. Coins are granted on each level and hence feels like basic rewards
2. Feels more attainable (but player won't be able to compare)
3. Lesser rewards are provided here (might decrease production cost)

**60 levels : (100 XP granted for wins and 50 XP for losses) [Link](#)**

1. Variability in reward distribution across levels (coins are not given at every level)
2. Shorter gratification loop (players progress a level every session in early stage)
  - a. We are providing higher XP for wins and losses
3. Gives a sense of progression in every session (intrinsic reward for player completing levels)

**Suggestion :** To have 60 levels in the event as it has a better chance to push players to play more

# Higher tile grants

- High engagers will lose motivation to collect more tiles as will accumulate a lot of tiles (unless uniqueness or scarcity is created for tiles)
- Easier to hook players to tile collection loop

# Lower tile grants

- High engagers will have higher motivation are tile drops will be more spaced out
- Harder to hook players to tile collection loop

# No of tiles to be in the event

As this is a long term event, we want players to have ample tile bucket grants to hook the player in the loop of collecting tiles

We want the no of tiles collected to average around 4-6

**Note :** Number is taken after seeing other games

1. Scrabble Go grants 4 tiles in a 30 day event
2. Wordzee grants 4 tiles in a 15 day event

**What to do when player has a lot of tiles and does not have the motivation to collect more?**

Few solutions could be :

1. Create a themed collection system on tile sets
  - a. Player completes a collection set and gets a reward
2. Create an upgrade system with changing vfx and sfx on tiles
  - a. Similar to what yatzy does with their collection level
3. Create tile qualities
  - a. Leverage common and rare to create diff grades of tiles
    - i. Players strive to get rarer tiles as they think it is scarce
  - b. Create special vfx and sfx for word submit anim for each tile to create uniqueness

# Opportunities

- **Retention decay** is high for Bingo compared to Wordzee
- **Variability in Rewards - derisk** core economy - Competition doesn't provide core economy currency (coins) on gameover / other avenues. They use xp to provide a sense a reward and progression to players

	Wordzee	Yatzy	Bingo
D7 / D1	56%	30%	52%
D14 / D1	51%	20%	40%
D30 / D1	45%	13%	30%
IAP RPD	13 cents	7 cents	4 cents

# Seasons Opt V1

# Insights from Seasons Reads

## Insights:

1. There was very low awareness among players about seasons screen and its purpose
  - a. Seasons screen viewer UPD was only 20% of Dau
  - b. Only 2-4% new users viewed seasons reward claim FTUE each season.
  - c. This led to only 22 Bps D1RR upsides realised, even though the expected upsides were 120 Bps
2. Due to low seasons screen visitors, reward were left unclaimed leading to lower wallet balance.
  - a. This led to 4% drop in solo series engagement, stemming from lower coins and gems balance to proceed to next levels.
  - b. This also led to inflation of wallet balance and W2E IPD drop at season end due to auto reward grant.

## Next Steps:

1. Additional surfacing of seasons on game outro screen and on season renewals to increase awareness about seasons feature and induce reward claiming behaviour.
2. Changing seasons CTA and surfacing on homescreen to increase visibility and visitors on seasons screen.
3. Introducing keys W2E on seasons screen to help with seasons level progression.

# Business Goals

- Moves/DAU upside of 1.34 moves
- W2E imps/DAU increase of 0.05 imps
- D1RR upside of 42 Bps
- Increase in LTV by 5.90%

# Design Goals

- To induce reward claiming behaviour among players by increasing awareness about seasons feature.
- To provide players with additional W2E source linked to seasons progression on seasons screen.

# Expected Upsides

- Opportunity 1: D1RR upsides
  - Expected to effect 11% of DAU
  - Overall D1RR upsides of 42 Bps
  - LTV upside - 1.99%
- Opportunity 2: Solo engagement recovery
  - Moves/Dau upside of 0.16 moves
  - Engagement upside of 0.56%
  - LTV upside - 0.42%
- Opportunity 3: W2E button on season screen
  - Expected IPD upside of 0.0512 impressions or 2.28% W2E rev/dau upside.
  - LTV upside - 0.56%
- Opportunity 4: Engagement upside from claim behaviour
  - Moves/Dau upside 1.18 moves (3.93% upside)
  - LTV upside 2.93%
- **Net LTV upsides of 5.90%**

**Opportunity 1**

Considered DAU	11%
Effectuated ratio	60%
Expected D1RR upside	167 Bps
D1RR upside overall	42 Bps
<b>LTV upside(%)</b>	<b>1.99%</b>

**Opportunity 2**

Solo Moves/Dau	3.91
Upside expected	4%
Moves upside expected	0.16
Engagement upside	0.56%
<b>LTV upside</b>	<b>0.42%</b>

**Opportunity 3**

Expected CTR	8%
Expected CTR UPD	11%
Expected UPD	40%
Expected IPU rate	50%
Expected IPU	1.96
Expected Click Ratio	60%
Expected IPD upside	0.0512
W2E EO	2.28%
<b>LTV Upside</b>	<b>0.56%</b>

**Opportunity 4**

Considered DAU	6.10%
Level Upside expected	5.14
Moves Upside	1.18
Engagement Upside	3.93%
<b>LTV upside</b>	<b>2.93%</b>

# Vision

- Players interact more with seasons screen, leading to increase in rolling retention and engagement.
- Balancing out of wallet balance spikes at end of each season causing drop in W2E imps/DAU.
- Increase in W2E Rev/DAU due to progression based W2E provided on seasons screen

# Anti-vision

- Increased drop off from game outro screen due to new seasons animation and screen change.
- Keys grant w2e might lead to cannibalisation of other w2e sources.

# Overview

## 1. Season Icon Changes

- Claim button updated with a distinct seasonal look for better recognition.

## 2. Season Screen Changes

- Introduced **W2E** on season screen granting keys
- Adjusted placement of progress bar and info icon

## 3. Outro Changes

- **Variant 1: Auto-Claim Flow** → Players are automatically redirected to seasons screen when reward is available to claim
- **Variant 2: Player-Intended Claim Flow** → Players manually claim their rewards at outro.

→ However for both the variants we can have both auto claim and player intended claim flow through runtime reward\_claim\_auto\_popup.

→ This runtime is used to determines the levels till which we will be showing players auto claim flow and after that the player intended claim flow will start.

→ So for example if I set runtime as 50:2, then for var1 we will auto surfacing will be active till level 50 and var2 till level 2. Post which for both the variants we will have player initiated flow.

**Note :** Points 1 and 2 will have changes in both variants

# Event details

# Seasons icon changes

The seasons icon will have a claim state when there is atleast 1 unclaimed reward

There will be no idle animation.

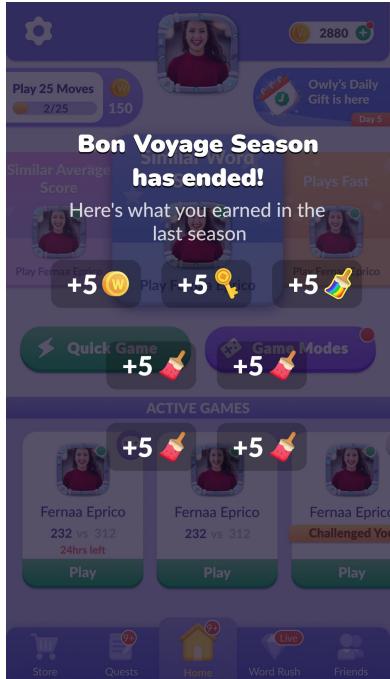


Old



[Mock Link](#)

# Seasons start flow (auto grant case)



- Once a season is over, user will be auto granted the rewards from the previous season (along with any other missed rewards). This flow will be shown only when new season starts.
- Note: Existing reward grant overlay to be used with ONLY the above copy changes
- Above screens are all part of the same home screen view

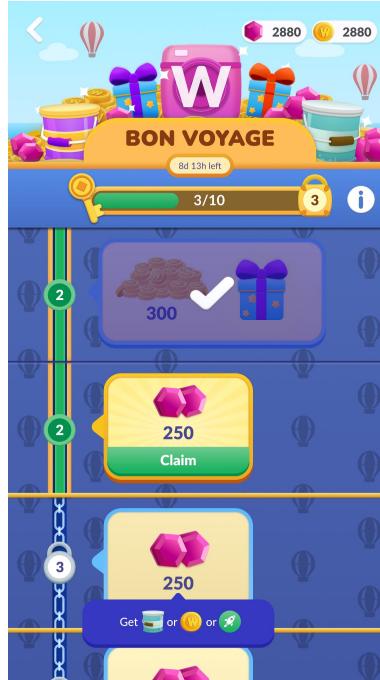
# Seasons screen changes

## UI changes :

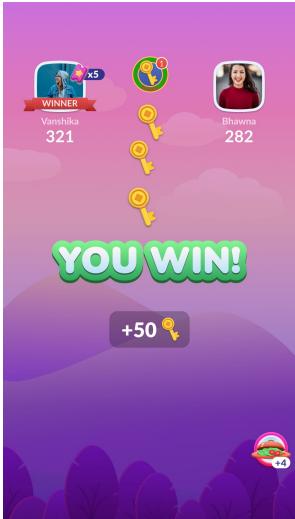
- Info icon** : Info icon to be shown right beside the header
- Progress bar** : Progress bar is shortened and on the left
- W2e button** : W2e button to be shown to be shown beside the progress bar

## W2e functionality :

- Clicking W2e button grants keys = 50 keys per W2E (config controlled)
- Players can do 2 w2e per day (config controlled)
  - When player has atleast done 1 w2e, they will see w2e timed state (timer logic works same as coins w2e)
  - When player has exhausted all w2e for the day or has w2e unavailable, player sees greyed out state
  - When w2e hasn't been unlocked (lifetime moves <25), player sees available soon state



# Outro changes var 1 - Auto surface



Player receives keys, and is then taken to the seasons screen (seasons screen will auto surface), only when they have enough keys to claim a reward/rewards. If player does not have any reward to claim, player will directly see the final outro screen.



If player has atleast 1 reward to claim and they complete a new level in seasons, player is transitioned to seasons screen



Screen animates to transition to the seasons screen.  
Clicking back or using native back takes them to outro

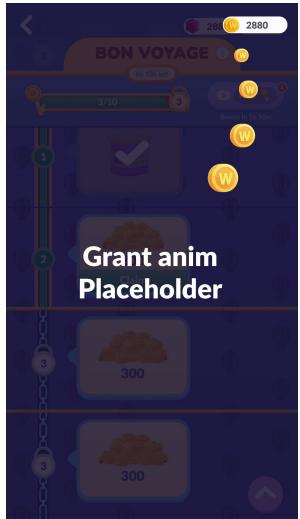
In case seasons end while the player is on season screen, then the player would be forced back to previous screen and go through auto grant flow onHS whenever they next go to HS.

[Mock Link for all usecases](#)

[Animation link](#)



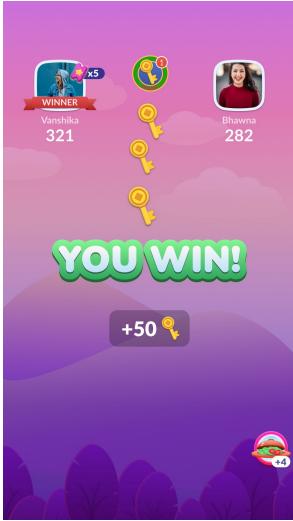
Grant anim occurs



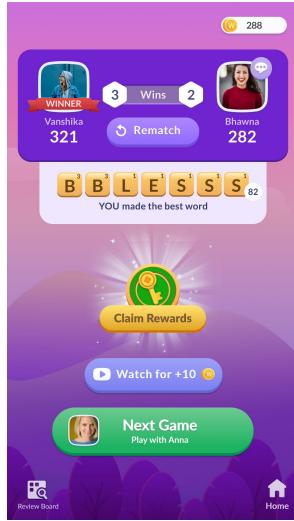
This will be the final outro screen with seasons icon which is clickable and takes to seasons screen

Player is transitioned to this screen if there are no rewards to claim

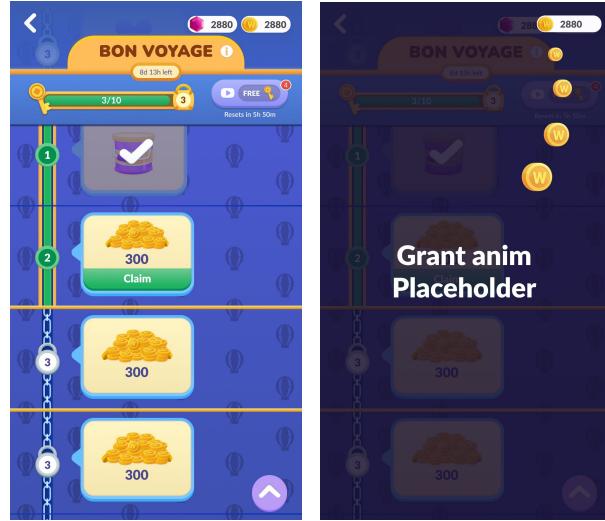
# Outro changes var 2 - Player initiated



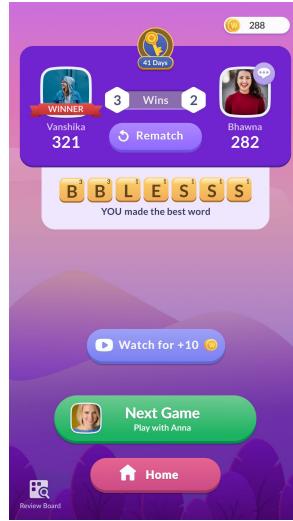
Player receives keys, and FF rewards



When player has collected enough keys to claim rewards, user will see the claim rewards with keys button.  
Home button changes to an icon in this approach. Position to be same as that of game modes outro.



Grant anim occurs



If player has claimed all rewards, this will be the final outro screen with seasons icon which is clickable and takes to seasons screen

Player is transitioned to this screen if there are no rewards to claim

# Experimentation Plan

- **Experiment name:** seasons\_v1
  - Control: no changes - 34%
  - Variant 1 : as per spec - 33%
  - Variant 2 : as per spec - 33%
- Runtime Name: reward\_claim\_auto\_popup: var1#var2 (levels till which auto season screen would be surfaced for each variant) (here if we input value 61, then it would mean that the auto surfacing would happen for bonus bank completions also)
  - Default Value: 60#2
- Max w2e values and key to be grant per w2e will be added in seasons config. Also the changes in config for w2e will come in effect from the current event itself.

# Tracking requirement

[Tracking Link](#)

# Changelog

Slide 139	Added the explanation of runtime and difference between var1 and var2
Slide 141	No idle animation will be done on the icon
Slide 142	Added the delayed grant flow description particularly for seasons auto grant.
Slide 143	Removed runtime statements for w2e
Slide 146	Removed runtime for w2e, this will be controlled via seasons config
Slide 144	Added auto grant flow in case of season end while player is on season screen

# Opportunities Identified

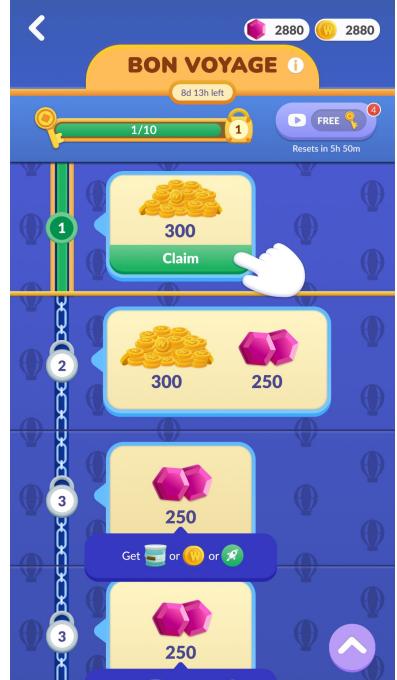
1. D1RR upsides (22BPS) below expected 120Bps; stronger lift achievable.
  - a. Low FTUE season screen visibility causing limited awareness of seasons.
  - b. Higher engagement with season screen correlates with improved D1RR across same engagement cohorts.
2. Solo series engagement dropped 4.1% due to low wallet balance from unclaimed rewards.
  - a. Driving reward claims can boost solo series engagement without affecting W2E and IAP rev/dau.
  - b. Prevents W2E IPD drop and wallet balance spike at season end.
3. Adding W2E button on season screen enables key acquisition for faster season progression.

% rewards claimed		Levels completed					
		1to5	6to10	11to20	21to45	46to55	56to60
0 to 10%		6%	20%	39%	60%	71%	85%
11 to 20		19%	24%	43%	58%	72%	85%
21 to 30		16%	28%	43%	59%	76%	83%
31 to 40		15%	27%	41%	60%	70%	84%
41 to 50		13%	27%	39%	59%	73%	86%
51 to 60		20%	28%	41%	60%	74%	85%
61 to 70		13%	25%	42%	61%	73%	82%
71 to 80		17%	30%	42%	61%	73%	85%
81 to 90			26%	44%	63%	73%	83%
91 to 100		16%	29%	48%	66%	76%	89%
Diff(BPS)		961	859	895	640	512	405

# Seasons Claim prompt

## Surfacing conditions :

1. Player sees hand prompt when they come to the seasons screen first time when a claim is available
2. They see this only once per season
3. On clicking claim, player claims the reward
4. On clicking anywhere in the screen or pressing native back, the prompt is dismissed



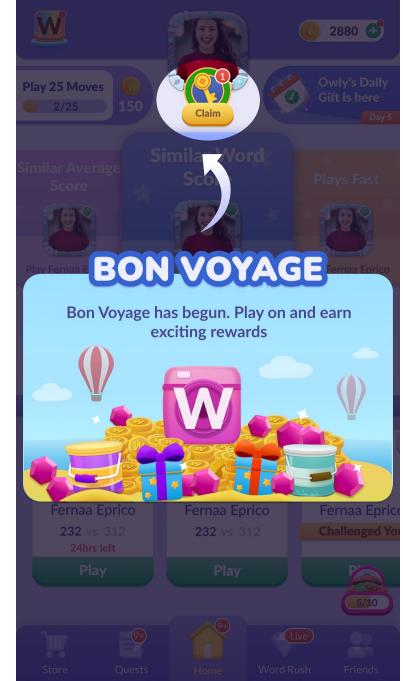
[Mock Link](#)

# Seasons start popup

This popup will be shown to all players post their first season whenever a new season starts

UI :

1. **Header :** Bon Voyage
2. **Sub text :** Bon Voyage has begun. Play on and earn exciting rewards!



Popup priority

# Seasons Opt V2

# Business Goals

- ?

# Design Goals

- ?

# Expected Upsides

?

# Vision

- ?

# Anti-vision

?



# Overview

Seasons IAP track is here!

**1. Season Screen changes :**

- a. A new paid track is added to the season screen
- b. Replacing currency counters with info icon and event timer
- c. Progress bar now shows next rewards
- d. Persistent surfacing for players who have not bought the VIP pack

**2. VIP Pack :**

- a. VIP popup is added for seasons
  - i. On buying this pack, the paid track for seasons is unlocked for the players

**3. Paid track rewards :**

- a. Rewards are added to the paid track

**4. FTUE and flow changes :**

- a. Claim and Gems FTUE to change spotlights to accommodate on the new screen

**5. Bonus Bank UI changes**

**6. Store Card for VIP pass**

# Event details

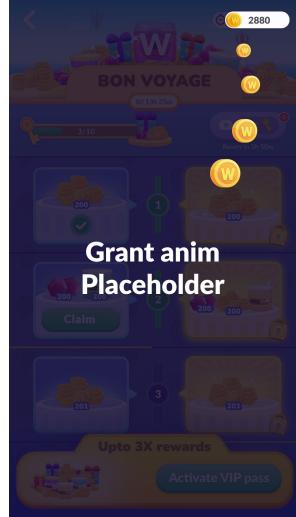
# Seasons screen changes

## UI Changes :

1. Event timer [[same logic](#) as seasons icon timer on HS] and info icon [[Opens H2p](#)]
2. Progress bar Showing current reward
3. Free and paid track card UI
  - a. Claimed : Player has claimed the reward [*Card will not be clickable*]
  - b. Claimable : Player has completed the level but has not yet claimed the reward [*Whole card is clickable and clicking will grant reward*]
  - c. Incomplete : Player has not yet completed the level and cannot claim the reward [*Whole card is clickable and clicking will show tooltip*]
4. Level Indicator UI change
  - a. Filled state - When level is complete
  - b. Unfilled state - When level is incomplete
5. Persistent holder for VIP pass
  - a. [To be removed if player has bought the VIP pass](#)
    - i. [A crown shows up on Bon Voyage](#) when player has bought the VIP Pass



# Claim flow



Lands on home screen from outro and has completed new levels, a jewel notif will appear on the event icon and timer will change to Claim button

On clicking on the icon player is taken to the reward ladder screen

Player sees level indicator fill anim and divider line anim

Player sees claim button and clicks

Player sees reward anim

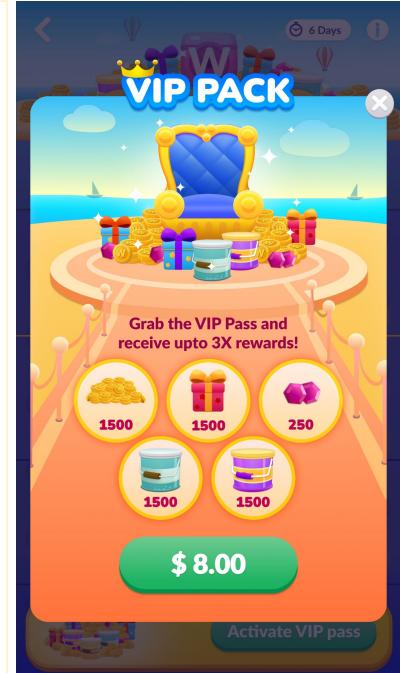
# VIP Pass Popup

UI :

1. **Header :** VIP Pass
2. **Body :** Grab the VIP Pass and receive upto 3x rewards!
  - a. Cumulative rewards to be shown for total coins, gems, giftboxes, paint buckets
3. **CTA :** Dollar value (Runtime controlled)

## Surfacing Logic

1. **Auto surface :**
2. **On clicking store card**
3. **On clicking persistent holder on Season screen**



[Mock Link](#)

# VIP Pass activation



Player sees Bon Voyage screen with all VIP levels unlocked till current screen



Player sees VIP Pass popup and clicks on CTA and completes the transaction



Player sees Bon Voyage screen with all VIP levels unlocked till current screen

# Dev UI requirements

[LINK](#)

# Experimentation Plan

- **Experiment name:** seasons\_v2
  - Control: 50%
  - Variant 1 : 50%

# Tracking requirement

Tracking Link

# Changelog