
Onboarding Changes

Spec

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Problem Statement

We have identified few problem statements in the current onboarding process (FTUE to 20 moves)

- Current FTUE funnel -
 - There is **no clear intent** set for the ftue steps
 - The transition from FTUE finish to Olivia game is abrupt, **lacks closure**
 - Attributes to **6% drop** off we see after players have viewed the first game board
- First 3 Game boards -
 - Prompts are not introduced at the right timing and hence lack context
 - NACTA prompts are too fast, **players take 12s on average to touch a tile, while prompts appear at 2s.**
- First Home screen view -
 - Currently most users are prompted to visit quest center, which **misdirects a new player** from interacting with the core game
 - **7.4% of installs drop off** after viewing the home screen for the first time
- First More games panel view -
 - More games panel pop-ups abruptly before away feedback is shown to the player
 - **~81% of the more games panel viewers close the popup** after viewing it, since they lack the context of why more game panel was shown to them

Vision

- Keeping the steps simple and short
- Teaching core concepts before entering the first game
- Completing the onboarding process with minimal distractions
- Following UI/UX pop-up/overlay guidelines

Anti-vision

- Over explaining FTUE
- Compromising on the quality due to step optimizations
- Feature size going high
- Dependencies on current experiments

Business Goals

- To increase D1 & D7 Retention by 63 bps and 25 bps respectively
- To increase LTDays by 5.51%

Design Goals

- To make a smooth transition of the player into the game by slowly introducing relevant elements, sections in the game.
- To showcase core mechanics to the player
- To create a curated flow which would reduce in-game distractions
- To simplify and make more clear steps for player to avoid cognitive load and confusions

Overview

This feature has been divided into four parts

- Creating a new game board for both FTUE variants
- Owly FTUE (Var 1)- Where we make the flow for the first 3 moves smoother letting players learn and implement in a PVP context
- Solo FTUE (Var 2)- It follows the same flow as FTUE 1 but in a single player scenario (excludes opponent plays, round multiplier and game outro) which makes the FTUE end faster
- Onboarding Changes-
 - Tuning easy tile racks
 - Tuning nacta prompts
 - Opponent away feedback
 - Introducing bingo, home screen and more games panel prompt
 - Outro changes in first 3 games
 - Play your move prompt change to animation feedback
 - Special tile feedback
 - Removing chat and dictionary intro

New Gameboard for both FTUE's

New Game Board - Owly FTUE

Player pic, name and score



Opponent pic, name and score

Coin counter

Round indicator

Game board with 3 rows
Bonus tile positions are fixed

Opponent row score

Letter rack

Player row score

Letter tiles

[BACK](#)

options

Swap button

Shuffle icon

New Game Board - Solo FTUE

Player pic, name and score



Coin counter

W 12000 +

Round indicator

Game board with 3 rows
Bonus tile positions are fixed

ROUND 1 OF 5

YOU

Player row score

Letter rack

Letter tiles

W⁴ I¹ S¹ E¹
V⁴ X⁸ J¹⁰

[BACK](#)

options

≡ Options

SWAP

FREE 1 2

Shuffle

Swap button

Shuffle icon

Owly's FTUE

Owly FTUE Overview

- This will be a PvP FTUE where the player will play against Owly(Easy bot)
- This match will consist of 3 moves
- Here we will teach the player the following things:
 - **Step 1:**How to form and submit a word
 - **Step 2:**How to swap to get better letters
 - **Step 3:**Reinforce the learnings by letting the player play a move on their own
 - Full flow animation: [Onboarding flow](#)

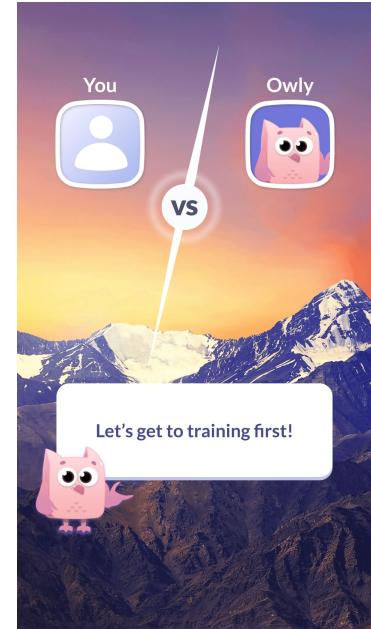
Step 1: Screen 1

Screen Overview:

- This is same as the game start screen
- This screen will have a player profile pic, owly profile pic and vs component
- It will have an intro prompt
 - **Text:** Let's get to training first!
- Screen Mock: [Screen1](#)

Flow:

- **Transition in:** After login player will be taken to this screen
- **On screen:** Game start animation will be followed by intro prompt which will remain for 3000ms
- **Animation timestamp:** 00:00



Screen 1

Logic:

- Player can't interact here

Step 1: Screen 2

Screen Overview:

- This is the [Slide 7: New Game Board - Owly FTUE](#)
- The letters V,X,J will be greyed out
- Swap, options and shuffle/recall button will not be present
- It will have a prompt
 - **Text:** Drag the letters to make **WISE**
- Screen Mock: [Screen2](#)

Flow:

- **Transition in:** After game start screen, the gameboard loads > tiles appear > then prompt and spotlight appear while the "VXJ" tiles get greyed out
- **Action:** This prompt will remain until **WISE** is placed on the tile rack
- **Animation Timestamp:** 00:02



Screen 2: mock

Step 1: Screen 2

Logic:

- "WISEVXJ" tile rack will be assigned to the player
- Player can only interact with the letters which follow the sequence of the given word.
- When hand cursor comes on a letter (Example:W), then the rest of the floating letters should not be tappable.
- Hand prompt animation will follow the existing logic
- Letters on the rack will not be tappable or draggable.
- User should not be able to shift the letters in the rack.
- Note: This is the same flow which we have in the current FTUE.



Screen 2: mock

Step 1: Screen 3 & 4

Screen Overview:

- Screen 3: "WISE" will appear on 2nd & 3rd row with score
- Screen 4: There will be a spotlight on the 3rd & 4th row along with rack and a prompt below the spotlight
 - **Text:** You have two rows to choose from
- Screen Mock: [Screen3](#), [Screen4](#)

Flow:

- **Transition in:** After player has formed WISE on rack, they will be taken to this screen (Screen 3)
- After 500 ms, the spotlight and prompt will appear (Screen 4) and will remain for 2000ms
- **Animation timestamp:** 00:13

Logic:

- Player can't interact with any screen here



Screen 3



Screen 4

Step 1: Screen 5

Screen Overview:

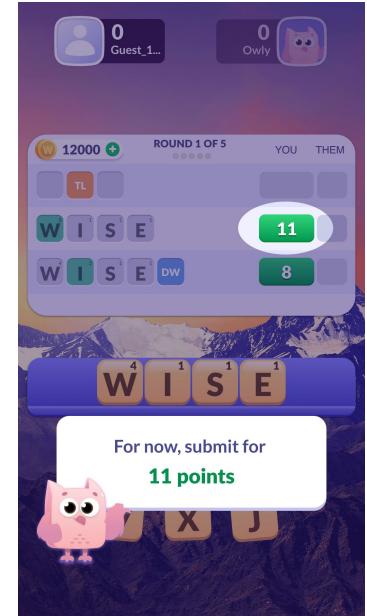
- There will be a spotlight on the 2nd row score
- Below the tile rack there will be a prompt
 - **Text:** For now, submit for 11 points
- Screen Mock: [Screen5](#)

Flow:

- **Transition in:** The spotlight shrinks from screen 4 to Screen 5 while prompts fades in from screen 4 to 5 after 2000ms
- **Actions:** The prompt will remain until the score button is tapped
- **Transition Out:** There will be the existing gratification feedback showing "GOOD"
- **Animation timestamp:** 00:18

Logic:

- Only Points button is tappable
- In case the player is tapping outside the spotlight, the hand prompt will appear



Screen 5

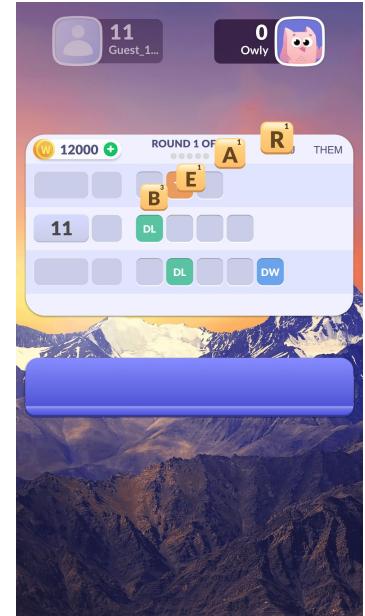
Owly's first move

Flow:

- **Transition in:** After the player receives gratification the opponent turn animation starts
- **Transition Out:** once opponent turn animation completes, the Round Multiplier animation will occur
- **Animation timestamp:** 00:28

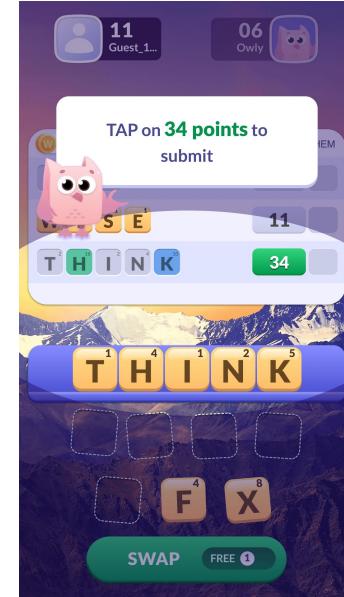
Logic:

- Opponent will play “EASY” in their turn



Screen 5

Step 2



Step 2: Screen 6

Screen Overview:

- SWAP button will appear on the gameboard
- On screen prompt above the tile rack:
 - **Text:** Let's learn to SWAP
 - This prompt will have a "next" CTA
- Screen Mock: [Screen6](#)

Flow:

- **Transition in:** After round animation tiles load in and then swap button and prompt (with overlay) fade in together.
- **Animation timestamp:** 00:33

Logic:

- The next CTA visibility on popup will be controlled using this runtime ([true_swap_prompt](#))
- If value is set to 0 then next CTA will not be shown and the popup will dismiss after 3000 ms
- If value is set to 1 then next CTA will be shown and popup will dismiss after player clicks on next CTA



Step 2: Screen 7

Screen Overview:

- There will be a spotlight on the letter rack with SWAP button dimmed
- The letters Q,U,B is greyed out
- Above the tile rack there will be a prompt
 - **Text:** Start by making “**THIN**”
- Screen Mock: [Screen 7](#)

Flow:

- **Transition in:** Once player clicks next spotlight appears and new prompt fades in, and “Q,U,B” tiles grey out
- **Action:** The spotlight and prompt will remain until **THIN** is placed on the game board
- **Animation timestamp:** 00:40



Screen 7

Step 2: Screen 7

Logic:

- “THINQUB” tile rack will be assigned to the player
- Player can only interact with the letters which follow the sequence of the given word.
- When hand cursor comes on a letter (Example:T), then the rest of the floating letters should not be tappable.
- Hand prompt animation will follow the existing logic
- Letters on the rack will not be tappable or draggable.
- User should not be able to shift the letters in the rack.
- Note: This is the same flow which we have in the current FTUE.



Screen 7

Step 2: Screen 8

Screen Overview:

- SWAP button & remaining letters will have a spotlight
- It will have the prompt above the 3rd rack:
 - Text: Now **SWAP** the rest
- Screen Mock: [Screen8](#)

Flow:

- **Transition in:** The spotlight and prompt will appear after **THIN** is placed on the game board
- **Action:** Once Swap button is clicked existing swap feedback animation will happen
- **Animation timestamp:** 00:46

Logic:

- Only SWAP button is tappable
- Hand prompt will appear as per existing logic



Screen 8

Step 2: Screen 9

Screen Overview:

- Letter rack and K letter will be highlighted and the letters F and X will be greyed out
- It will have the prompt above the 3rd rack:
 - **Text:** Make “**THINK**” for a higher score
- Screen Mock: [Screen9](#)

Flow:

- **Transition in:** Post the swap feedback animation> the spotlight and new prompt fade in, and then the “F,X” tiles grey out
- **Action:** The prompt remains till player clicks or drags K to rack
- **Animation timestamp:** 00:53

Logic:

- Only letter K is interactable
- Hand prompt will appear as per existing logic



Screen 9

Step 2: Screen 10

Screen Overview:

- 3rd letter row & tile rack will be highlighted
- It will have the prompt above the 3rd rack:
 - **Text:** TAP on **34 points** to submit
- Screen Mock: [Screen10](#)

Flow:

- **Transition in:** The spotlight and prompt will appear after letter K is placed
- **Action:** The prompt remains till player clicks on score to submit
- **Transition Out:** There will be the gratification feedback after the player submits the word showing great
- **Animation timestamp:** 00:57

Logic:

- Only points button is tappable
- Hand prompt will appear as per existing logic



Screen 10

Owly's second move

Flow:

- **Transition in:** After the player receives gratification the opponent turn animation starts
- **Transition Out:** once opponent turn animation completes, the Round Multiplier animation will occur
- **Animation timestamp:** 01:06

Logic:

- Opponent will play “GREAT” in their turn

Step 3: Screen 11

Screen Overview:

- The game board will be darkened out
- There will be a new coin animation along with particle effect above the prompt
- It will have the prompt on the tile rack:
 - **Text:** Here are some free coins to use SWAP
- Screen Mock: [Screen11](#)

Flow:

- **Transition in:** The new coin animation and prompt appears after round multiplier animation
- **On screen:** The prompt and new coin animation will remain for 4000ms
- **Transition Out:** There will be the existing coin grant animation to the coin counter on the game board after the prompt disappears
- **Animation timestamp:** 01:20

Logic:

- Player will be given control after this screen



Screen 11

Step 3: Last Move

Screen Overview:

- Recall/shuffle button will be visible and interactable

Flow:

- After the player submits the word, gratification animation will occur which will show “SPECTACULAR”

Logic after screen 11:

- “OWLTXVN” will be assigned to the player
- “JOYTNEW” will be assigned if the player does a full swap
- Player will receive a letter bag of 102 letters out of which the OWLTXVNJOYTNEW will be the first 14 letters
- Players will receive hand prompt
- Players will receive ghost tiles
- Player will be hardcoded to win(check logic)
- Game outro will be triggered after player submits score
- Players will have paid swaps at their disposal
- If the player runs out of coins, they will receive the mini-store pop up

Owly's last move

Flow:

- **Transition in:** There will be existing gratification feedback
- **Transition Out:** Screen will switch to opponent board> opponent will play the word>
Round Multiplier animation will show
- **Animation timestamp:** nil

Logic:

- Opponent will receive the same letter rack as the player OWLTXVN and will be playing 0-99% (in descending order) of the score of the player
- Owly will not play the same word as the player unless it is the lowest scoring word
- If bot is not able to meet the condition then it will play a word closest to the player's word score

Note:

- We will not update engagement metrics for the ftue game
- Only wallet balance is to be maintained in case a user uses a swap or purchases coins

Outro after FTUE

Screen Overview:

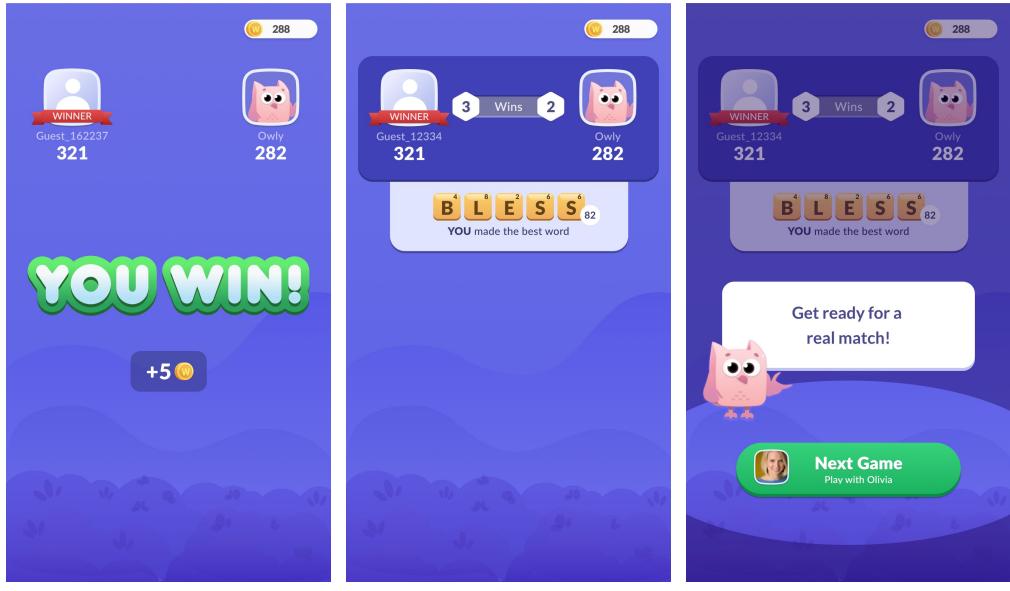
- There will be a next game button on the game outro
- There will be no rematch, home or review board button in this outro
- A spotlight on next game button and a prompt above it
 - **Text:** Get ready for a real match!
- Screen Mock: [Screen12](#), [Screen13](#), [Screen14](#)

Flow:

- **Transition in:** Game Outro animation flow will be executed after owly's turn> the prompt and spotlight will appear
- **Action:** The screen exits once player clicks on next game
- **Animation timestamp:** 01:25

Logic:

- Only next button is tappable
- Player will be take to match intro screen after next button is clicked



Screen 12

Screen 13

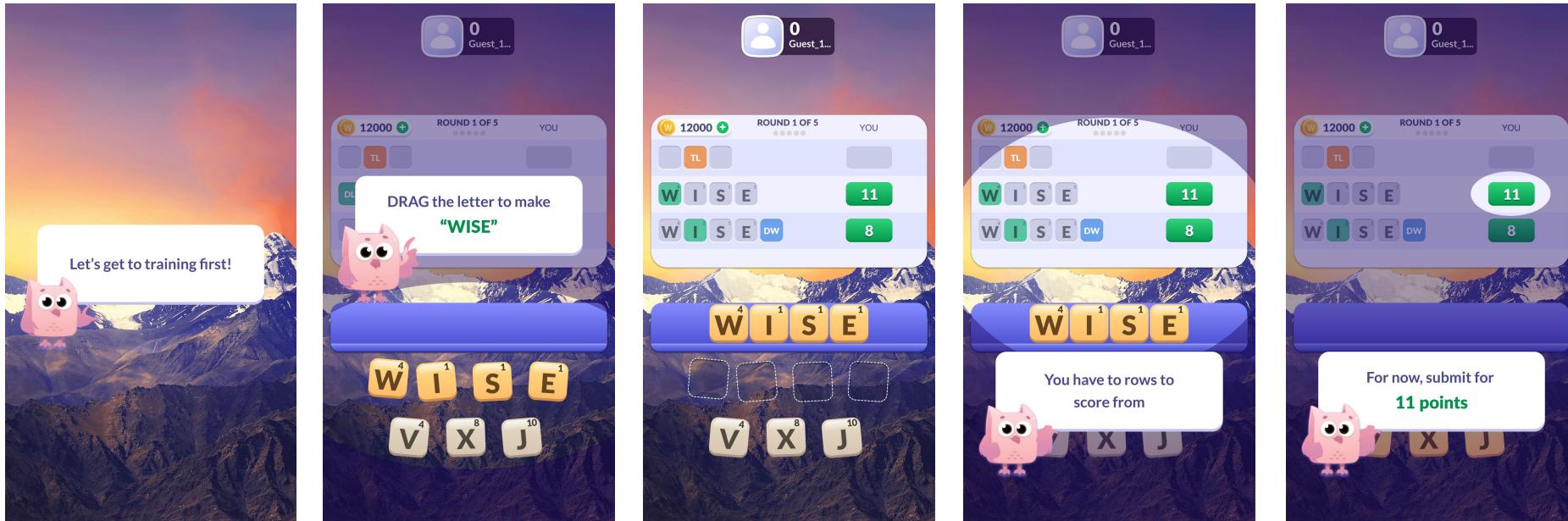
Screen 14

Edge case:

If the player comes in through deeplink invite, the next game button will be adjusted accordingly and the player will be directed to the deeplink match

Solo FTUE

Step 1: Flow



Solo FTUE Overview

- This will be a single player FTUE with no opponent's board
- This match will consist of 3 moves
- Here we will teach the player the following things:
 - **Step 1:** How to form and submit a word
 - **Step 2:** How to swap to get better letters
 - **Step 3:** Reinforce the learnings by letting the player play a move on their own

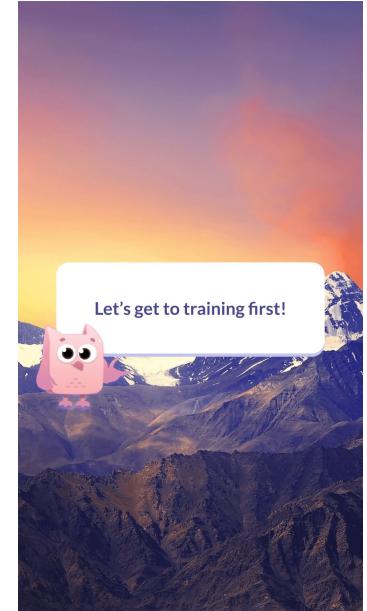
Step 1: Screen 1

Screen Overview:

- This screen will be a game start screen
- It will have a intro prompt
 - **Text:** Let's get to training first!
- Screen Mock: [Screen1](#)

Flow:

- **Transition in:** After login player will be taken to this screen
- **On screen:** Intro prompt which will remain for 3000ms



Screen 1

Logic:

- Player can't interact here

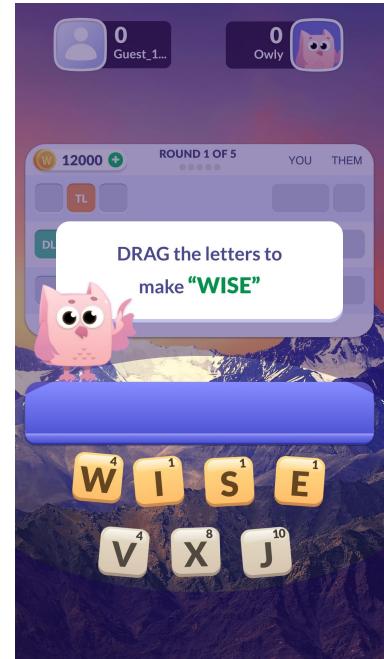
Step 1: Screen 2

Screen Overview:

- This is the [Slide 7: New Game Board - Owly FTUE](#)
- Swap, options and shuffle/recall button will not be present
- The letters V,X,J will be greyed out
- It will have a prompt
 - **Text:** Drag the letters to make **WISE**
- Screen Mock: [Screen2](#)

Flow:

- **Transition in:** After game start screen, the gameboard loads > tiles appear > then prompt and spotlight appear while the "VXJ" tiles get greyed out
- **Action:** This prompt will remain until **WISE** is placed on the tile rack



Screen 2: mock

Step 1: Screen 2

Logic:

- "WISEVXJ" tile rack will be assigned to the player
- Player can only interact with the letters which follow the sequence of the given word.
- When hand cursor comes on a letter (Example:W), then the rest of the floating letters should not be tappable.
- Hand prompt animation will follow the existing logic
- Letters on the rack will not be tappable or draggable.
- User should not be able to shift the letters in the rack.
- Note: This is the same flow which we have in the current FTUE.



Screen 2

Step 1: Screen 3 & 4

Screen Overview:

- “WISE” will appear on 2nd & 3rd row with their respective score
- There will be a spotlight on the 3rd & 4th row along with rack
- Below the spotlight there will be a prompt
 - Text:** You have two rows to choose from
- Screen Mock: [Screen3](#), [Screen4](#)

Flow:

- Transition in:** After player has formed WISE on rack, they will be taken to this screen (Screen 3)
- Transition out:** After 500 ms spotlight and prompt will appear(Screen 4) and will remain for 2000ms

Logic:

- Player can't interact with any screen here



Screen 3



Screen 4

Step 1: Screen 5

Screen Overview:

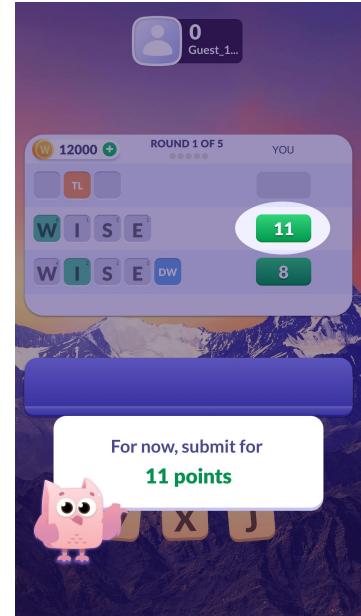
- There will be a spotlight on the 2nd row score
- Below the tile rack there will be a prompt
 - **Text:** For now, submit for 11 points
- Screen Mock: [Screen5](#)

Flow:

- **Transition in:** The spotlight shrinks from screen 4 to Screen 5 while prompts fades in from screen 4 to 5 after 2000ms
- **Actions:** The prompt will remain until the score button is tapped
- **Transition Out:** There will be the existing gratification feedback showing "GOOD"

Logic:

- Only Points button is tappable
- In case the player is tapping outside the spotlight, the hand prompt will appear



Screen 5

Step 2



Step 2: Screen 6

Screen Overview:

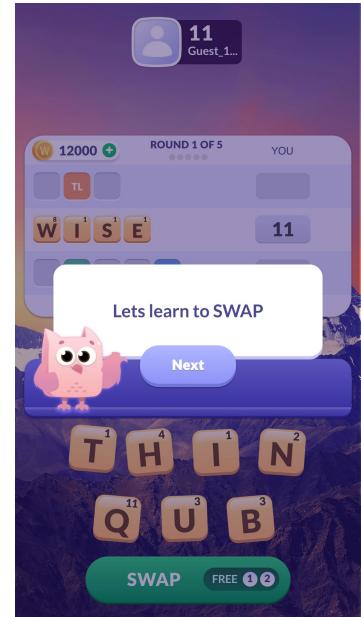
- SWAP button will appear on the gameboard
- On screen prompt above the tile rack:
 - **Text:** Let's learn to SWAP
 - This prompt will have a "next" CTA
- Screen Mock: [Screen6](#)

Flow:

- **Transition in:** After gratification animation tiles load in and then swap button and prompt (with overlay) fade in together.

Logic:

- The next CTA visibility on popup will be controlled using this runtime ([Ftrue_swap_prompt](#))
- If value is set to 0 then next CTA will not be shown and the popup will dismiss after 3000 ms
- If value is set to 1 then next CTA will be shown and popup will dismiss after player clicks on next CTA



Screen 6

Step 2: Screen 7

Screen Overview:

- There will be a spotlight on the letter rack with SWAP button dimmed
- The letters Q,U,B is greyed out
- Above the tile rack there will be a prompt
 - **Text:** Start by making “**THIN**”
- Screen Mock: [Screen7](#)

Flow:

- **Transition in:** Once player clicks next spotlight appears and new prompt fades in, and “Q,U,B” tiles grey out
- **Action:** The spotlight and prompt will remain until **THIN** is placed on the game board



Screen 7

Step 2: Screen 7(Logic)

Logic:

- “THINQUB” tile rack will be assigned to the player
- Player can only interact with the letters which follow the sequence of the given word.
- When hand cursor comes on a letter (Example:T), then the rest of the floating letters should not be tappable.
- Hand prompt animation will follow the existing logic
- Letters on the rack will not be tappable or draggable.
- User should not be able to shift the letters in the rack.
- Note: This is the same flow which we have in the current FTUE.



Screen 7

Step 2: Screen 8

Screen Overview:

- SWAP button & remaining letters will be highlighted
- It will have the prompt above the 3rd rack:
 - Text: Now **SWAP** the rest
- Screen Mock: [Screen8](#)

Flow:

- **Transition in:** The spotlight and prompt will appear after **THIN** is placed on the game board and will remain until SWAP button is tapped
- There will be the existing swap feedback animation

Logic:

- Only SWAP button is tappable
- Hand prompt will appear as per existing logic



Screen 8

Step 2: Screen 9

Screen Overview:

- Letter rack and K letter will be highlighted and the letters F and X will be greyed out
- It will have the prompt above the 3rd rack:
 - **Text:** Make “**THINK**” for a higher score
- Screen Mock: [Screen9](#)

Flow:

- **Transition in:** Post the swap feedback animation> the spotlight and new prompt fade in, and then the “F,X” tiles grey out
- **Action:** The prompt remains till player clicks or drags K to rack

Logic:

- Only letter K is interactable
- Hand prompt will appear as per existing logic



Screen 9

Step 2: Screen 10

Screen Overview:

- 3rd letter row & tile rack will be highlighted
- It will have the prompt above the 3rd rack:
 - **Text:** TAP on **34 points** to submit
- Screen Mock: [Screen10](#)

Flow:

- **Transition in:** The spotlight and prompt will appear after letter K is placed
- **Action:** The prompt remains till player clicks on score to submit
- **Transition Out:** There will be the gratification feedback after the player submits the word showing great

Logic:

- Only points button is tappable
- Hand prompt will appear as per existing logic



Screen 10

Step 3: Screen 11

Screen Overview:

- The game board will be darkened out
- There will be a new coin animation along with particle effect above the prompt
- It will have the prompt on the tile rack:
 - **Text:** Here are some free coins to use SWAP
- Screen Mock: [Screen11](#)

Flow:

- **Transition in:** After gratification animation the pop-up and coins appear with slow fade
- **On screen:** The prompt and new coin animation will remain for 3000ms
- **Transition Out:** There will be the existing coin grant animation to the coin counter on the game board after the prompt disappears

Logic:

- Player will be given control after this screen



Screen 11

Step 3: Last Move

Screen changes:

- Recall button will be visible and interactable

Logic after screen 11:

- "OWLTXVN" will be assigned to the player
- "JOYTNEW" will be assigned if the player does a full swap
- Player will receive a letter bag of 102 letters out of which the OWLTXVNJOYTNEW will be the first 14 letters
- Players will receive hand prompt
- Players will receive ghost tiles - "OWL" to be shown as ghost tiles
- Player will be hardcoded to win(check logic)
- Game outro will be triggered after player submits score
- Players will have paid swaps at their disposal
- If the player runs out of coins, they will receive the mini-store pop up

Outro after FTUE

Screen Overview:

- There will be a outro background
- “WELL DONE” text appears on the screen
- A prompt appears above the next game button
 - **Text:** Get ready for a real match!

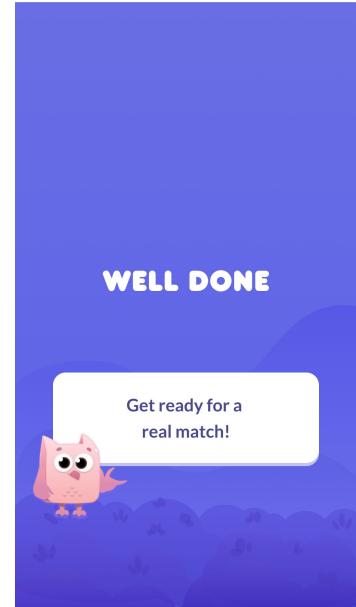
Screen Mock

Flow:

- **Transition in:** This screen will be executed after player submits the last word as per existing logic
- **On screen:** “WELL DONE” text appears first followed by the prompt
- The screen remains for 2000ms before transitioning into Olivia’s game board (Incase of deep link invite, it will go the deeplink invite match)

Logic:

- Player cannot interact here



Screen 12

Edge cases for solo & owly FTUE

- If any player force closes in the middle of the FTUE, they will be taken back to the FTUE on relaunch
 - They will taken back to the same step of the FTUE.
 - Any player who force closes an app in the middle of any step, they will have to continue from the start of that step when they relaunch the app.
- Coin counter will not be tappable in FTUE
 - There will be no '+' icon in FTUE gameboard
- If the player clears data or reinstalls after coin grant has happened but before FTUE is completed
 - Coin grant will not occur and the player will have 200/2000 coins from the FTUE start

Drop Off scenarios

1. **Screen 2:** If player successfully makes WISE and drops off- start from screen 4
2. **Screen 4:** If player successfully submits the word- start from screen 5 (Owly's move animation)(for solo FTUE start from next step)
3. **Screen 7:** If player makes thin successfully- start from screen 8
4. **Screen 8:** If player swaps successfully- start from screen 9
5. **Screen 9:** If player makes THINK successfully- start from screen 10
6. **Screen 10:** If player submits successfully- start from opp move animation(for solo FTUE start from next step)
7. **Last move(step 3):** If player has landed on 3rd move but not submitted, this would have same logic as classic game
8. **Last move(step 3):** If player submits word but has not seen the outro, start from opp third move animation(for solo FTUE start from outro animation start)

Onboarding changes

Onboarding Overview

- Tuning easy letter racks
- Tuning nacta prompts
 - Ghost letters timing
 - Score prompts timing
 - Play your move tag to animation feedback
- Opponent away feedback
- Introducing bingo, home screen and more games panel prompt
- First 3 games outro changes
- Special tiles feedback
- Removing chat intro & dictionary intro popups

Tuning easy letter racks

- Easy tile rack is assigned to the players for first 'x' moves which is controlled by this existing runtime ([easy rack count](#))
 - The easy tile racks are updated to these new racks: [EASY LETTER RACK](#)
-
- The first 3 easy tile racks will be assigned to the player for the first 3 games. If full swap is used in the 1st move of these matches, the corresponding tile racks from the swap list will be taken
 - Rest of the easy tile racks will be assigned in the ascending order. If the player full swaps, they will receive the corresponding tile rack from the swap list

NOTE:

After using one full swap, the swap logic would follow the existing logic

For a player coming through deep link invite, they will receive easy tile rack for their first 15 moves

Tuning NACTA Prompts - Ghost Letters

- The timing after which player is shown ghost letter or play your move tag is controlled using the following runtime: [ghost_letter_prompt_new](#)
- We will be adding a new field in this runtime
 - This new field will have the same values as the first field
 - The first field will control the timing of these prompts for the users who are in control
 - The second field will control the timing of these prompts for the users who are in Var1 & Var2

← Back

Edit Runtime Production

* Name
ghost_letter_prompt_new

* Feature name
NACTA

* Description
Response duration for ghost letter prompts. Also same runtime is used for the contextual prompt which appears on the tile rack area.

* Field values
 Single value Multiple value

Key	Value	Add param
0	2.0#4.0#6.0#25.0	

Change order 

 Save

Tuning NACTA Prompts - Score Prompt

- The timing after which score is prompted to the player is controlled using the following runtime:
[score_prompt_new](#)
- We will be creating a new runtime with the same fields and number of values
 - This new runtime will control the timing of these prompts for the users who are in Var1 & Var2
 - Name of new runtime: score_prompt_oc

Back  Edit Runtime Production

* Name
score_prompt_new

* Feature name
NACTA

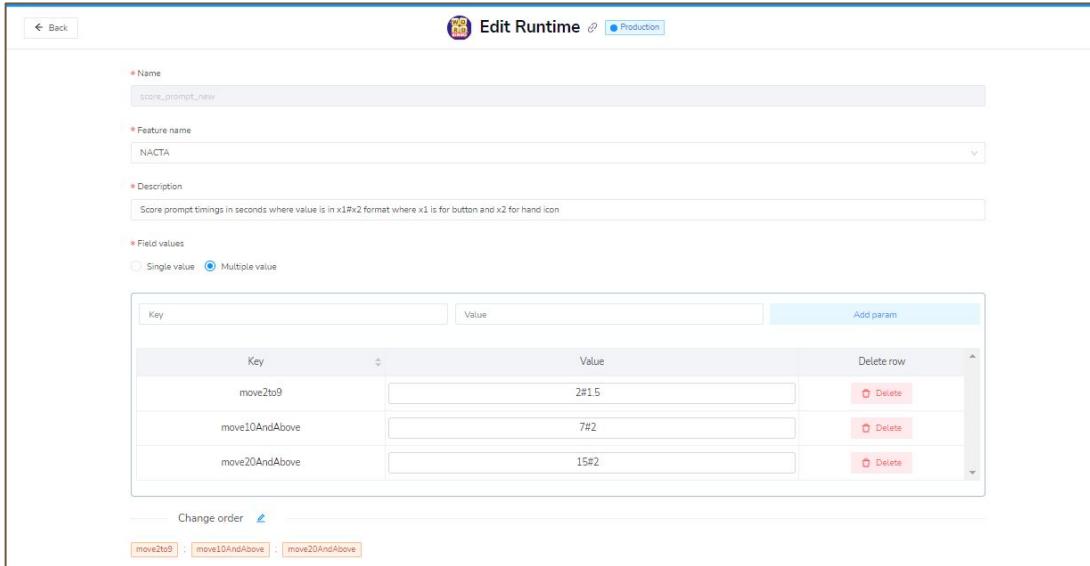
* Description
Score prompt timings in seconds where value is in x1#x2 format where x1 is for button and x2 for hand icon

* Field values
 Single value Multiple value

Key	Value	Add param
move2to9	2#1.5	
move10AndAbove	7#2	
move20AndAbove	15#2	

Change order

move2to9 : move10AndAbove : move20AndAbove



Tuning NACTA Prompts - Play your move tag

Screen Overview:

- There will be a shake animation
- Screen Mock: [tile shake feedback animation](#)

Flow:

- **Transition in:** The shake animation will be shown instead of play your move tag

Logic:

- This animation will replace existing play your move tag
- The logic of triggering will remain same and will be controlled by the same runtime ([ghost letter prompt new](#))
- However this animation will be trigger and fade away as per mock
- It will retrigger again one more time after 'y' ms for the same move if player is still not interacting with the screen
- The value of 'y' will be controlled by this runtime ([Idle anim](#))

Opponent away feedback - Thinking state

Screen Overview:

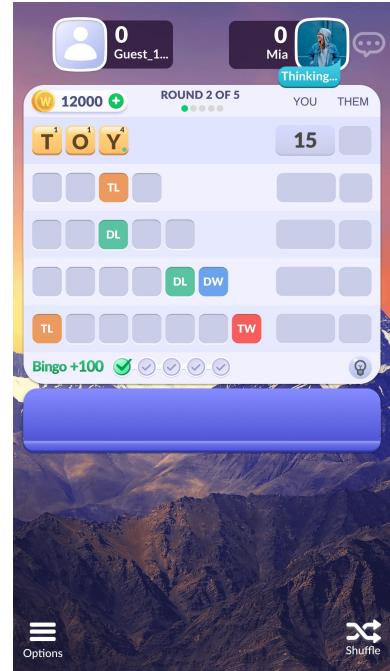
- There will be a thinking banner under the opponent profile pic
- More games button and prompt will only be shown after more games panel pops up
- Screen Mock:

Flow:

- **Transition in:** The thinking state will appear after the player has played their move
- After 800 ms “thinking...” animation will show in loop until more games panel pops up
- **Transition out:** After ‘x’ ms more games panel will popup
- **Animation timestamp:**

Logic:

- This feedback will be shown in games where opponent is real player or a slow response bot
- The ‘x’ value will be by default 1000 and will be controlled by this runtime ([Thinking_anim](#))



Edge case : Thinking state

- When player enters a match through their move, the feedback stays same as existing flow

Bingo prompt

Screen Overview:

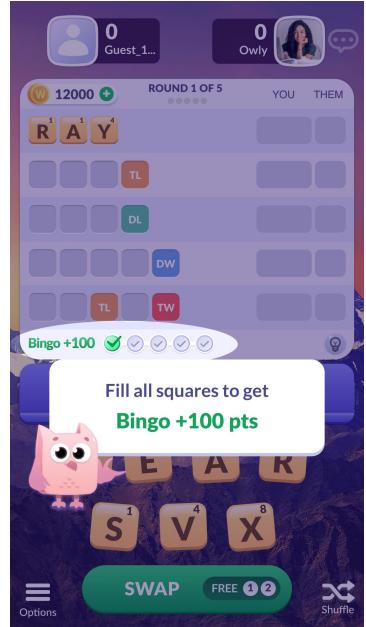
- The spotlight appears on bingo+100 and tick marks
- A prompt appears below the spotlight
 - **Text:** Fill all squares completely to make **Bingo** for **+100 points**
- Mock : [Bingo Mock](#)

Flow:

- **Transition in:** This spotlight and prompt will be triggered after the gratification feedback before opponents turn
- **On screen:** It will remain for 2000ms

Logic:

- This prompt will only be shown once
- This prompt can only be shown when the player fills all the squares in the first move in Olivia, Logan or Sophia bot game
- Player can only interact with the bingo bar, clicking anywhere else will have no feedback
- Clicking on bingo bar will dismiss the prompt and open bingo popup.



Screen 3

More games panel prompt

Screen Overview:

- There will be the More game Panel
- It will have the prompt above the more games panel:
 - **Text:** Start another game while the opponent is away
- Screen Mock:

Flow:

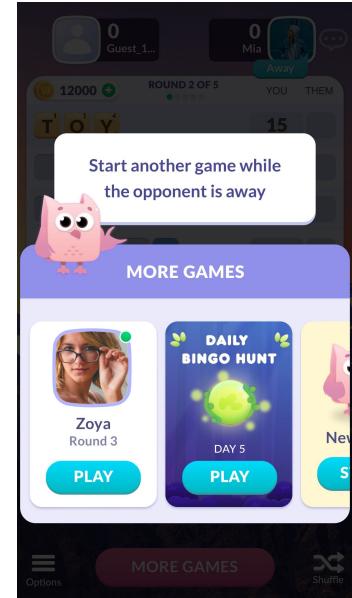
- **Transition in:** The prompt appears after the more games panel is shown and remains until player taps on any card

Logic:

- Will be shown to the player on first more games panel view
- Only cards are tappable and scrollable
- This prompt will only be shown once

Edge Case:

- No ingame notif will be shown when this prompt is prompted to the user



Screen 4

First home screen view

Screen Overview:

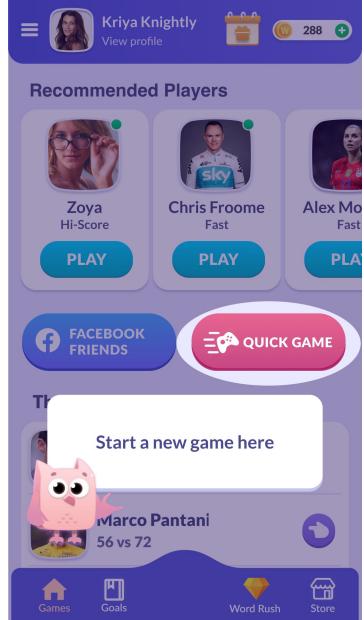
- This screen will be shown when player views the home screen for the first time
- The spotlight appears on Quick Game(Home Screen variant) or Random opponent(Home Screen Control) according to the mocks
- A prompt appears below the spotlight
 - **Text:** Start a new game here
- Mock Link

Flow:

- **Transition in:** This spotlight and prompt will be triggered after the home screen is viewed for the first time
- The prompt appears after the spotlight
- Both the prompt and the spotlight remains until players taps Quick Game(Home Screen variant) or Random opponent(Home Screen Control)
- **Animation timestamp:**



Home Screen variant



Home Screen control

First home screen view

Logic:

- This prompt will only be shown once to the users
- Player can only interact with Quick Game button (Home Screen variant or control)
- Clicking on this button will open
 - Olivia's game (if player has not completed Olivia's Game)
 - Logan's game (if player has not completed Logan's Game and has completed Olivia's Game)
 - Sophia's game (if player has not completed Sophia's Game and has completed Logan's & Olivia's Game)
 - A bot game as per control logic (if Olivia's, Logan's and Sophia's game has been completed by the player)

Notes:

- 3 bot games (Olivia, Logan & Sophia) will be started as per control logic only in the variant. Here, only quick game button logic has been tweaked.

Olivia's match: Match Outro

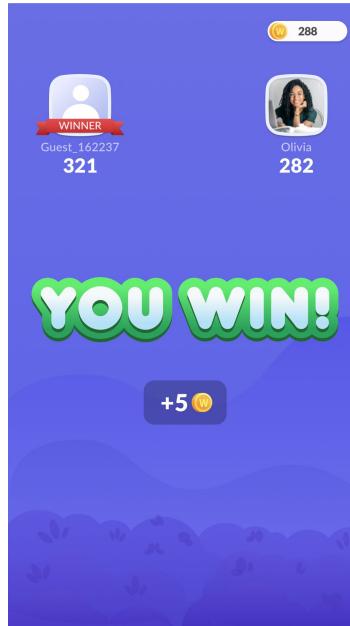
Screen Overview:

- This is a normal game outro without a rematch button
- Watch to earn will not be available

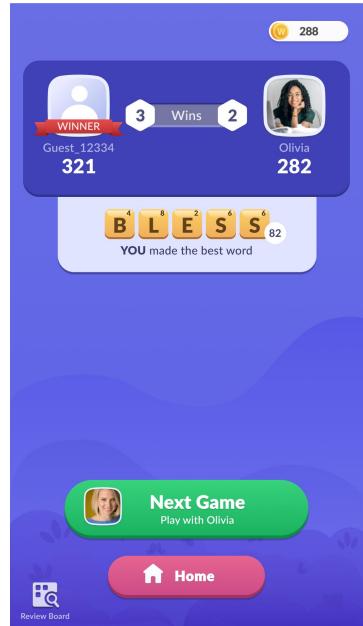
Mock link: [Olivia Outro](#)

Logic:

- When player clicks on next game, they will be directly taken to Logan's match
- When player clicks on home, they will be taken to home screen 1st view
- The player can review the board if they click on review board



Screen 4



Screen 5

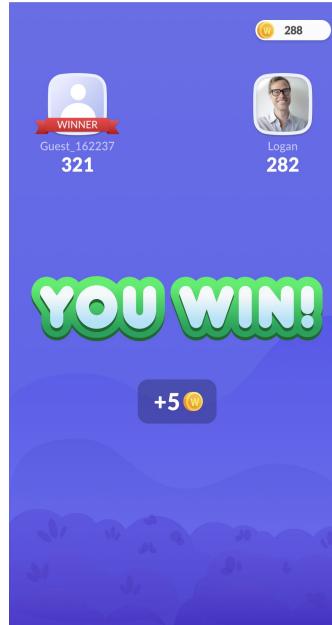
Logan's match: Match Outro

Screen Overview:

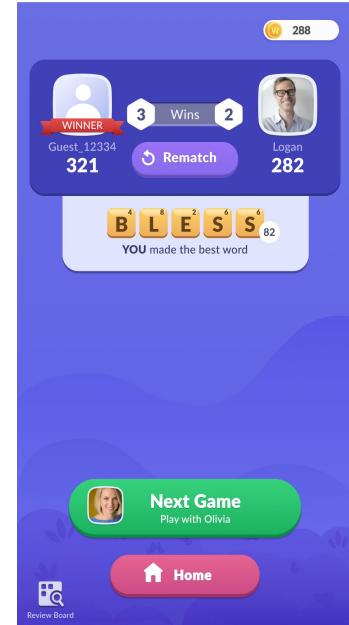
- This is a normal game outro
- Watch to earn will not be available
- Mock link : [Logan Outro](#)

Logic:

- When player clicks on next game, they will be directly taken to Sophia's match
- When player clicks on home, they will be taken to home screen 1st view if they haven't viewed the board earlier
- The player will be shown DLR pop up if they are viewing home for the 2nd time
- The player can play Logan's match again my rematching



Screen 4



Screen 5

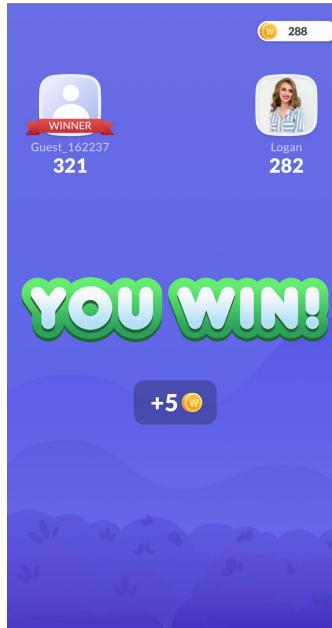
Sophia's match: Match Outro

Screen Overview:

- This is a normal game outro
- Watch to earn will not be available
- Mock link : [Sophia Outro Link](#)

Logic:

- When player clicks on next game, they will be directed to the match present in YM
- If no match is present in YM, a new match will be started
- When player clicks on home, they will be taken to home screen 1st view if they haven't viewed the board earlier
- The player will be shown DLR pop up if they are viewing home for the 2nd time
- The player can play Sophia's match again by rematching



Screen 4



Screen 5

Special tile feedback

Feedback changes-

- Points for each tile will be shown on the top right corner for the tile
- The point value will be updated accordingly
 - **DL**- The point for the letter placed on DL will be multiplied by 2
 - **TL**- The point for the letter placed on TL will be multiplied by 3
 - **DW**- The points for all the letters for row placed on DW will be multiplied by 2
 - **TW**- The points for the all the letters for the row placed on TW will be multiplied by 3

Animation: There is a transition added to the number scores in special tiles

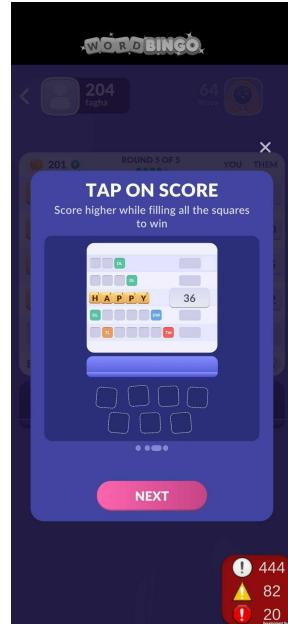
- [ftue link](#): first when the player makes a word- 00:14(time), when player submits the word- 00:21(time)
- [Classic GB feedback anim](#): first when the player makes a word- 00:01(time), when player submits the word- 00:02(time)

Logic:

- This animation is shown in FTUE and all game boards of the variants
- This animation will be shown in the variants if value of this runtime is set to 1
- If value is set to 0 then this animation will not be shown

Removing chat & dictionary intro & bingo popup

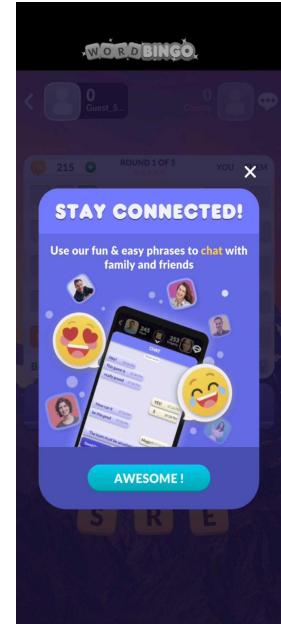
- Chat intro will be removed
- Dictionary intro will be removed
- Bingo popup will not trigger on 4th move when player fills the row



Bingo popup



Dictionary intro



Chat intro

Popup Priority

We have added 3 pop ups in game after FTUE and have shared the snippet of priority. Please go through the updated [list](#)-

- New game intro pop up
- Bingo intro pop up
- More games panel intro pop up.

5	HomeScreen	CCPAv3DataSharingPopup	CheckPopupRequirements	4				FALSE	PostShow			
6	HomeScreen	New Game intro popup										
7	HomeScreen	DailyLoginPopup	CheckPopupRequirements	5				FALSE	PostShow			
8	HomeScreen	EditProfilePopupV2	CheckPopupRequirements	6	PriorityOverride			FALSE	PostShow			
9	HomeScreen	SoloSeriesFTUEPopup	CheckPopupRequirements	7		GetInitParameters		TRUE	PostShow			
10	HomeScreen	LeaderboardIntroPopup	CheckPopupRequirements	8				TRUE	PostShow			
11	HomeScreen	LeaderboardFTUEPopup	CheckPopupRequirements	9				TRUE	PostShow			
12	HomeScreen	LeaderboardFTUEPopupV2	CheckPopupRequirements	9				TRUE	PostShow			
13	HomeScreen	LeaderboardResultsPopup	CheckPopupRequirements	10				TRUE	PostShow			
14	HomeScreen	QCFirstTaskCompletePopup	CheckPopupRequirements	11				TRUE	PostShow			
15	HomeScreen	RateUsPopup	CheckPopupRequirements	12				TRUE	PostShow			
16	HomeScreen	ProfilePicFTUEPopup	CheckPopupRequirements	13				TRUE	PostShow			
17	GameboardScreen	ATTADummyPopup	CheckPopupRequirements	1		TriggerAlternate		FALSE	State1	8		
18	GameboardScreen	ForceUpgradePopup	CheckPopupRequirements	2				FALSE	State1			
19	GameboardScreen	ChatIntroPopup	CheckPopupRequirements	3				FALSE	State1			
20	GameboardScreen	ChatPromptHUD	CheckPopupRequirements	4		TriggerAlternate		FALSE	State1			
21	GameboardScreen	UnlimitedSwapsPopup	CheckPopupRequirements	5				FALSE	State1			
22	GameboardScreen	SpecialIAPGrabNowPopup	CheckPopupRequirements	6				TRUE	State1			
23	GameboardScreen	DailyQuestPopup	CheckPopupRequirements	7		GetInitParameters		FALSE	State1			
24	GameboardScreen	LeaderboardIntroPopup	CheckPopupRequirements	8				TRUE	State1			
25	GameboardScreen	LeaderboardFTUEPopup	CheckPopupRequirements	9				TRUE	State1			
26	GameboardScreen	LeaderboardResultsPopup	CheckPopupRequirements	10				TRUE	State1			
27	GameboardScreen	RefillCoinsPopup	CheckPopupRequirements	11				TRUE	State1			
28	GameboardScreen	Bingo intro pop up							State 2			
29	GameboardScreen	More games panel intro pop up							State 2			
30	GameboardScreen	DailyLoginPopup	CheckPopupRequirements	1				TRUE	State2			

Experimentation Plan

- Experiment name: Onboarding_flow
 - Control: No changes
 - Var1: Only FTUE + Onboarding changes
 - Var2: Solo FTUE + Onboarding changes
- Runtime Name
 - Thinking_state:
 - Will contain one field with one value 'x'
 - After 'x' ms more games panel will prompt post "thinking..." animation
 - Idle_anim:
 - Will contain one field with one value 'y'
 - After every 'y' ms sheen animation will be shown on the tiles as per logic
 - Score_prompt_oc:
 - [Details](#)
 - Ftue_swap_prompt:
 - Will contain one value either 0 or 1
 - If set to 0 then next CTA on prompt will not be shown
 - If set to 1 then next CTA on prompt will be shown
 - Special_tile_anim:
 - Will contain one field which will be 0 or 1
 - If value is 0 then special_tile_anim is not be shown in variant or vice versa

Tracking

- Link:
<https://docs.google.com/spreadsheets/d/1WJPB7DV9jNDRxL7hgQLnWsY1bqP9oEcAZ18m5QKCDbQ/edit#gid=0>

Expected Upsides

- 63 bps upside in D1 retention
- 25 bps upside in D7 retention
- 5.51% upside in LTDays

d0 moves	current		expected	
	d1 ret	%installs	d1 ret	%installs
0	13.5%	23.6%	13.5%	20.57%
01 to 05	16.2%	15.8%	16.2%	16.75%
06 to 15	27.6%	16.8%	27.6%	17.31%
16 to 30	33.5%	21.6%	33.5%	22.12%
31 to 50	48.4%	9.4%	48.4%	9.90%
51+	64.6%	12.8%	64.6%	13.34%
		30.5%		31.1%
				63 bps

d0 moves	current		expected	
	d7 ret	%installs	d7 ret	%installs
0	7.3%	23.6%	7.3%	20.57%
01 to 05	5.3%	15.8%	5.3%	16.75%
06 to 15	8.7%	16.8%	8.7%	17.31%
16 to 30	15.3%	21.6%	15.3%	22.12%
31 to 50	26.8%	9.4%	26.8%	9.90%
51+	31.6%	12.8%	31.6%	13.34%
		13.9%		14.1%
				25 bps

Experimentation Plan

- Experiment name: Onboarding_flow
 - Control: No changes
 - Var1: Only FTUE + Onboarding changes
 - Var2: Solo FTUE + Onboarding changes
- Runtime Name
 - Thinking_state:
 - Will contain one field with one value 'x'
 - After 'x' ms more games panel will prompt post "thinking..." animation
 - Idle_anim:
 - Will contain one field with one value 'y'
 - After every 'y' ms sheen animation will be shown on the tiles as per logic
 - Score_prompt_oc:
 - [Details](#)
 - Ftue_swap_prompt:
 - Will contain one value either 0 or 1
 - If set to 0 then next CTA on prompt will not be shown
 - If set to 1 then next CTA on prompt will be shown
 - Special_tile_anim:
 - Will contain one field which will be 0 or 1
 - If value is 0 then special_tile_anim is not be shown in variant or vice versa

Onboarding Next Steps - V2

Learnings from V1

FTUE Step1:

- There is roughly 2 folds increase in time spent by the players
 - 6s increase is observed from 'ftue intro' to 'form wise' step which is happening due to addition of round multiplier animation and pause on ftue intro popup
 - There is an extra pause on subsequent screens in order to explain player that the word can be played in multiple rows
- There is no nudge on submit button after making 'WISE' which could be contributing to the 2% drop off seen on 'submitting wise' step

FTUE Step2:

- Setting up context of swap in step 2 rather than prompting player to form another word has helped
- Forming word 'THIN' is easier than forming 'BRAVE' as the letters fit in the first row and the word is visible to the player
- There were multiple indicators in controls on swap step which has been reduced to a single hand prompt in the variant which has further improved the funnel

Learnings from V1

FTUE Step3:

- 1.5% users are not even forming a word in step 3
 - Context to play the last move is missing
- 4.7% players are swapping the first rack
 - The messaging on coin grant animation popup is prompting users to swap
- 80% players form a word out of which 5% player don't submit (table 1)
 - The swap button and the submit button are both in green colours leading to accidental taps
 - Also, most scrabble games like scrabble go, word with friends and word wars have submit button at the bottom of the screen
- Some players are forming a word > 3 length and then trying to arrive at 3 letter word or dropping off
 - The current rack has a lot of possible valid words

Actions	Var1	Drop off
round 3 view	81.50%	
round 3 word formed	80.00%	1.50%
round 3 play	75.00%	5.00%

1st Action	Var1
word_formed	75.70%
swap	4.70%
drop off	1.10%

Next Action after word_formed	Var1
play	55.40%
swap	18.20%
rows_filled_prompt	5.30%
drop_off	1.10%

Overview

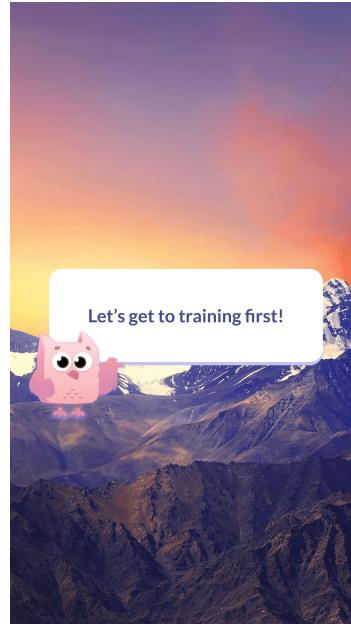
1. We will be tuning the existing FTUE by:
 - a. Removing round multiplier from FTUE
 - b. Changing the colours and copy in the existing FTUE prompts
 - c. Adding runtime for next button on intro prompts for each step
 - d. Tuning the animations and timings of NACTA prompts
 - e. Soft gating “start a new game” and more games panel prompt
2. We will be softgating start a new game and more games FTUE prompt

Round Multiplier changes

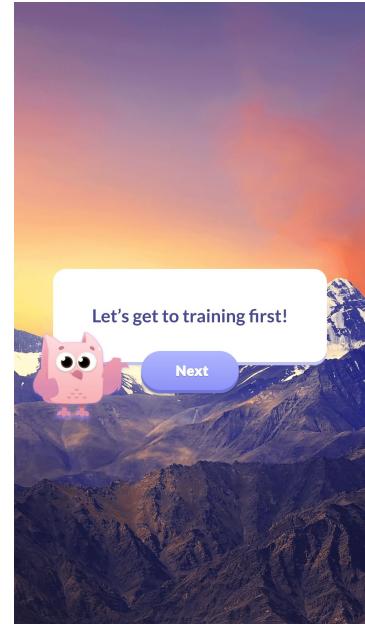
Round multiplier animation and logic at the start of step 1, step 2 and step 3 will be removed

Step 1 : Screen 1 changes

1. There will be a next button on the intro toaster which will be controlled by runtime ([ftue prompt](#))
2. When the runtime value is 0 then,
 - a. Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or,
 - b. Player can click anywhere to skip the wait time and go to next screen



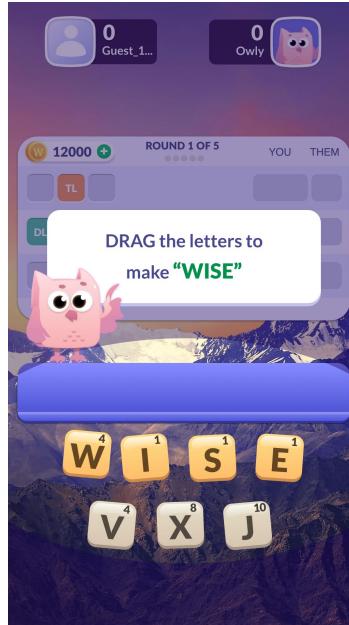
Old UI



[New UI](#)

Step 1 : Screen 2 changes

1. Colour for "WISE" changed from 03914D(Green/700 in lib) → 4A498F(Neutrals/1 in lib)
2. After the prompt and the spotlight appears, a new hand and drag animation on W appears without any delay
3. The same hand drag animation would appear on I, S, E without any delay
4. The new hand drag animation is as follows:
 - a. For W : [link](#)
 - b. For I : [link](#)
 - c. For S : [link](#)
 - d. For E : [link](#)
5. The hand and drag animation will be in loop till the player performs the given action



Old UI



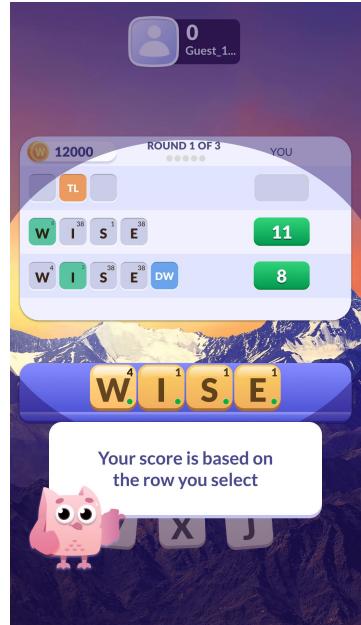
New UI

Step 1 : Screen 4 changes

1. Copy : Your score is based on the row you select



Old UI



New UI

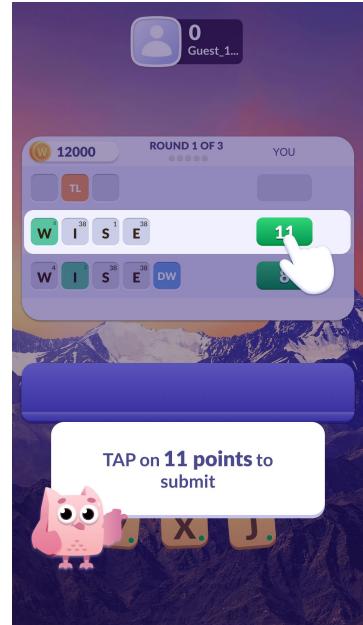
Step 1 : Screen 5 changes

1. Copy changes to : TAP on **11 points** to submit
2. Colour for **11 points** changed from 03914D(Green/700 in lib) → 4A498F(Neutrals/1 in lib)
3. Spotlight shape is changed to rounded corner rectangle
4. After the prompt and spotlight appears there is hand animation on the submit icon without any delay
5. The hand animation will be in loop till the player performs the given action

[Animation link](#)



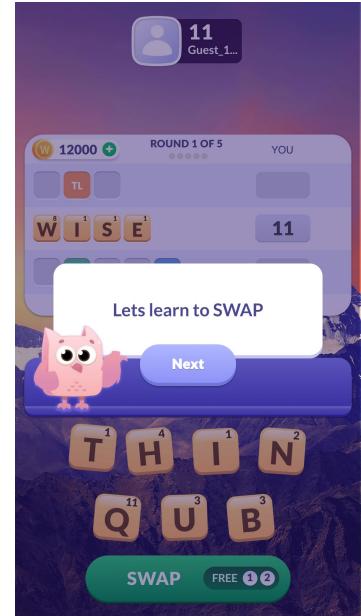
Old UI



New UI

Step 2: Screen 6 changes

1. There will be a next button on the toaster which will be runtime controlled ([ftue prompt](#))
2. When the runtime value is 0 then,
 - a. Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or
 - b. Player can click anywhere to skip the wait time and go to next screen



Step 2 : Screen 7 changes

1. Colour for “THIN” changed from 03914D(Green/700 in lib) → 4A498F(Neutrals/1 in lib)
2. After the prompt and spotlight appears the new hand and drag animation on T appears without any delay
3. The same hand drag animation would appear on H, I, N, without any delay.
4. The hand and drag animation will be in loop till the player performs the given action
5. The new hand drag animation is same as “WISE” :
 - a. For T : [link](#)
 - b. For H : [link](#)
 - c. For I : [link](#)
 - d. For N : [link](#)



Old UI



New UI

Step 2 : Screen 8 changes

1. Colour for **SWAP** changed from 03914D(Green/700 in lib) → 4A498F(Neutrals/1 in lib)
2. After the prompt and spotlight appears the hand animation on swap button occurs without delay
3. The hand animation will be in loop till the player performs the given action



Old UI



New UI

Step 2 : Screen 9 changes

1. Colour for “THINK” changed from 03914D(Green/700 in lib) → 4A498F(Neutrals/1 in lib)
2. After the prompt and spotlight appears the new hand and drag animation on K appears without any delay
3. The hand and drag animation will be in loop till the player performs the given action
4. The new hand drag animation is as follows: [add link for animation](#)



Old UI



New UI

Step 2 : Screen 10 changes

1. Colour for **34 points** changed from 03914D(Green/700 in lib) → 4A498F(Neutrals/1 in lib)
2. Spotlight shape is changed to rounded corner rectangle
3. There will be a hand animation on submit icon after making think
4. The hand animation will be in loop till the player performs the given action
5. The new animation on submit icon is as follows :
[Animation link](#)



Old UI



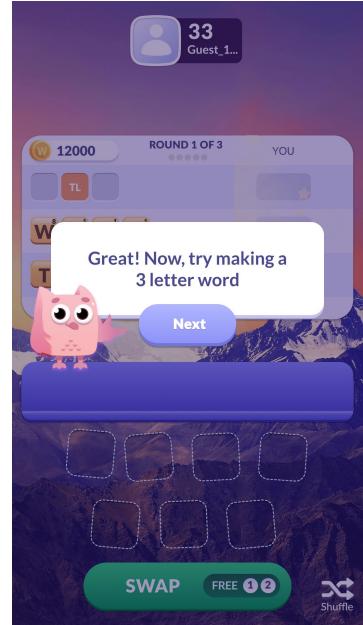
New UI

Step 3 : Screen 11 changes

1. The existing coin grant animation will be removed from this step
2. The player will be auto-granted 500 coins which will be reflected on the coin counter at the start of this step
3. There will be a new toaster in this screen stating : *Great! Now try making a 3 letter word*
4. There will be a next button on the toaster which will be runtime controlled ([ftue prompt](#))
5. When the runtime value is 0 then,
 - a. Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or
 - b. Player can click anywhere to skip the wait time and go to next screen



Old UI



New UI

Step 3 : Last move changes

1. We will be changing the tilerack on this move to "**NEWXCVC**" (Tilerack logic is same as existing)
 - a. "**NEW**" will be shown as ghost tiles
 - b. "**CANVONE**" will be assigned if player does a full swap
 - c. "**CAN**" will appear as ghost letters after player does a full swap
2. Ghost tile appearing time will be reduced to 4 seconds
3. When the player clicks anywhere else on the screen apart from the tilerack then hand animation with ghost tile will appear without delay
4. TL will appear on 1st row 3rd square (As per mock)
5. After forming a 3 letter valid word show hand animation on submit without any delay



Old UI



New UI

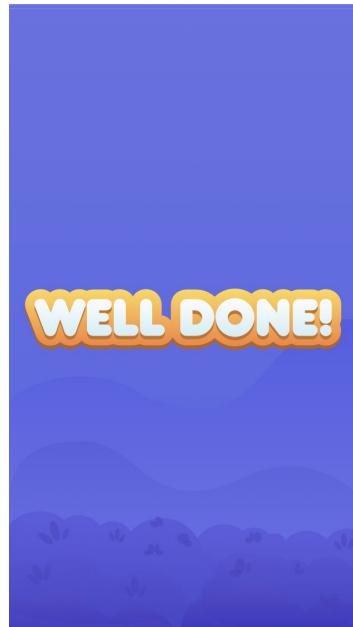
FTUE Outro Changes

In this transition, player is awarded 1500 coins for completing FTUE and is taken to Olivia's game board

UI :

- Coin counter
- Header + Coin art
- Prompt + Copy[Refer to [Mock link](#)]

[Animation link](#)



First the gratification text appears in the centre and moves up



The coin reward appears (same as the purchase grant anim) and the coin counter appears and updates simultaneously



The prompt appears at the end ([Mock link](#))

Tile Rack Changes

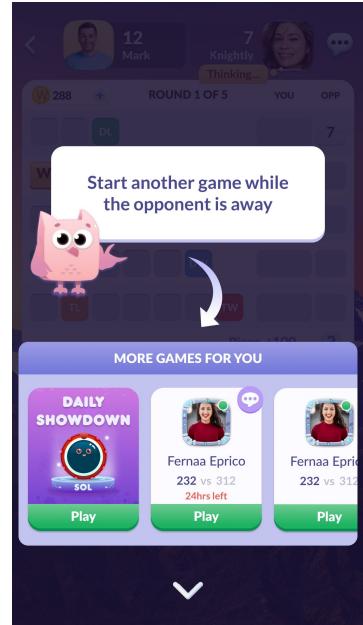
We will be retuning the easy tilerack : [Easy rack v2](#) ,
[swapped easy rack v2](#)

Tilerack logic will be same as in [Onboarding V1](#)

Game prompt changes

Start a new game prompt and **More games panel** prompt will be softgated:

- When player clicks anywhere outside the spotlight (except for the toaster) , the toaster and the overlay will be dismissed



Edge cases

- The hand and drag animation will reappear when the player doesn't complete the action.
 - For eg, If the player holds W and puts its back in the tile holder, the hand and drag animation will reappear again
- On last move, if the player makes a valid 3 letter word and the submit icon appears , and the player is in OOC situation,
 - On click swap, the hand prompt disappears and mini store appears
 - The hand prompt will again appear if the player makes another valid 3 letter word

Experiment and Runtimes

Experiment:

Onboarding_opts

- Control: No changes
- Var1: as per Spec
- Var2: same as var1 with different runtime values

Runtimes:

Ftue_prompt

- This runtime will control prompt functionality of var1 & var2 users (two different fields will be there for var1 & var2 respectively)
- There will be 3 sub fields for control on 'next cta' on [ftue intro](#), [ftue swap](#) and [ftue play](#) prompt
- Each sub field will contain two values 0 or 1
 - If value is 1 then there will be a next cta on prompt
 - If value is set 0 for any prompt then
 - Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or
 - Player can click anywhere to skip the wait time and go to next screen
- Default value for each sub field will be 1

Trackings

Link:

<https://docs.google.com/spreadsheets/d/1WJPB7DV9jNDRxL7hgQLnWsY1bqP9oEcAZ18m5OKCDbQ/edit#gid=0>

Expected Upside

- 2.34% upside in LTV
- 4.8% upside in D0 Moves per DAU
- 73 bps upside in D1 Ret

	step	%installs	
		current	new
login	1. login page view	98.6%	98.6%
	2. ccpa/gdpr view	98.5%	98.5%
	2.1. ccpa/gdpr accept	96.3%	96.3%
	3. login button click	95.5%	95.5%
step1	5.01 ftue intro view	93.7%	93.7%
	5.02.1 form wise view	92.7%	92.8%
	5.02.2 form wise formed	90.4%	90.7%
	5.03 form wise board view	90.3%	90.6%
	5.04 choose row view	90.0%	90.3%
	5.05.1 submit wise view	89.4%	89.8%
	5.05.2 submit wise submit	86.5%	87.1%
step2	5.06.1 learn swap view	85.6%	86.2%
	5.06.2 learn swap next	85.1%	85.7%
	5.07.1 form thin view	85.2%	85.8%
	5.07.2 form thin formed	84.6%	85.3%
	5.08.1 swap thin view	84.5%	85.2%
	5.08.2 swap thin swapped	83.7%	84.5%
	5.09.1 form think view	83.5%	84.3%
	5.09.2 form think formed	82.8%	83.6%
	5.10.1 submit think view	82.6%	83.4%
	5.10.2 submit think submit	81.0%	81.9%
step3	5.11.1 round 3 view	79.8%	80.7%
	5.11.3 round 3 word_formed	77.9%	79.0%
	5.11.4 round 3 play	72.4%	75.6%
olivia's game	6 game view	72.6%	75.7%
	6.1. tile touch	68.5%	71.9%
	6.2.01 word play	67.7%	71.0%
	6.2.02 word play	66.1%	69.3%
	6.2.03 word play	65.1%	68.2%
	6.2.04 word play	64.3%	67.3%
	6.2.05 word play	61.1%	64.0%

	%Installs		D0 Moves
	current	expected	
0 moves	32.3%	29.0%	0
< 5 moves	6.7%	7.1%	4.70
≥ 5 moves	61.1%	64.0%	44.75
	27.64	28.95	< d0 moves
		4.8%	<- upside
D1 Ret	%Installs		D1 Ret
	current	expected	
	32.3%	29.0%	12.4%
	6.7%	7.1%	12.8%
≥ 5 moves	61.1%	64.0%	37.7%
	27.8%	28.6%	< d1 ret
		73 bps	<- upside

Copy guidelines for FTUE

- Capital letters are used for any specific action the player has to perform(Eg- TAP, DRAG, SWAP)
- Green highlight is used on the word which is actionable(34 points because the player has to do the action on 34 points)
- Prompts are to be created crisp, short and assertive with minimal verbos
- Time taken for auto dismissal of a prompt with minimum 20 characters should be minimum 2 seconds[Call should be taken with reading and processing information in mind]
- Copy for prompts to vary between 20 and 30 characters to keep it direct and crisp.(We don't want to tell a story here!)

Kickoff Deck V1

Overview

- In the current onboarding process(FTUE to 20 moves) the intent in the game is not clear
- Current FTUE funnel -intent by the game is not clear
- First 3 Game boards - Features introduced are not properly curated
- First Home screen view - Players are not encouraged to start a new match
- First More games view - Intent is not clear as to why should players start a new match

FTUE

1. Players are shown gameboard first rather than being eased into it(Screen 1)
 - a. Players are not given enough time to process information
 - b. With the overlay on Gameboard, this screen introduces a lot of key elements to the game
 - c. The popup stays on the screen for roughly 2s
2. Hand prompt feels too forced(Screen 2)
 - a. Hand prompt could be a bit subtle
 - b. Copy of the prompt could be made simpler (Do we want to focus on making a word or how to interact with the tiles?)
3. "Easy" word sets a low bar for challenge(Screen 2)
 - a. First word could set a "better mood"



Screen 1

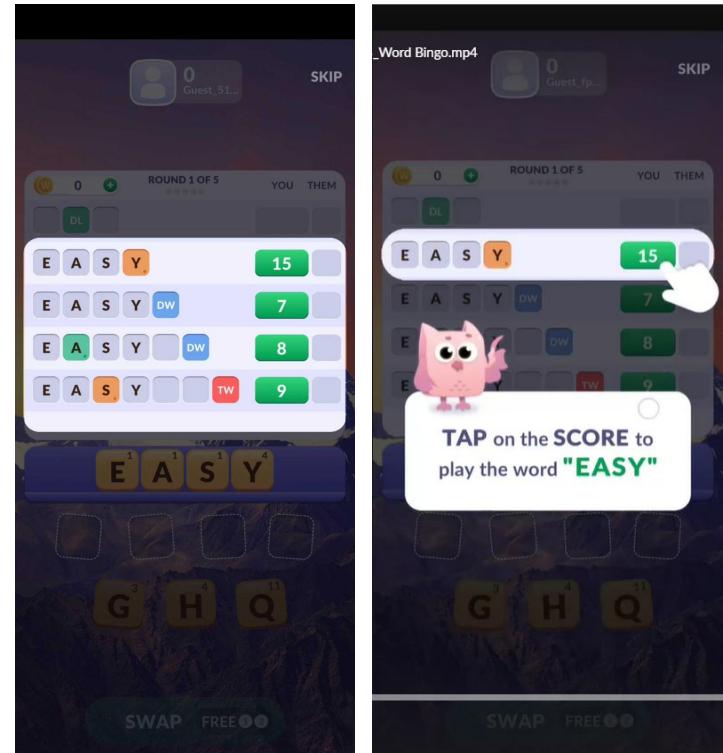


Screen 2

Actions	%Installs			
	All	over	skip	none
ftue_start	83.3%	58.6%	22.2%	5.1%
ftue_easy_prompt	83.1%	58.6%	22.2%	5.0%
ftue_easy_formed	70.3%	58.6%	11.3%	3.0%
ftue_easy_submit	70.2%	58.6%	11.3%	3.0%
ftue_brave_prompt	70.0%	58.6%	11.2%	2.9%
ftue_brave_formed	64.8%	58.6%	7.0%	1.9%
ftue_brave_swap	61.2%	58.6%	4.2%	1.1%
ftue_bravely_prompt	61.2%	58.6%	4.2%	1.1%
ftue_bravely_formed	59.7%	58.6%	3.1%	0.7%
ftue_bravely_submit	58.6%	58.6%	2.6%	0.0%
ftue_over	58.6%	58.6%	2.6%	0.0%
ftue_skip	22.2%	2.6%	22.2%	0.0%
ftue_finish	78.1%	58.6%	22.2%	0.0%
view_	81.1%	57.6%	22.2%	3.9%

FTUE-2

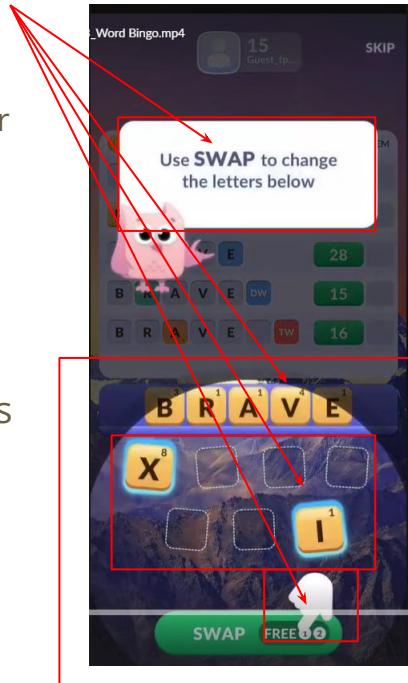
1. Submission is too focused
 - a. So players don't get to process the gameboard and the decision making between the different submits
2. Currently four submission options are visible
 - a. The player may not be clear on why to submit in "15"
 - b. Can reduce cognitive load by showing a six letter word so only 2 submission options are visible, makes it easier to process
3. Easy word placed on the tile is hidden
4. There is an abrupt change in highlight on the submissions, does not give enough time to process



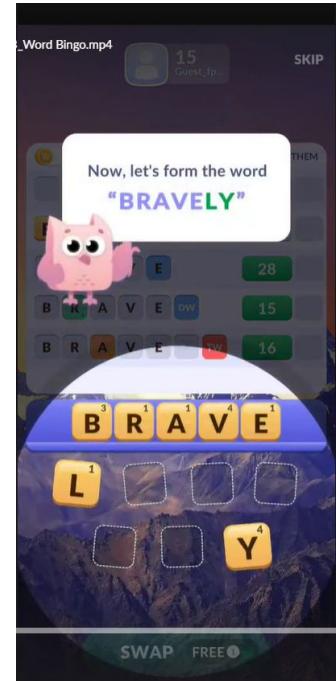
FTUE-3

play indicators

1. Flow for swap has not been eased into
 - a. Players have to form “BRAVE” and are prompted for swap afterwards
2. Too many play indicators on screen (Screen 1)
 - a. Hand animation on SWAP feel too pushy
3. Two free swaps have not been called out
4. TL,TW,DL,DW context is not called out
5. After swapping, “well done” is shown and player is taken to Olivia Gameboard
 - a. Players could be let to finish the game



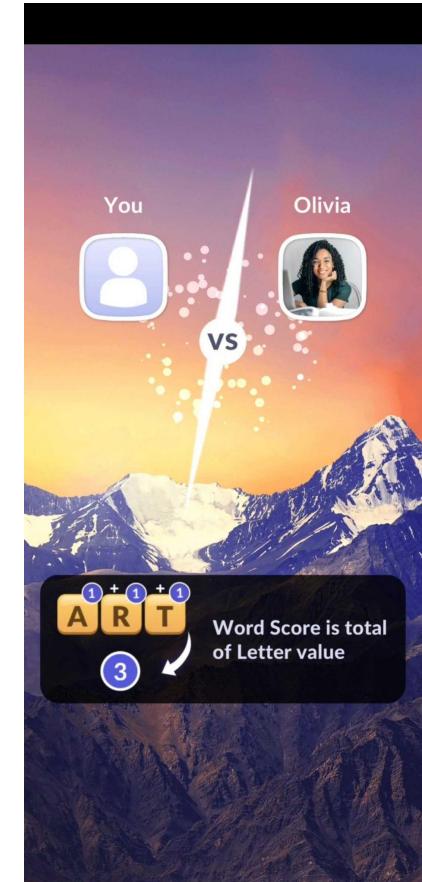
Screen 1



Screen 2

Oliva's Game: Intro

1. Transition to first game is abrupt
 - a. There is no closure from the FTUE, missing feedback
 - b. Not enough time to establish who is the opponent, and the hint
2. Missing context of PVP
 - a. Player has not been eased into the fact that its a PVP match next
 - b. The player may feel out helpless, no autonomy to select who they are playing against



Oliva's Game: Coin reward

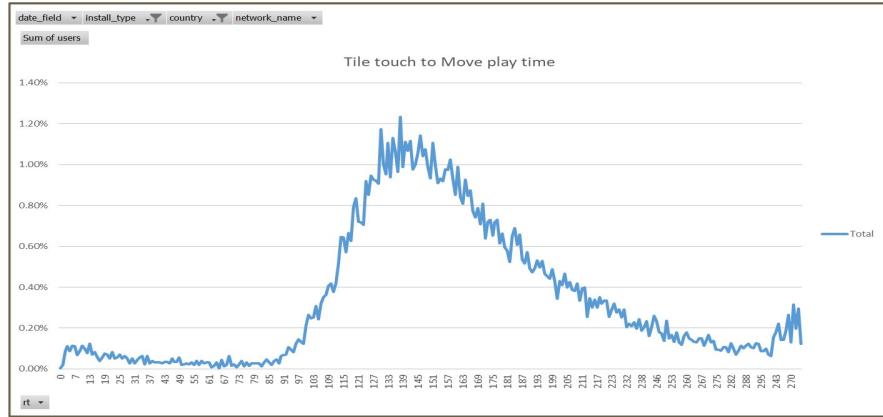
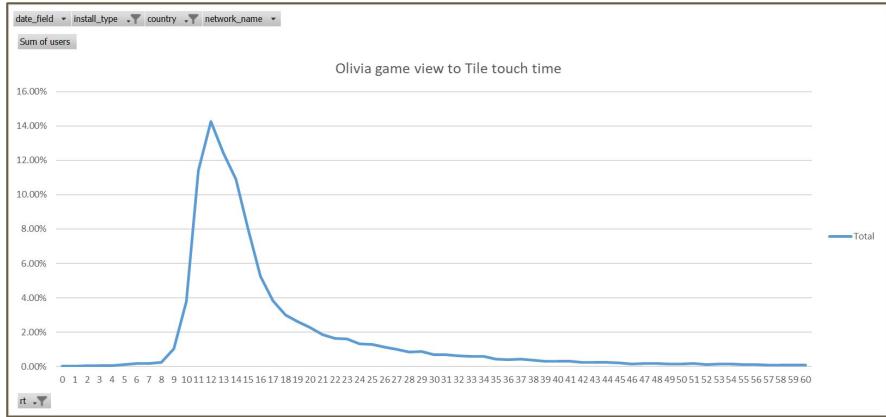
1. Intent of the Pop-up is missed
 - a. The player might accept it as a first time reward, and miss the whole point of using it for swap, copy should focus on swap
 - b. The pop-up placement and UI should be consistent with the FTUE style so that it feels part of the same flow
 - c. Association of the pop-up with the coin counter and swap is missed
 - d. Swap button should be visible



Oliva's Game: Nacta prompts

1. NACTA prompts come too fast
 - a. The prompts do not give player enough time to process, since this is the first time the player is actually interacting with gameboard freely
 - b. On an average player takes about 12 sec to touch the tile and ghost tile is shown to the player after 2s on the 1st move and after 4s for moves 2 to 7 if player is not interacting with the tiles
 - c. Showing the word this obviously might remove the challenge for the player, this could be made more subtle with sheen or subtle shake on tiles(eg. How match 3 games do)





Row Labels	Sum of users	
All	38303	81.12%
play	28176	59.67%
swap	4291	9.09%
(null)	2138	4.53%
more	1420	3.01%
opponents_board	975	2.06%
recall	422	0.89%
back	358	0.76%
shuffle	185	0.39%
bingo	121	0.26%
chat	87	0.18%
opp_stats_check	72	0.15%

Actions	%Installs			
	All	over	skip	none
ftue_start	83.3%	58.6%	22.2%	5.1%
ftue_easy_prompt	83.1%	58.6%	22.2%	5.0%
ftue_easy_formed	70.3%	58.6%	11.3%	3.0%
ftue_easy_submit	70.2%	58.6%	11.3%	3.0%
ftue_brave_prompt	70.0%	58.6%	11.2%	2.9%
ftue_brave_formed	64.8%	58.6%	7.0%	1.9%
ftue_brave_swap	61.2%	58.6%	4.2%	1.1%
ftue_bravely_prompt	61.2%	58.6%	4.2%	1.1%
ftue_bravely_formed	59.7%	58.6%	3.1%	0.7%
ftue_bravely_submit	58.6%	58.6%	2.6%	0.0%
ftue_over	58.6%	58.6%	2.6%	0.0%
ftue_skip	22.2%	2.6%	22.2%	0.0%
ftue_finish	78.1%	58.6%	22.2%	0.0%
view_tile	81.1%	57.6%	22.2%	3.9%
1 move	74.4%	55.3%	19.6%	1.7%
2 move	73.6%	59.9%	18.4%	3.3%

	Ghost Tile Prompt								
Move	1 prompt	2 prompt	3 prompt	4 prompt	5 prompt	6 prompt	7 prompt	8 prompt	
0 move	68.9%	5.7%	1.4%	0.6%	0.3%	0.2%	0.1%	0.1%	
1 move	4.8%	57.6%	8.4%	2.1%	0.8%	0.3%	0.2%	0.1%	0.1%
2 move	0.2%	1.4%	17.9%	3.0%	0.7%	0.2%	0.1%	0.1%	
3 move	0.2%	1.2%	8.6%	14.2%	2.9%	0.8%	0.2%	0.1%	
4 move	0.1%	0.6%	3.2%	7.6%	11.0%	2.6%	0.8%	0.2%	
5 move	0.1%	0.2%	0.8%	2.1%	4.4%	6.7%	2.5%	1.1%	
6 move	0.0%	0.2%	0.5%	1.4%	2.6%	3.9%	4.6%	2.0%	
7 move	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
8 move	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Overall	74.4%	66.9%	40.9%	31.1%	22.8%	14.7%	8.5%	3.6%	

Oliva's Game: Tile rack

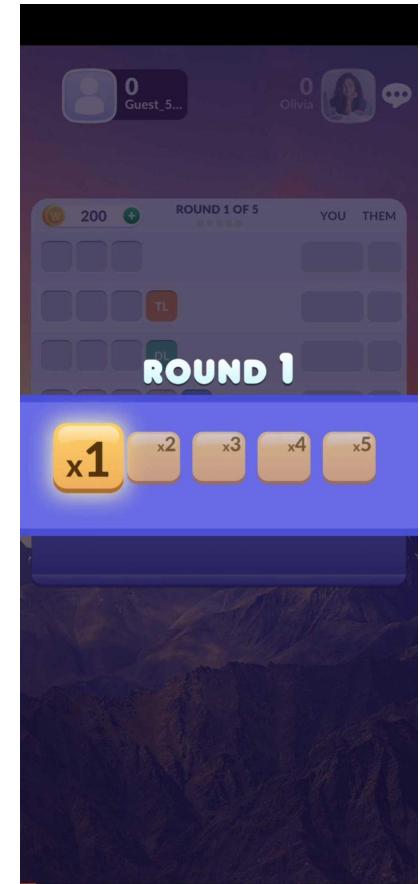
1. Tile rack should match the gameboard
 - a. The tile rack has a lot of obvious 6-7 letter words which players might try to play
 - b. They may feel that the game is not challenging enough when they can't play them and leave a bad first impression
 - c. This can also reinforce player to think that the game does not have 7 letter placements(which happen later in the game)



	Rows Filled Prompt							
Move	1 prompt	2 prompt	3 prompt	4 prompt	5 prompt	6 prompt	7 prompt	8 prompt
0 move	0.7%	0.4%	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%
1 move	23.9%	12.2%	7.9%	1.0%	0.3%	0.1%	0.0%	0.0%
2 move	12.3%	4.7%	2.4%	3.5%	1.4%	0.4%	0.2%	0.1%
3 move	9.4%	7.8%	4.1%	1.7%	1.0%	0.5%	0.2%	0.1%
4 move	3.4%	3.7%	3.2%	2.1%	1.3%	0.8%	0.5%	0.3%
5 move	1.8%	2.6%	1.7%	1.6%	0.9%	0.5%	0.2%	0.1%
6 move	1.2%	1.5%	1.1%	1.1%	0.8%	0.4%	0.2%	0.1%
7 move	1.0%	1.3%	0.9%	0.7%	0.4%	0.2%	0.2%	0.1%
8 move	0.4%	0.8%	0.6%	0.5%	0.3%	0.2%	0.1%	0.1%
Overall	56.1%	38.1%	25.1%	15.1%	8.6%	4.8%	2.8%	1.7%

Oliva's Game: Round animation

1. Too fast and player may not register easily
 - a. Too fast to process the multiplier information
 - b. The player may register the info only after repeatedly seeing it over games
 - c. Can be slowed down in initial games to ease the player into understanding the feedback



Oliva's Game: Bingo Prompt

1. Pop-up is abrupt
 - a. Its unexpected and people might dismiss it without really understanding Bingo
 - b. Breaks the players flow
2. Reinforcer prompt is better to ease control to player
 - a. Prompt and explain bingo after they successfully make one
 - b. This would make the player feel a positive satisfaction of discovering an important game mechanism



	Bingo Prompt
Move	1 prompt
0 move	0.7%
1 move	0.3%
2 move	0.1%
3 move	0.1%
4 move	45.6%
5 move	0.7%
6 move	0.3%
7 move	0.1%
8 move	0.1%
9 move	4.1%
10 move	1.2%
11 move	0.3%
12 move	0.1%
13 move	0.1%
14 move	0.9%
15 move	0.2%
16 move	0.2%
Overall	56.3%

Oliva's Game: Outro

1. Players who go to the home screen from Olivia's Outro(15% out of 72%) may miss out on the curated flow
 - a. To evaluate is there a long term impact or player behavior between people who miss out the curated flow
 - b. % of people start logan game from home screen- this is an opportunity to create a curated flow to teach people to start games from home screen
2. It may be unclear to player when they go to home and see open games (without them starting games)
 - a. Explicitly call out starting 3 games after FTUE- opportunity to introduce asynchronous nature of the game
 - b. Will also set the expectation right for the player with the 3 games
 - c. And then introduce Your move section to players if they go to home



date_field	(All)	<input type="button" value="▼"/>
country	us	<input checked="" type="checkbox"/>
install_type	only_install	<input checked="" type="checkbox"/>
network_name	(All)	<input type="button" value="▼"/>
Sum of users	Column Labels	<input type="button" value="▼"/>
Row Labels	<input type="button" value="▼"/> control	
All	21347	63.6% <- viewers
next_game	18192	54.2%
(null)	1150	3.4% <- drop off
home	984	2.9%
rematch	650	1.9%
continue	117	0.3%
close	87	0.3%
w2e	68	0.2%
new_game	51	0.2%
chat	32	0.1%
share	12	0.0%
store	4	0.0%
Sum of users	Column Labels	<input type="button" value="▼"/>
Row Labels	<input type="button" value="▼"/> var1	
All	4043	72.5% <- viewers
next_game	2920	52.3%
home	883	15.8%
(null)	144	2.6% <- drop off
rematch	54	1.0%
review	15	0.3%
chat	13	0.2%
new_game	7	0.1%
w2e	7	0.1%

First Home screen view

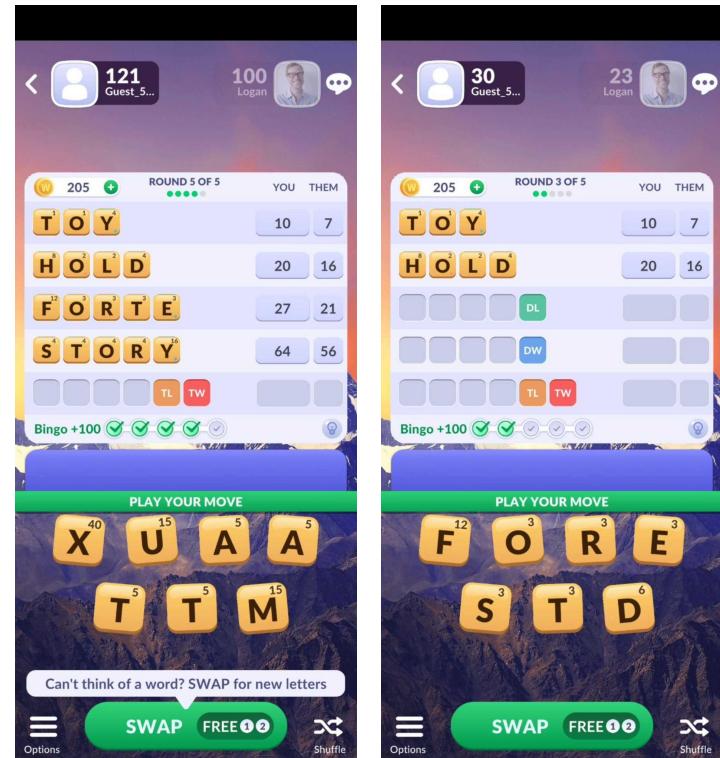
1. Intent is not clear by the game
 - a. Player is shown Quest Centre but further steps are not explored
2. Players are not encouraged to start a new match

date_field	(All)	
country	us	
network_name	(All)	
install_type	only_install	
Row Labels		
		Sum of users
All	23162	49.05% <- viewers
quest_center	6111	12.94%
your_move	3774	7.99%
(null)	3483	7.38% <- drop off
settings	1416	3.00%
best_match	1273	2.70%
store	1058	2.24%
leaderboard	1039	2.20%
profile	938	1.99%
create	801	1.70%
instant_game	783	1.66%
solo_series	685	1.45%
friends	426	0.90%
their_move	342	0.72%
motd	331	0.70%
completed	165	0.35%
wotd	161	0.34%
fb_connect	150	0.32%
invite	70	0.15%
nudge	51	0.11%
starter_pack	30	0.06%
daily_bonus	29	0.06%
result	23	0.05%
completed_options	18	0.04%
dbh	4	0.01%
master_pack	1	0.00%

date_field	(All)		main screen	
install_type	only_install			
country	us			
network_name	(All)			
moves	(All)			
Sum of users	19836	42.0%	<- ms view and move count > 0	
Sum of movers	16671	35.3%	<- after viewing ms played at least one move	

Logan's Game: Nacta Prompts

1. Same as ghost tiles, post 7 moves the play your move and swap prompts are too fast
 - a. Can delay the timing based on tile touch and move timing
 - b. Can also be made more subtle with motion principles(shake, drag or sheen animations) than text prompts
 - c. For move 7 to 15 this prompt comes after 6s and after 15 moves this prompt comes after 25s if players is not interacting with the tile racks



	Play your move prompt														
Move	1 prompt	2 prompt	3 prompt	4 prompt	5 prompt	6 prompt	7 prompt	8 prompt	9 prompt	10 prompt	11 prompt	12 prompt	13 prompt	14 prompt	15 prompt
0 move	0.5%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1 move	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2 move	0.3%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3 move	0.1%	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4 move	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5 move	0.3%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6 move	0.3%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7 move	30.3%	5.1%	1.2%	0.4%	0.3%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8 move	11.8%	19.7%	6.3%	2.3%	0.9%	0.5%	0.3%	0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
9 move	4.5%	11.3%	15.3%	7.4%	3.6%	2.0%	1.1%	0.6%	0.4%	0.3%	0.2%	0.1%	0.1%	0.1%	0.1%
10 move	1.3%	3.5%	6.0%	7.6%	4.3%	2.4%	1.4%	0.9%	0.5%	0.4%	0.3%	0.2%	0.1%	0.1%	0.1%
11 move	1.3%	3.4%	5.6%	7.1%	7.2%	4.5%	2.7%	1.6%	1.0%	0.7%	0.4%	0.3%	0.2%	0.1%	0.1%
12 move	0.9%	2.4%	4.0%	5.7%	6.6%	6.4%	4.3%	2.8%	1.9%	1.2%	0.8%	0.6%	0.4%	0.3%	0.2%
13 move	0.5%	1.5%	2.9%	4.1%	5.3%	6.1%	5.8%	4.2%	3.0%	2.1%	1.4%	1.0%	0.8%	0.5%	0.4%
14 move	0.3%	0.9%	1.8%	2.9%	4.0%	4.9%	5.6%	5.5%	4.3%	3.3%	2.5%	1.8%	1.3%	1.0%	0.8%
15 move	0.2%	0.5%	1.0%	1.5%	2.1%	2.8%	3.3%	3.8%	3.6%	3.2%	2.4%	1.9%	1.4%	1.0%	0.7%
16 move	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.4%	0.4%	0.3%	0.2%	0.2%	0.2%
17 move	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.1%
18 move	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%
19 move	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.2%	0.2%
20 move	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%
Overall	53.2%	49.8%	45.6%	40.6%	36.2%	32.0%	27.5%	23.2%	19.0%	15.5%	12.5%	10.1%	8.0%	6.4%	5.2%

Logan's Game: Score Prompts

1. This makes suggestive hint on scoring strategy which the user may find confusing at this point
 - a. No time gap between pulsate and hand animation either
 - b. Too fast, delay the timing, average time is 90 sec to play move
 - c. Evaluate if this is a point to teach scoring strategy?



Logan's Game: Opportunity to teach

1. Opportunity to teach other mechanisms
 - a. Reinforce bingo, in case player does not make bingo in last game
 - b. Show bingo was missed if player does not make bingo



Sophia's Game: Opportunity to teach

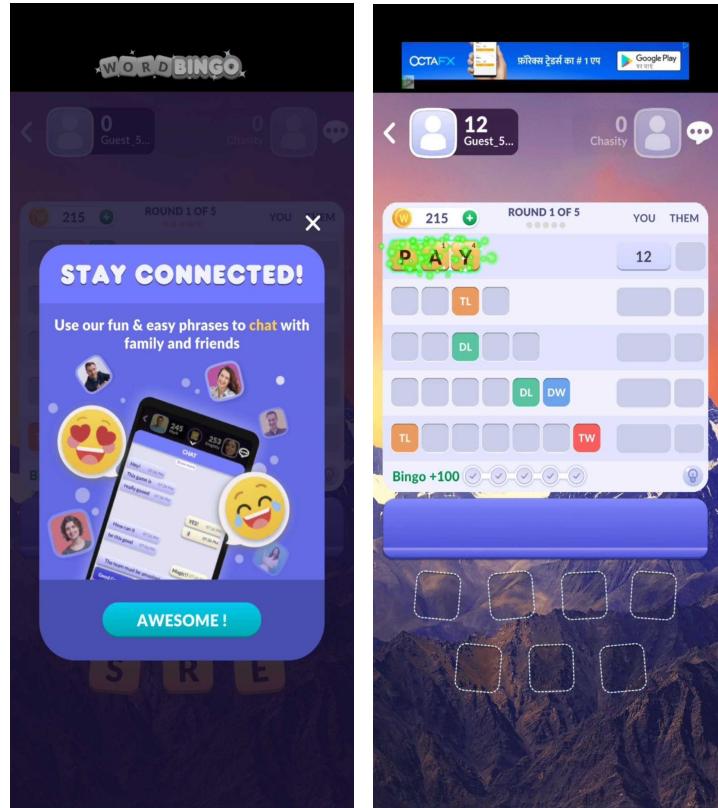
1. Introduce dictionary

- a. Write now dictionary prompts happens post 16th move, right before more games panel opens up which is abrupt
- b. Quest completed prompt



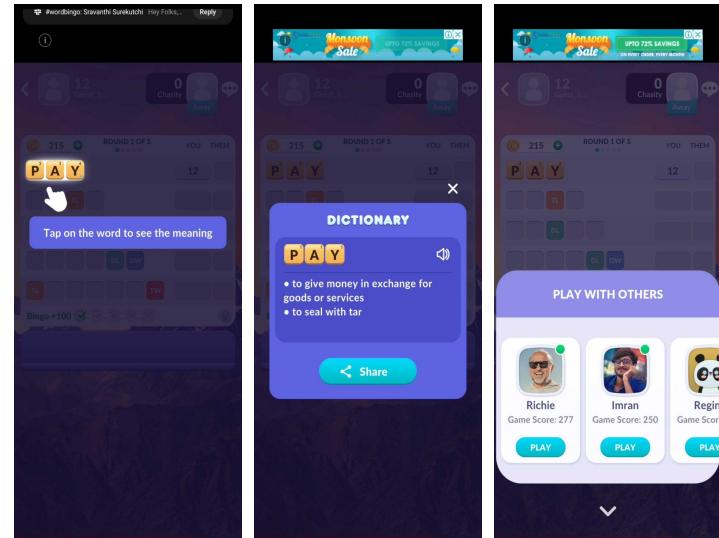
Flow on fourth game

1. Fourth game if its a real player, starts with the chat pop-up is abrupt. The logic for the pop-up can be changed
- 2.



Flow on fourth game

1. Dictionary is introduced on first move but the transition from the pop-up to more games panel is abrupt
 - a. The player does not realise that the opponent is away or thinking, hence a lot of players might be closing the pop-up instantly
 - b. Provide feedback that opponent is away
 - c. Add ftue intro text to the pop-up and inform them that they can play other games meanwhile asynchronous, and what games show up here
 - d. Curate the options in more game panel reduce choices to only one so player is not overwhelmed



First more games section

1. Flow of more games is abrupt
 - a. Animation could be subtle to give time for players to process
 - b. More games intro popup can be introduced as most of the players are closing this popup



date_field	(All)
country	us
network_name	(All)
install_type	only_install
rank_	1

date_field	(All)
country	us
network_name	(All)
install_type	only_install
Row Labels	Sum of users
All	20276
close	16801
play	1405
motd	510
instant_game	478
best_match	373
(null)	340
solo_series	204
accept	162
more games	
Sum of users	20219
Sum of movers	18886

date_field	(All)
install_type	only_install
country	us
network_name	(All)
moves	(All)
Values	
Sum of users	20219
Sum of movers	18886

Step 3: Screen 11

Screen Overview:

- The game board will be darkened out
- There will be a new coin animation along with particle effect above the prompt
- It will have the prompt on the tile rack:
 - **Text:** TAP on **34 points** to submit
- Screen Mock:

Flow:

- **Transition in:** The new coin animation and prompt appears after round multiplier animation
- **On screen:** The prompt and new coin animation will remain for 3000ms
- There will be the existing coin grant animation to the coin counter on the game board after the prompt disappears

Logic:

- Only points button is tappable
- Player will be given control after this screen



Screen 11

Onboarding Next Steps - V3

Vision

- Keeping the steps simple and short
- Completing the onboarding process with minimal distractions
- Following UI/UX pop-up/overlay guidelines

Anti-vision

- Over explaining FTUE
- Compromising on the quality due to step optimizations
- Feature size going high

Business Goals

- To increase D0 moves per DAU by 4%
- To increase D1 retention by 100bps

Design Goals

- To make a smooth transition of the player into the game by slowly introducing relevant elements, sections in the game
- To create a curated flow which would reduce in-game distractions
- To simplify and make more clear steps for player to avoid cognitive load and confusions\

Expected Upside

- 2.82% upside in LTV
- 4% upside in D0 Moves per DAU
- 100 bps upside in D1 Ret

	Action Type	%Installs	
		current	exp
FTUE Step 3	5.11.1 round 3 view	85.2%	85.2%
	5.11.3 round 3 word_formed	83.7%	83.7%
	5.11.4 round 3 play	81.8%	81.8%
Olivia's Game	6 game view	81.5%	81.5%
	6.2.01 word play	77.2%	78.0%
	6.2.02 word play	75.0%	76.8%
	6.2.03 word play	73.9%	75.7%
	6.2.04 word play	73.2%	75.0%
	6.2.05 word play	70.6%	72.4%
	6.2.06 word play	58.5%	61.1%
Next 10 Moves	6.2.07 word play	57.9%	60.5%
	6.2.08 word play	57.3%	59.9%
	6.2.09 word play	56.8%	59.4%
	6.2.10 word play	55.4%	58.0%
	6.2.11 word play	49.7%	52.4%
	6.2.12 word play	49.0%	51.7%
	6.2.13 word play	48.4%	51.1%
	6.2.14 word play	48.0%	50.7%
	6.2.15 word play	46.8%	49.5%

	%Installs		D0 Moves
	current	exp	
0 moves	22.8%	22.0%	0
LE 5 moves	18.7%	16.9%	4.7
>5 moves	58.5%	61.1%	44.75

27.05 28.13 <-- do moves
4.0% <-- upside

	%Installs		D1 Ret
	current	exp	
0 moves	44.6%	42.0%	12.4%
LE 5 moves	8.6%	8.5%	12.8%
>5 moves	46.8%	49.5%	37.7%

24.3% 25.0% <-- d1 ret
68 bps <-- upside

D1R upside **35 bps**

Overview

1. FTUE Intro and Outro changes:
 - a. Copy changes
2. Olivia Game changes:
 - a. Removal of HUD elements
 - b. PvP prompt
 - c. Removal of add friends/chat, rematch, review board button on outro screen
 - d. We will curate the first home screen view after Olivia's game for explorers
 - i. Homescreen will be curated such that any match a player starts, they will get Logan board
3. First Home screen changes:
 - a. Game start prompt(same)
 - i. Animation to be added
4. Tile rack runtime changes:
5. Logan Game start
 - a. Removal of HUD elements
 - b. Outro changes
6. NACTA prompts will be updated as per FTUE animations done in Onboarding Changes

Note : Changes done in the variant(in this spec) are done taking gameboard UI in consideration and mocks of both gameboard UI control and variant are provided in the spec

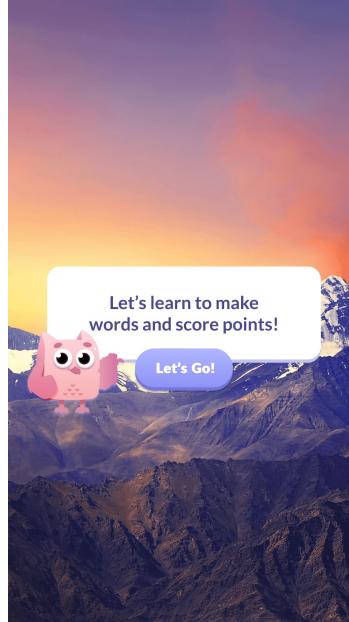
FTUE Intro

UI Changes :

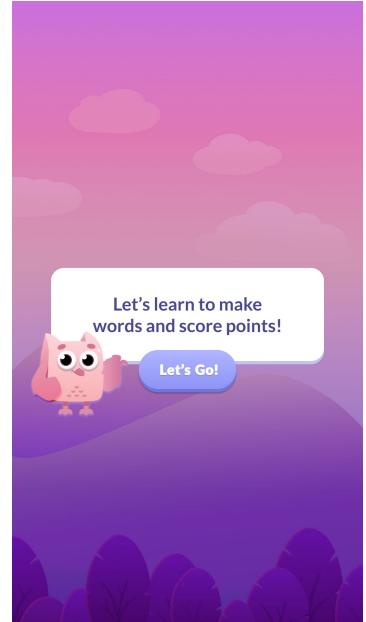
1. Prompt Copy : "Let's learn to make words and score points!"
2. CTA Copy : "Let's Go!"

Functionality :

- Let's Go! Button will be tappable in the screen
- Tapping on the button will take the player to the next screen



[Gameboard UI- Control](#)



[Gameboard UI- Variant](#)

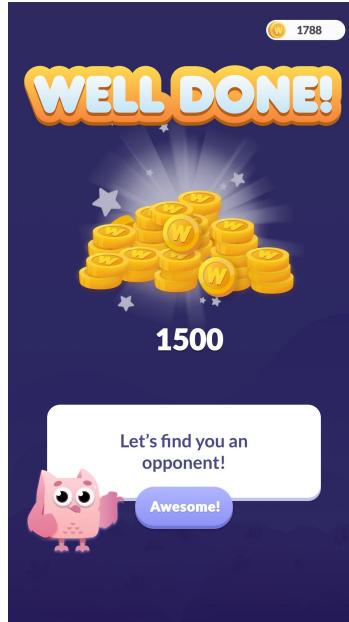
FTUE Outro

UI Changes :

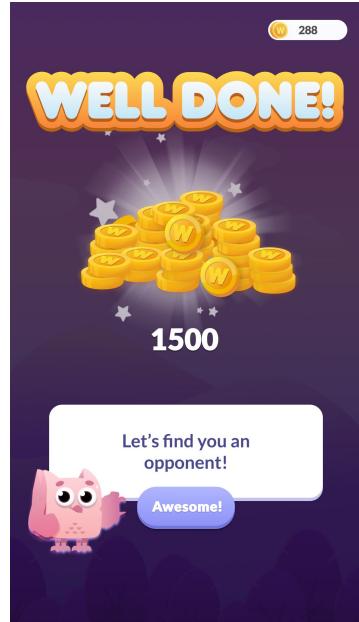
1. Prompt Copy : "Let's find you an opponent!"
2. CTA Copy : "Awesome!"

Functionality :

- Awesome! Button will be tappable in the screen
- Tapping on the button will take the player to the next screen
- "awesome' button on the toaster will be runtime controlled [ftue_outro](#)



[Gameboard UI- Control](#)



[Gameboard UI- Variant](#)

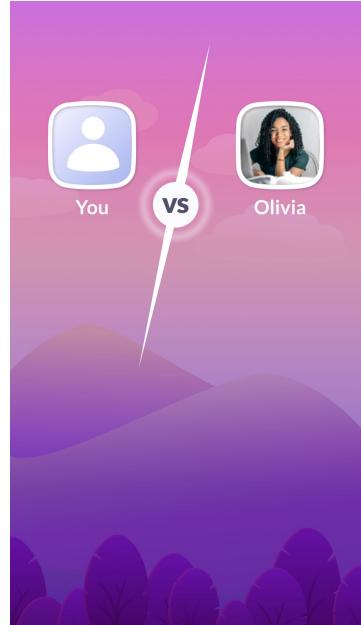
Olivia Intro Screen

UI Changes :

1. Tips section will be removed from this screen



[Gameboard UI- Control](#)



[Gameboard UI- Variant](#)

Olivia Gameboard UI - 1

UI Changes :

1. Chat, more options icons and Bingo bar will not appear on this gameboard
2. Back button will not be present for this gameboard
3. Players will not see the bingo prompt on this gameboard

New flow : If any player force closes in the middle of this gameboard, they will be taken back to this gameboard on relaunch :

1. They will continue from their next playable state
 - a. Eg : If the player submits a move on round 3 and they force close, they will start from 4th round after reopening



Gameboard UI- Control



Gameboard UI- Variant

Olivia Gameboard UI -2

Note :

- The bingo collection animation on word submit will not play on this board
- If player clicks on opponent profile , opponent profile pop-up will show
 - The popup will not have an add friend button
 - [Mock Link](#)
- We will not show Get +100 on Bingo popup in how to play here

Edge case :

1. If player games back to the game organically or through any notif after this game is timed out, they will be taken to home screen
 - a. As this will be the first home screen, the functionality of the screen will remain as [mentioned](#)
2. There will be no bingo +100 animation or +100 score if the bot makes a bingo on this game board



[Gameboard UI- Control](#)



[Gameboard UI- Variant](#)

Olivia Gameboard PvP prompt

Screen Overview:

- Round indicator will be highlighted
- It will have the prompt on the tilerack:
 - **Text** : Play 5 rounds and beat your opponent!
 - **CTA** : Next

Flow:

- **Transition in:** The spotlight and prompt will appear as soon as the player sees the gameboard just before player has seen the round 1 animation on the gameboard
- **Action:** The prompt remains till player clicks on Next CTA
- **Transition out:** Player will see round multiplier animation and then get control to play the move

Logic:

- Only Next Button will be tappable in this screen

- The 'next' button on the toaster will be runtime controlled

pvp_prompt



Gameboard UI- Control



Gameboard UI- Variant

Olivia NACTA prompts

- Tuning NACTA - Ghost Letters
 - The timing after which player is shown ghost letter or play your move tag is controlled using the following runtime: [ghost letter prompt new](#)
 - We will be creating a new runtime with the same number of values
 - This new runtime will control the timing of these prompts for the users who are in Var1. Name of new runtime: **ghost_prompt**. It will have 4 fields similar to the ghost letter runtime
 - 1 move : default value 0
 - 2-6 moves : default value 4
 - 7-15 moves : default value 6
 - 16+ moves : default value 25
- There will be no change for the NACTA prompt - [Play your move tag](#)



[Gameboard UI- Control](#)



[Gameboard UI- Variant](#)

Olivia NACTA prompts

- Tuning NACTA - Score Prompt
 - The timing after which score is prompted to the player is controlled using the following runtime:
[score_prompt_oc](#)
 - We will be creating a new runtime with the same number of values and one additional field
 - This new runtime will control the timing of these prompts for the users who are in Var1. Name of new runtime: **score_prompt_oc_new**. It will have 4 fields similar to the ghost letter runtime
 - 1 move : default value 0#1
 - 2-6 moves : default value 2#1.5
 - 7-15 moves : default value 7#2
 - 16+ moves : default value 15#2

[Animation Link](#)

*Animation link provided is just for the understanding of how the score prompt will look like, it might not be used in the exact same scenario as provided in the mock

Olivia Outro UI

UI Changes :

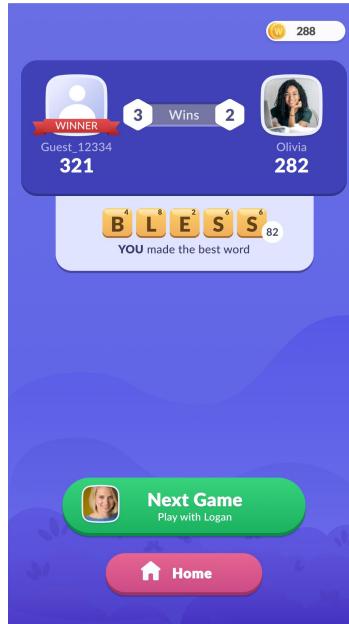
1. Add friends/chat icon , rematch button and review board will be removed

Functionality :

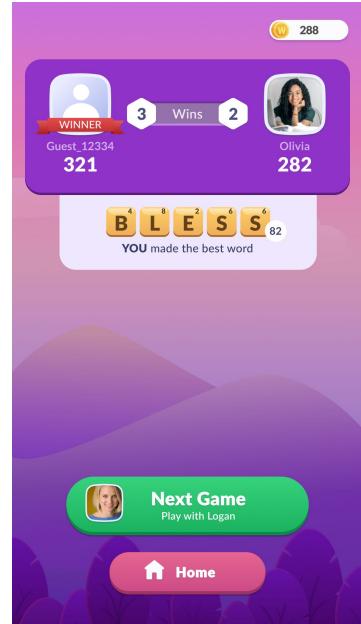
- Clicking on next game CTA will take the player to a game similar to logan's game
 - The board will have prompts as mentioned

Edge case :

- If the player force closes the app on this screen, they should see the home screen with the start a new game prompt when they relaunch



Gameboard UI- Control



Gameboard UI- Variant

First home screen

The home screen will be curated if the player closes the start a new game prompt after player comes to home screen on completing Olivia game

Games can be started from :

- Carousel section
- Quick game button
- Active games section

Starting any games from this section will have the gameboard and gameplay which is same as [Logan board](#)

- The board will have prompts as [mentioned](#)
- Any game started from this screen will be an instant bot game
- Player will go through the same flow if they force close and relaunch on this screen

Note :

- **For variant :** We will be creating Sophia game (GB 3) when player opens Logan Game (GB2)
- Surfacing for real player/mp bot game from carousel and active games through auto games will start from the **2nd homescreen view**
- If any real games are present in active games, the gameboard will be same as existing (5 rows with 3/4/5/6/7 row length)
- There will be no auto game starts until Logan game is started

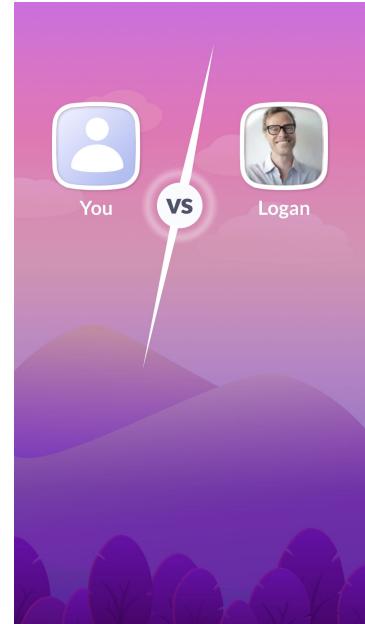
Logan Intro Screen

UI Changes :

1. Tips section will be removed from this screen



[Gameboard UI- Control](#)



[Gameboard UI- Variant](#)

Logan GB view - 1

UI Changes :

1. Chat will not be present in this gameboard
2. Back button will be present on this gameboard
3. Bingo bar, bingo prompt and More options will be present in this gameboard

New flow : If any player force-closes in the middle of this game board, they will be taken back to this gameboard on relaunch :

1. They will continue from their next playable state
 - a. Eg : If the player submits a move on round 3 and they force close, they will start from 4th round after reopening



Gameboard UI- Control



Gameboard UI- Variant

Logan GB view - 2

Edge case :

- If player comes back to the game through any notif after this game is timed out, they will be taken to home screen
- If the player clicks on resign, player will be sent to home screen
 - If it is their 1st homescreen view, they will see the start a new game prompt

Note :

If player clicks on opponent profile , opponent profile pop-up will show and will not have an add friend button



Gameboard UI- Control



Gameboard UI- Variant

Bingo prompt -1

Screen Overview:

- The spotlight appears on bingo+100 and tick marks
- A prompt appears below the spotlight
 - **Text:** Fill all the squares to get bonus 100 points!
 - **CTA :** Next

Flow:

- **Transition in:** This spotlight and prompt will be triggered right after the player has seen the gameboard before the round multiplier animation

Logic:

- This prompt will only be shown once
- Only next button will be tappable here
 - Tapping on next gives control to the player



Gameboard UI- Control



Gameboard UI- Variant

Bingo prompt -2

Reasons for changing copy :

- Previous copy said “Fill all squares to get bingo +100” and had spotlight on bingo bar : Copy and spotlight were highlighting two different things
- The new copy and highlight is similar to DBH FTUE

The ‘next’ button on the toaster will be runtime controlled
[bingo_prompt](#)

Note :

- Logic and surfacing of the bingo prompt will remain same as existing in control of this feature
- Existing bingo prompt will not be shown in variant 1



[Gameboard UI- Control](#)



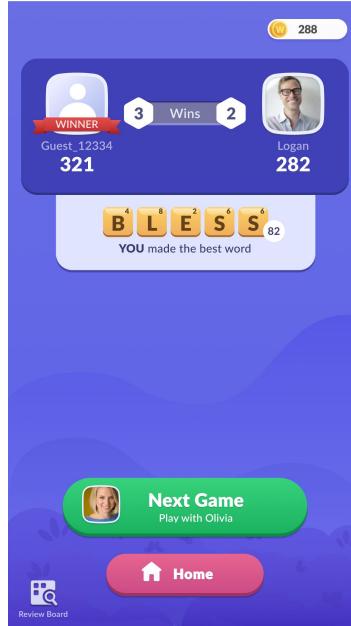
[Gameboard UI- Variant](#)

Logan Outro view

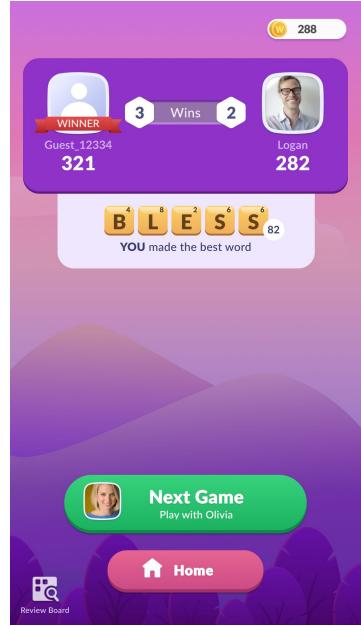
1. Add friends/chat icon , rematch button will be removed
2. Review board will be present on this screen

Functionality :

1. Clicking on the next game button will open a game similar to sophia game
2. If the player clicks home and visits the home screen for the first time player will see the start a new game prompt
3. If the player clicks on the quick game button after going to home from here, player will see the gameboard similar sophia board
 - a. If the player starts a game from carousel section or active games section, logic will work as existing in game



Gameboard UI- Control



Gameboard UI- Variant

Note : Logic of carousel and active games will work as existing in the game after this

Edge Cases

1. If player comes in through deeplink invite, the player will be sent to opponent's match (against the player who has sent the invite) after the FTUE
 - a. Player will get the easy tile racks
 - b. Player will see a bingo bar and the board will be a regular board with 5 rows (3/4/5/6/7)
 - c. Player will get the gameboard as existing (with 7 letter tileracks)
 - d. On completing the opponent match, player will see outro where :
 - i. Clicking on next game will take the player to a game which is similar to Olivia's game (no bingo bar or prompt)
 - ii. Clicking on home will take the player to homescreen with start a new game prompt
 1. Clicking on any card will take the player to a game which is similar to Olivia's game (no bingo bar or prompt)
2. If player is allocated to variant from control :
 - a. After coming to FTUE but not completing, **player will go through the variant flow**
 - b. After coming to olivia's gameboard where the logan's and sophia game is already created and olivia's game has bingo bar, **the player will continue to go through the control flow**
3. We will not be exclusively handling cases for players coming from D0-D1 notifs as a part of this spec
 - a. Players will have landing flows as existing
4. We will not be exclusively handling scenarios for reinstalls in this spec, reinstall flow will remain same as existing

Tilerack tuning

- Currently, tile rack assignment is controlled by runtime easy rack count. There will be new runtime in variant to assess the impact of increasing number of easy tile racks on moves
- [In variant] Easy tile rack will be assigned to the players for first '15' moves which will be controlled by runtime
 - Name: **Easy tilerack count** (only for var1)
 - It will accept only one value between 0-50
 - Default value will be set to **15**
- We will be using the existing easy tileracks : Easy rack v2 , swapped easy rack v2
- These 15 easy tile racks will be assigned to the player for the first 3 games in the ascending order. If full swap is used in the 1st move of these matches, the corresponding tile racks from the swap list will be taken

NOTE:

After using one full swap, the swap logic would follow the existing logic

For a player coming through deep link invite, they will receive easy tile rack for their first 15 moves

Experiment and Runtimes

Experiment:

Onboarding_opts_v3

- Control: No changes (50%)
- Var1: as per spec (50%)

Runtimes: Following runtimes will be available in variant:

- ghost prompt
- score prompt oc new
- Easy tilerack count
- **Ftue_game_prompt**
 - This runtime will control prompt functionality of var1 users
 - There will be 3 fields for controlling 'next cta' on Pvp prompt Bingo prompt and ftue_outro (These are part of ftue_game prompt runtime only)
 - Each field will contain two values 0 or 1
 - If value is 1 then there will be a next cta on prompt
 - If value is set 0 for any prompt then
 - Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or
 - Player can click anywhere to skip the wait time and go to next screen
 - Default value for each sub field will be 1

Trackings

[Link](#) - Three new trackings to be added in variant. Rest of the trackings in control to be replicated in variant.

Olivia Gameboard PvP prompt

Runtime:

The 'next' button on the toaster will be runtime controlled (pvp_prompt). The runtime will accept two values 0 or 1. [Default value : 1]

- a. If value is 1 then there will be a cta next on prompt
- b. If value is set 0 for any prompt then
 - i. Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or
 - ii. Player can click anywhere to skip the wait time and go to next screen



Gameboard UI- Control



Gameboard UI- Variant

Bingo prompt

Runtime:

The 'next' button on the toaster will be runtime controlled (bingo_prompt). The runtime will accept two values 0 or 1. [Default value : 1]

- a. If value is 1 then there will be a cta next on prompt
- b. If value is set 0 for any prompt then
 - i. Player will have to wait for prompt to disappear after 2000 ms in order to go to next screen or
 - ii. Player can click anywhere to skip the wait time and go to next screen



Gameboard UI- Control

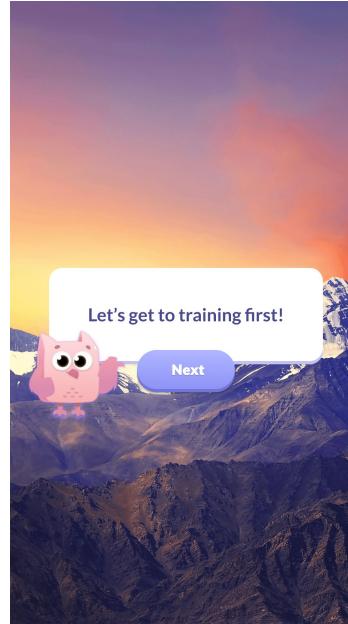


Gameboard UI- Variant

Kickoff Deck V3

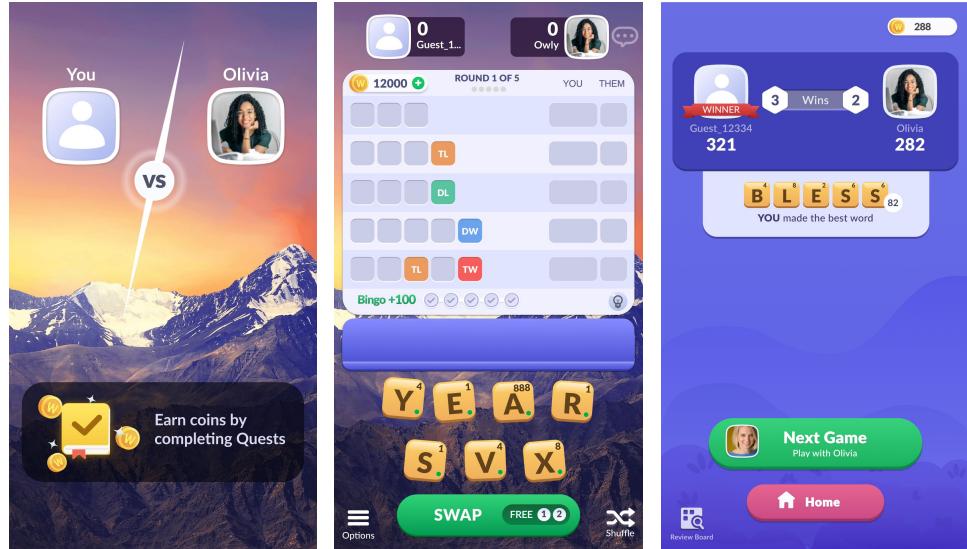
FTUE

1. FTUE Intro
 - a. There is a scope to improve the intent of the prompt here
 - b. Give more context to player and set better expectations
 - c. CTA text can also be more actionable like "Let's Go"
2. FTUE Outro
 - a. Add cta for next game to the prompt
 - b. Introduce the opponent(pvp aspect)



Olivia Game

1. Olivia Game start
 - a. Remove game tips from game start screen to reduce clutter
2. Olivia Game Board
 - a. Chat, more options icons to be removed
 - b. Remove Bingo bar, and bingo prompt
 - c. On LANDING ON Gameboard, show prompt setting pvp context, 5 rounds to beat Olivia
 - d. Improve NACTA prompts(same as FTUE)
 - i. First move on Olivia will have the hand drag prompt without delay
 - e. If player exits game during this game they will land back on the gameboard with the relevant move
3. Olivia Game Outro
 - a. Remove add friends/chat, rematch, review board



First home screen view and tilerack changes

1. First Home screen
 - a. Game start prompt(same)
 - i. Copies and timing check
 - ii. Animation to be added
2. We will curate the first home screen view after Olivia's game for explorers
 - a. Homescreen will be curated such that any match a player starts, they will get Logan board
3. Tile rack runtime/bug fixes :
 - a. We will be changing the runtime of easy tile racks to 15
 - b. We will fix the Bug on 10th tile rack where player is not getting the assigned tilerack

Logan Game and first home screen view

1. Logan Game start
 - a. Remove tips
2. Logan Gameboard
 - a. Add bingo bar, introduce context (add objective to the copy intent)
 - b. More Option will be there, chat will be not be present
 - c. NACTA prompts> animation changes based on FTUE
 - d. Ensure that players dont see quest centre notifs in this board
3. Logan Outro
 - a. Add review board icon
4. If player exits game during this game they will land back on the gameboard with the relevant move
5. ~~DLR pop up after logan game(in case player has not finished Logan game on D0)~~

Experiment handling

2 different screens will be created for gameboard ui experiment variant and control

- Prompts and flows will be same for control and variant for gameboard UI exp
- Changes in control and variant will be around :
 - BG - intro and GB
 - HUD : More, back, Options, Chat, Shuffle, Swap
 - Round indication on GB

Animation requirements

1. Hand drag prompt prompt :
 - a. Can it be reused from FTUE?
2. Start a new game prompt :
 - a. Can it be reused from FTUE unlock prompts?
3. Hand click anim for ghost tiles :
 - a. Can it be used from submit score tap anim (FTUE) ?

Future Scope

Gameboard variation V2

- DL/TL introduction
- No of tiles to be given to the player in FTUE and first 3 games
- No of rows to be experimented/challenged for 1st 3 games

Swap

- Giving unlimited free swap for training section
- Swap confusion with submit button
- Questioning 2 free swaps per round
- Free swap vs partial swap vs full swap vs pick swap(super swap) vs joker tile

Bingo vs score

- Hand prompt logic
- Redesigning bingo bar and animation (instead of rows to tiles) (For eg : player will have to make total of 25 tiles in words for a bingo)

Future Scope

Onboarding V3

- P? : While making wise, it should appear on GB
- P1 : Idle animation
- P0 : Ghost tiles redesign

Onboarding (After reads v2 discussion)

- P0 : Intro copy on 1st screen : Better context can be set
- P1 : Word submit prompt on different different rows can be explained in FTUE
- P? : Coupling text and animation in prompts
- P1 : DL/TL explanation to players
- P0 : FTUE Outro transition : next button on toaster
- P1 : People using 2 paid swap on 3rd step
- P0 : submit prompt nacta on olivia board
- P1 : Round multiplier and special tiles can be explained in olivia board
- P0 : Intro screen on Olivia we have high drop off (due to PVP , round animation and a full board)
- P0 : Outro on olivia board can be improved (10 % drop-off) {also on subsequent outros}
- P0 : Better bingo prompt context

Future Scope

Home screen :

- P0 : Excessive jewel notifs without any heirarchy
- P1 : Quick game and game modes have no heirarchy
- P0 : Players are now exploring more, we could push them more to play
- P1 : Sequential unlocks for new users

Login flow :

- Loading screen revamp
- Logging screen revamp

Olivia Game

1. Olivia Game start
 - a. Remove game tips from game start screen to reduce clutter
2. Olivia Game Board
 - a. Chat, more options icons to be removed
 - b. Remove Bingo bar, and bingo prompt
 - c. Optimise tile rack (to check against popularity score, successful words formed/submitted)
 - d. Improve NACTA prompts(same as FTUE)
 - e. On LANDING ON Gameboard, show prompt setting pvp context, 5 rounds to beat
3. Olivia Game Outro
 - a. Remove add friends/chat, rematch, review board, w2e
 - b. Home button will show “unlocks in 5 moves”



Sophia Game and consecutive home screen views

1. Sophia Gameboard
 - a. Introduce chat unlock
 - b. If player doesn't send a message then send a message from bot
2. Sophia Outro
 - a. Rematch, add friend/chat
3. Second home screen view
 - a. Jewel notif curation
 - b. Unlock quest, add promo section, carousel curated as is
 - c. Gamemodes will be unlocked- solo 50 moves, dbh 120moves, lb- 5 game ends
4. NACTA prompts update as per FTUE
 - a. Hand anim
 - b. Ghost tiles
- 5.

Vision

- Keeping the steps simple and short
- Teaching core concepts before entering the first game
- Completing the onboarding process with minimal distractions
- Following UI/UX pop-up/overlay guidelines
- Reduce drop-offs

Anti-vision

- Over explaining FTUE
- Compromising on the quality due to step optimizations
- Feature size going high
- Dependencies on current experiments

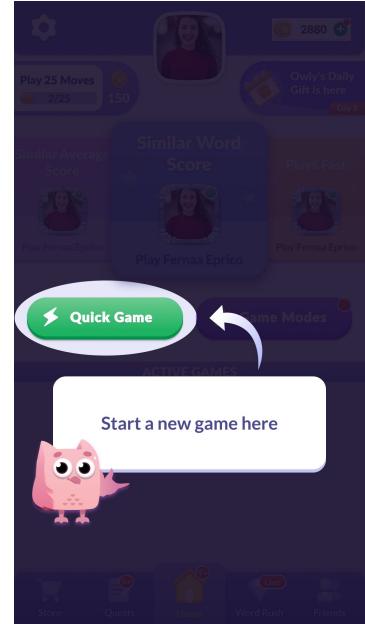
First home screen view

Player will see this prompt when they view the homescreen for the first time

There will be an animation similar to [Solo intro animation](#)

This will be a soft-gated flow where if the player clicks anywhere else other than the quick game prompt , the prompt will go away

*Animation link provided is just for the understanding of how the score prompt will look like, it might not be used in the exact same scenario as provided in the mock



Onboarding V4

Vision

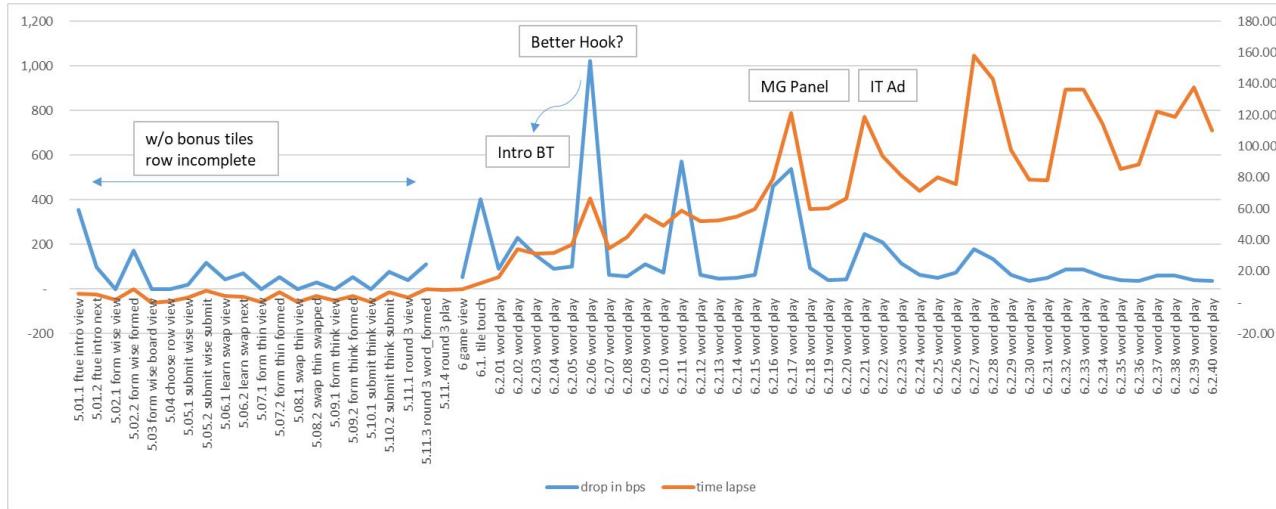
- To provide a better hook for players compared to bingo prompt
 - To improve funnel of players playing Logan board

Anti-vision

- Cannibalization in swaps/DAU due to lesser % players making bingo

Opportunities identified

- There is a drop-off of ~1050 bps post olivia gameboard. Based on competition benchmark and internal validation, we would be teaching Bonus Tiles mechanic explicitly to players in the Olivia gameboard
- The hypothesis is that it would be a better hook compared to Bingo bonus and would nudge players to start Logan game. It has been validated in the past experiments (GB variation and Bonus tiles w2e) that players are explicitly interested to engage with bonus tiles mechanic. We have also observed w.r.t. Competition benchmarking that Wordzee has ramped up its bonus tiles onboarding feature



Other opportunities - kick Off deck

Business Goals

- ~400bps increase in users share starting Logan game
- D1R upsides of 96 bps
- LTV upsides of 2.9%

Design Goals

- To improve funnel of players strategizing on bonus tiles

Expected Upside

- The user distribution across moves bucket would change with the new hook of bonus tiles
- The users opting to start Logan game would increase by ~400 bps (Assumption based on past learnings)
- D1R upside of ~96 bps
- LTV upside of ~2.9%

bonus tiles hook	users per installs	D1R	users per installs
1. LE 5	16.2%	11.8%	12%
2. 6-10	8.7%	18.8%	9%
3. 11-15	6.6%	23.6%	8%
4. 16-20	9.7%	21.1%	10%
5. 21-25	4.9%	29.4%	5%
6. 26-30	4.5%	31.7%	7%
7. GE 31	19.4%	52.9%	19%
OverALL	70.0%	29.0%	96 bps

Overview

Introducing new bonus tiles FTUE!

1. **FTUE board changes**
 - a. Removing bonus tiles from this gameboard
2. **Olivia GB changes**
 - a. We will be showing new bonus tiles FTUE from Olivia Gameboard
 - b. We will be removing bingo FTUE from this gameboard
 - c. ~~We will not surface Daily mystery box in this gameboard~~
3. **Logan GB changes**
 - a. We will be introducing bingo prompt in this gameboard
 - b. ~~We will surface Daily mystery box in this gameboard~~
4. **New How to play will be added for bonus tiles**
5. **Changes in easy letter rack on Olivia Board**

FTUE Gameboard

FTUE gameboard will not contain any bonus tiles anymore



[Mock Link](#)

Olivia Gameboard Changes

Changes :

1. Bingo FTUE prompt will be removed from this gameboard
 - a. Bingo indicator will still be present
 - b. Player will be able to make a bingo here
- ~~2. We will be removing DMB icon and progress from this game board~~
3. We will be adding a new bonus tiles FTUE on Olivia Gameboard (will not be shown on any other gameboard)
4. There will be no bonus tiles at game start
 - a. Bonus tiles will be added according to the flow provided in following slides
- ~~5. WOTD icon will not be shown on this game board~~

Note : Player will be able to see WOTD on Olivia board if unlock conditions are satisfied (D1)

In case of clash between Bonus tiles FTUE and WOTD FTUE, bonus tiles FTUE will be shown first



Bonus tiles FTUE flow



Player comes to Olivia
GB , round multiplier
anim plays, DMB reset
anim plays



Text instructs WILD to be made. Ghost tiles appear along with the prompt (no delay)
Prompt and overlay remains until WILD is placed on the tilerack



As soon as all the letters are placed on the rack, overlay disappears



Bonus Tiles appearing animation
On 3rd and 4th row



Bonus Tiles appear with TL on 3rd row and DL on 4th row

[Anim Link](#)

Bonus tiles FTUE flow contd.



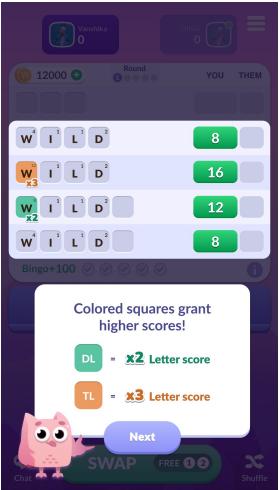
X2 and x3 appear on the game board



Scores update on the rows with bonus tiles



Overlay appears highlighting 2nd to 5th row



Prompt appears, prompt stays until player clicks on Next button (runtime controlled)
If next button is not present, prompt disappears after 3 s



Overlay shortens and hand prompt appears without any delay

Note :

1. The flow is hardgated and cannot be skipped
2. All buttons as shown in the mock here should be present on GB



Logan Gameboard Changes

Changes :

1. Bingo prompt will be added on this gameboard (Logan gameboard)(Prompt same as existing)
 - a. The prompt will be shown if player completes row on 1st move
 - b. If bingo prompt is not triggered in this game, player can see it on sophia gameboard(provided condition in 1a is satisfied)
2. ~~DMB icon will be shown from this gameboard~~



Logan Board



Bingo prompt

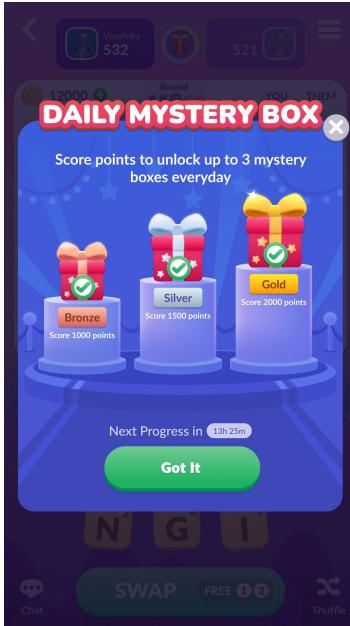
DMB unlock Changes

~~Player will be able to interact with the Daily Mystery Box on and after D0 (same day when player installs the game) and after 1 lifetime game end~~

- ~~1. Player will see new game button with progress bar in home screen only after DMB is unlocked~~
- ~~2. Player will see the popup after 1st lifetime milestone complete~~

Note : Due to a lot of edge cases arising upon changing DMB unlock conditions, we decided to revert the changes

In case there is a clash between bingo FTUE and DMB popup, bingo FTUE will show first followed by DMB popup



DMB popup

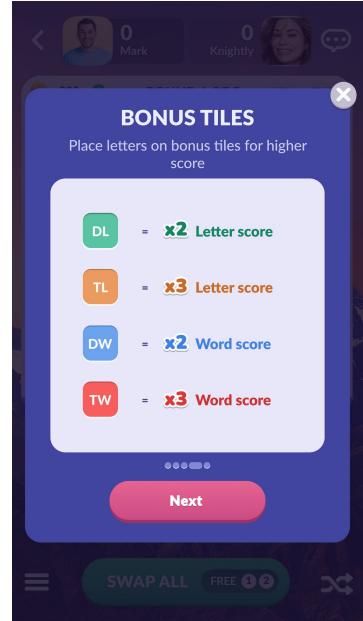


New game button

How to play- Bonus Tiles

1. The new bonus tiles section will be incorporating the existing How to play popup (4th in the carousel)
 - a. [Figma link for reference](#)
 - b. This will be a blanket change
2. The How to play popup will be shown after 40 lifetime moves (when player is in move state) on game board with bonus tiles carousel open - [popup priority](#)
 - a. This will be a part of experimentation

Note : Reinstallers will not see the popup if they have seen it once



[Mock Link](#)

Easy letter rack change

'HAPPYXV' tile rack will be replaced 'WILDYVX'

Ghost letters will show WILD

Ref : [Easy letter rack](#)

Edge cases

1. In a scenario of app kill,
 - a. Player will see the bonus tiles FTUE from the start if they open Olivia game,
 - i. Only when they have not yet seen the bonus tiles anim on the first move
 - b. In case they have been granted bonus tiles on the first move and then killed app
 - i. FTUE will be considered as complete and player will start from round 1
2. In case, Build downgrade player will not see bonus tiles FTUE
 - a. Flow present in control will take effect
 - b. If player is already played on Olivia board, they will see the existing board (tile rack : WILDXVY)
 - c. If Bonus tiles is granted before downgrade, they will see the bonus tiles
 - d. If bonus tiles is not granted before downgrade, player will see empty gameboard
3. ~~Update flow and player gets allocated to variant:~~
 - a. ~~After onboarding FTUE is completed and player has not seen olivia board : Player will see bonus tiles FTUE~~
 - b. ~~If player drops off after seeing Olivia board : Player will see bonus tiles FTUE on opening Olivia board again~~
 - c. ~~If player has completed Bingo FTUE in Olivia board : Player will see NOT bingo FTUE again in Logan board~~
 - d. ~~If player has started but not completed onboarding FTUE :~~
 - i. ~~Player will see old FTUE (with bonus tiles on board)~~
4. Experiment is a new user experiment which means,
 - a. Once a player starts with a variant, they will remain in that variant
5. Player will not see FTUE again after they have been granted bonus tiles on the board
6. In game notif will not be shown on over the FTUE

UI dev requirement

[Link to the sheet](#) (also includes sound list)

Score increment sound link - [here](#)

Experiment and Runtimes

Experiment name: onboarding_bt

Control: no changes - 50%

Variant: as per spec - 50%

Note : The experiment is a hardcoded experiment

Runtimes:

1. Bonus_tiles_nextbutton - This runtime will accept two values:
 - a. 0 or 1 (0 means switched off) - Default value will be 1

In case we observe huge drop offs on account of the hard gating at this step, we would change the next button state.

Trackings

[Link](#) - row number 838 - 846

Analysis Plan

1. Study player behavior till FTUE to understand any impact of install quality on further player journey
2. The funnel drop in terms of bonus FTUE and Logan starters should be net positive
3. Establish impact of removal of DMB from the Olivia gameboard
4. The share of installers across moves bucket needs to be analysed to understand the direct impact of feature
5. Understand the impact of bonus FTUE on swaps/ w2e
6. The FTUE funnel needs to be compared w.r.t control to understand the impact of changes in surfacing logic for bingo and bonus how to play pop up
7. Study the bingo behavior to understand the impact of moving bingo prompt from olivia to logan GB
8. Sizing of players who make WILD and drop off

Changelog

Slide No	Change
	180 Updated update flow edge case where player is still in onboarding FTUE
176, 178	Updated mock
	180 Updated edge cases slide
	178 Updated popup priority
	173 Added note on WOTD
	178 Updated note for reinstallers case
	180 Updated downgrade scenario and also the scenario where player forms word but doesnt submit
	180 Updated app kill, downgrade and in game notif scenarios