
In-game notif opts

— Notif experience done right —

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Problem Statements

1. Notifs do not look actionable (CTA's missing)
2. Notifs are not coherent with current UI guidelines
3. Notifs are not actionable on gameboard when animation sequence is playing

Vision

- UI to be coherent with the existing UI guidelines
- To have a clear CTA on the in-game notifs
- To increase engagement by providing correct feedback to the player

Anti-vision

- Increase in interruptions on the gameboard leading to drop-offs
- Game completion could be negatively impacted

Business Goals

- 2.37% increase in LTV
- 0.91 increase in moves per dau

Design Goals

- To increase engagement by providing correct feedback to the player
- To standardize in-game notifs according to new UI standards

Expected Upsides

- 2.37% increase in LTV
 - 0.91 increase in moves per day

RR Upside (In bps)	Invites per DAU Upside	Moves per DAU Upside	Session Time Upside (In mins)	PU Usage Upside	Direct Rev per DAU Upside	LTD Upside (From D1/D7 ret)	LTD Upside (Without D1/D7 ret)	Rev per DAU Upside	LTV Upside (Absolute)	*LTV Upside (Relative %)
20		0.91	1.289			0.000	0.092	\$0.0081	\$0.163	2.37%

20% <- clicker to receiver		current	expected		
qc	clickers per dau	0.0%	12.2%		
	moves per user	34.83	38.87		
	moves per dau	4.26	4.76	0.49	
turn	clickers per dau	1.3%	7.8%		
	moves per user	45.95	51.28		
	moves per dau	3.57	3.99	0.41	
					0.91 <- moves per dau upside

Overview

1. We will be doing UI changes to the existing in-game notifs
 - a. Turn, start, end, nudge, chat
 - b. Quest notif
2. We will make all the above mentioned notifs clickable
3. We will be creating a flow for players clicking on the quest notif
4. System notifs to be made to toaster messages, eg. no internet, error notifs
5. We will be changing the surfacing flows for in-game notifs
6. We will also be removing leaderboard complete and daily quest complete in-game notifs

UI Changes

Game Notifs

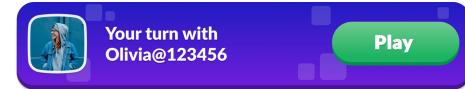
1.Turn Notif :

UI :

- **Art + Copy** : “ Your turn with <player>”
- **CTA** : Play

Functionality :

- On clicking the notification, player will be redirected to the respective gameboard
- Notif appear anim : slide in from top, behind the banner ad
- On swiping the notification, the notification will be dismissed
- If a player doesn't do any action on the notif for 4s, the notif will auto-dismiss
- The notif text box is limited to 468px in length. In case player name exceeds this width then truncate the name.(Eg : guest_123456a..)



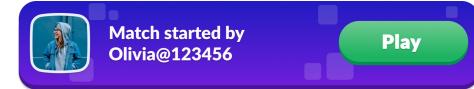
[Mock UI](#)

Game Notifs

2. Start Notif :

UI :

- Art + Copy : “ Match started by <player>”
- CTA : Play



Functionality :

- On clicking the notification, player will be redirected to the respective gameboard
- Notif appear anim : slide in from top, behind the banner ad
- On swiping the notification, the notification will be dismissed
- If a player doesn't do any action on the notif for 4s, the notif will auto-dismiss
- The notif text box is limited to 468px in length. In case player name exceeds this width then truncate the name.(Eg : guest_123456a..)

This notif will be runtime controlled:

Runtime name: **ingame_notif_game_accept**

Possible values:

- 0: player will **not** get the ingame notif
- 1: player will get the ingame notif [Default value]

[Mock UI](#)

Game Notifs

3. End Notif :

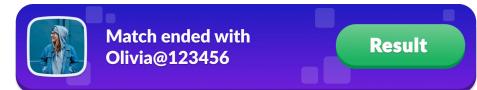
UI :

- **Art + Copy** : “ Match ended with <player>”
- **CTA** : Result



Functionality :

- On clicking the notification, player will be redirected to the respective gameboard
 - Player will see opponent's last move anim
 - After that, player will be taken to game outro
 - **Note : Player will go through the same flow when they click on any result card in active games**
- Notif appear anim : slide in from top, behind the banner ad
- On swiping the notification, the notification will be dismissed
- If a player doesn't do any action on the notif for 4s, the notif will auto-dismiss
- The notif text box is limited to 468px in length. In case player name exceeds this width then truncate the name.(Eg : guest_123456a..)



[Mock UI](#)

Game Notifs

4. Nudge Notif :

UI :

- Art + Copy : “<player> nudged you”
- CTA : Play

Functionality :

- On clicking the notification, player will be redirected to the respective gameboard
- Notif appear anim : slide in from top, behind the banner ad
- On swiping the notification, the notification will be dismissed
- If a player doesn't do any action on the notif for 4s, the notif will auto-dismiss
- The notif text box is limited to 468px in length. In case player name exceeds this width then truncate the name.(Eg : guest_123456a..)



[Mock UI](#)

Game Notifs

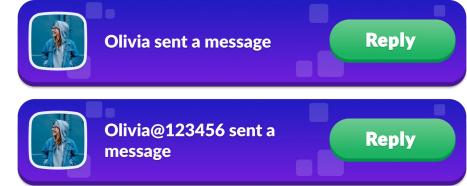
5. Chat Notif :

UI :

- **Art + Copy** : “<player> sent a message”
- **CTA** : Play

Functionality :

- On clicking the notification, player will be redirected to the opponent's chat screen
 - On clicking the back button, the player will be taken to that same opponent's gameboard as mentioned above
 - If multiple games are open, player will be taken to the game which will timeout earlier
- Notif appear anim : slide in from top, behind the banner ad
- On swiping the notification, the notification will be dismissed
- If a player doesn't do any action on the notif for 4s, the notif will auto-dismiss
- The notif text box is limited to 468px in length. In case player name exceeds this width then truncate the name.(Eg : guest_123456a..)



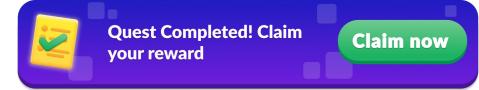
[Mock UI](#)

Quest Notif

1. Quest completed Notif :

UI :

- Art + Copy : “ Quest Completed! Claim your reward!”
- CTA : Claim now



Functionality :

- On clicking the notification, player will be redirected to the quest centre screen :
 - Player will be able to claim all completed quest on this screen
 - **From gameboard** : player will be redirected back to the previous screen
only on clicking the back button
- Notif appear anim : slide in from top, behind the banner ad
- On swiping the notification, the notification will be dismissed
- If a player doesn't do any action on the notif for 4s, the notif will auto-dismiss

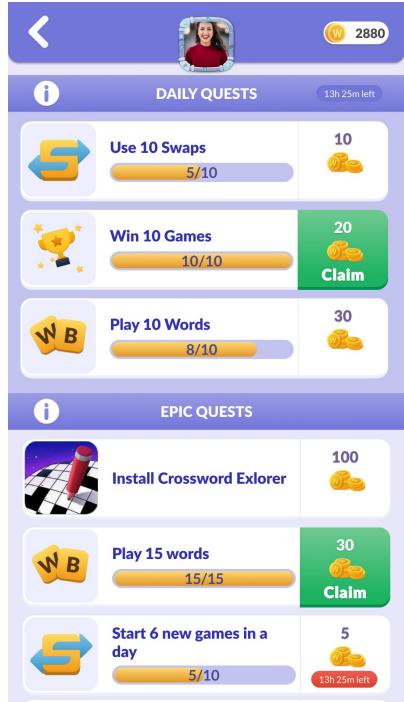
Note : If a player is clicks on the notif from home screen, player will be redirected to the quest centre which will have a footer

[Mock UI](#)

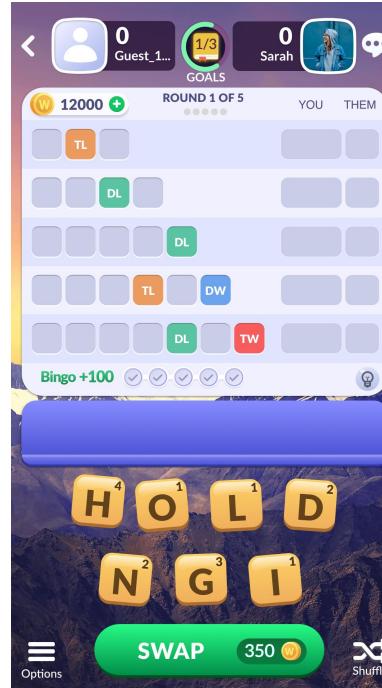
Quest notif flow change (Gameboard)



Player clicks on quest notif from gameboard



On clicking quest screen will appear with back button(no footer will be there)
The screen will auto scroll to completed quest and be highlighted



On clicking back button, player will come back to the gameboard

[Animation Link](#)
Note : Profile icon and coin counter will not be clickable on this screen

Quest notif flow change (homescreen)



Player clicks on quest notif on any tab from homescreen



On clicking quest screen will appear with settings button and footer
The screen will auto scroll to completed quest and be highlighted

[Animation Link](#)

Note : The existing functionality of quest screen will remain same

System Notif changes

Currently there are 4 system notifs :

- No internet connection
- Image upload :
 - Vulgar image
 - Upload failed
- Deeplink error
- Dictionary error
- Multiple nudges

We will be turning all these existing in-game notifs into toasters :

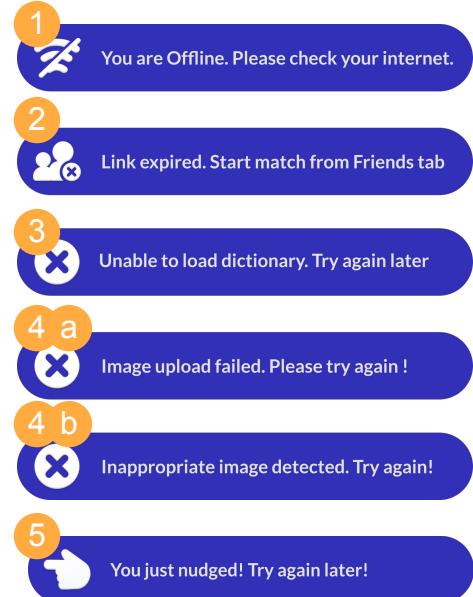
- These toasters will not be clickable
- The fade-in fade-out animation will be same as existing toasters (default : 0.5s)
- The toaster stay time will be same as existing toasters (default : 2s)

Note : The toasters can appear on splash screen for both control and variant of this experiment

System Notif copy changes

New Copy :

1. No internet connection : “You are Offline. Please check your internet.”
2. Deeplink error : “Link expired. Start match from Friends tab”
3. Dictionary error : “Unable to load dictionary. Try again later”
4. Image upload :
 - a. Vulgar image : “Inappropriate image detected. Try again!”
 - b. Upload failed : “Image upload failed. Please try again!”
5. Multiple nudges : “ You just nudged! Try again later!



[Mock UI](#)

Notif surfacing flow changes

New flow :

In-game notif will be shown to the player on gameboard only in the following scenario :

1. When player has played their move and opponent's move is already registered by the game :
 - a. Player sees opponent move → Player sees new round multiplier anim → **Player sees in-game notif**
2. When player has played their move and opponent's move is not registered by the game :
 - a. Player sees their turn anim sequence → Player sees thinking > away anim → **Player sees in-game notif along with more games panel**
3. Player will see the in-game notif right away when player has not yet played their move and has control

Note :

- No in-game notif will appear on any game outro (classic,solo,DBH) ,the in-game notif will appear on the next screen
- In-game notifs will not appear on splash screen for both control and variant of the game

Notifs to be removed

- Leaderboard complete notif to be removed
- Quest completed notif on Daily quest completion to be removed

Edge Cases

- If any in-game notif is triggered, no other in-game notif will be scheduled until the player has viewed the notif and is out of the viewport (existing flow)
 - In- game notif will again trigger after the previous notif is out of the viewport
- Player will not see any in game notif on splash screen
 - Player will see the notif when they go to the next screen (provided the next screen is not outro screen)

Experimentation Plan

- In_game_notifs
 - Control: No changes apart from tracking addition
 - Var1: As per Spec

Runtime:

ingame_notif_game_accept

Tracking requirement

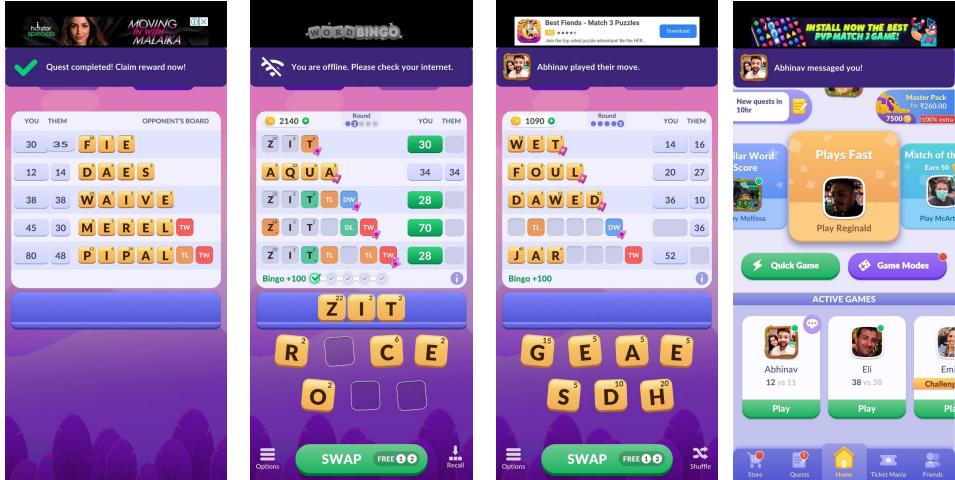
Link: <https://playsimple.atlassian.net/browse/WORD-2307>

Kick-Off Deck

Word Bingo

In game notifs present for word bingo :

1. Quest notifs : Includes Daily and Lifetime quests and are not clickable
2. Game notifs :
 - a. Start and end
 - b. Turn
3. Chat and nudge notifs
4. No internet and error notifs
5. LB complete notif



Problem Statements

1. Notifs do not look clickable
 - a. CTA's are missing on clickable notifs
2. There are notifs which are not actionable
 - a. Chat - Clickable
 - b. Leaderboard - Not clickable
 - c. Quest notifs - Not clickable
3. Notifs are not clickable when animation is playing
4. There is an opportunity for :
 - a. Friend added notif is not present
 - b. Friend online notif

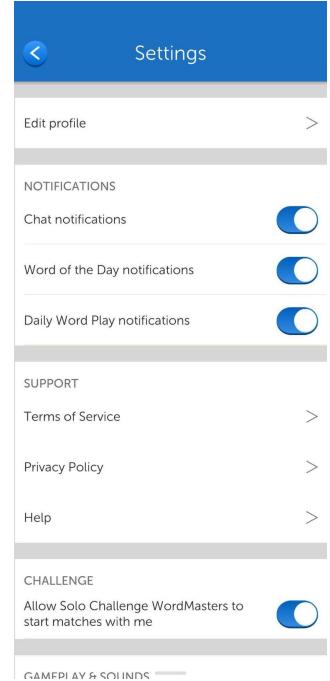
Word Wars

- Turn notifs
- Reward notifs : w2e notif has a different format and colour when compared to game notifs and has clear CTA
- System notifs
- Lightning response notif
- Help friend notif
- All of these notifs are clickable
- There is no animation restriction on the clickability of these notifs as seen in Bingo



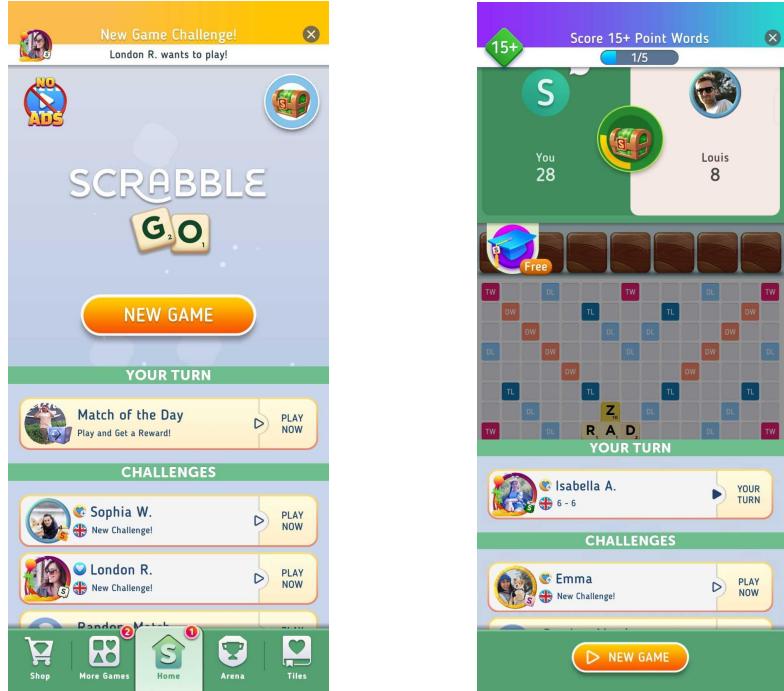
WWF2

- Chat notif : Social
- Word of the Day : Quest completion
- Daily word play : Game mode completion
 - Clearly states the goal that is completed
- Notifs have actionable CTA
- Players have the freedom to disable any specific in-game notif they want



Scrabble Go!

- Scrabble Go has laid out a template for different types of in-game notifs
- For, Turn notifs :
 - Yellow colour depicting game type notif
 - Profile pic
 - Notif header and sub-text
 - Close CTA
- Quest notifs :
 - Purple-blue gradient colour depicting quest type notif
 - Quest value
 - Quest and progress bar
 - Close CTA



Pokemon Go

- Combined Research : Quest completion
- Nearby Raids : Battles
- Pokemon Return : Informs player that pokemon can be used again, also player has received coins
- Buddy Candies : Progression
- Opened Gifts : Collaboration
- Gifts received : Collaboration
- Catch card : Bragging



Next steps

1. Get tracking
2. Look into wars data
3. Have discussion with devs about anim interaction

Scope

1. UI changes
 - a. Clickable notifs, eg. turn notif, nudge, etc
 - b. Non-interactable notifs, eg. quest complete notif
 - c. System notifs to be made to toaster messages, eg. no internet, error notifs
 - d. Future proof, eg game meta progress notifs
2. Surfacing and Flows
 - a. Your move> Submit> Gratification> in game notif> opp move/more games panel (Feasibility challenges)
 - b. Your move> Submit>Gratification> Opp move/more games panel> in game notif
 - c. Future ideas: to explore in game notif between instant games vs real and mp bot games
- 3.

Vision

- UI to be coherent with the existing UI guidelines
- To have a clear CTA on the in-game notifs
- To increase engagement by providing correct feedback to the player

Antivision

- Increase in interruptions on the gameboard leading to drop-offs
- Game completion could be negatively impacted
- Negative impact for players who click on notif while animation is running