

Pop-ups UI Standardisation

Setting visual standards for Word Bingo

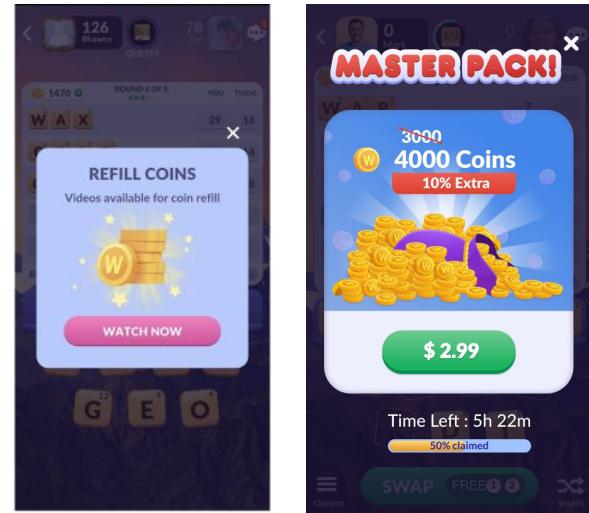


Contents

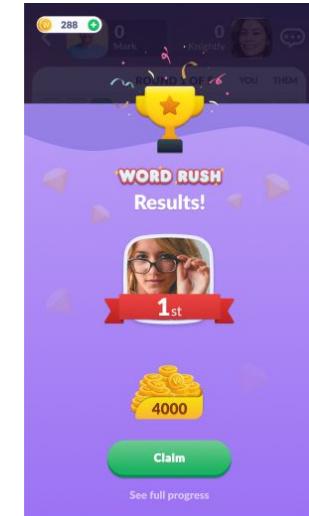
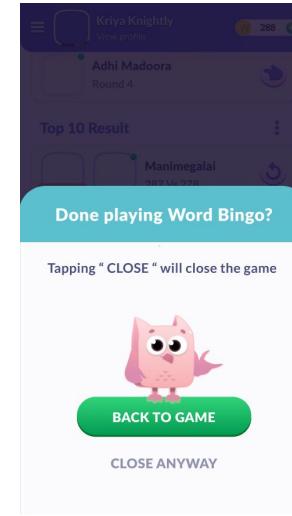
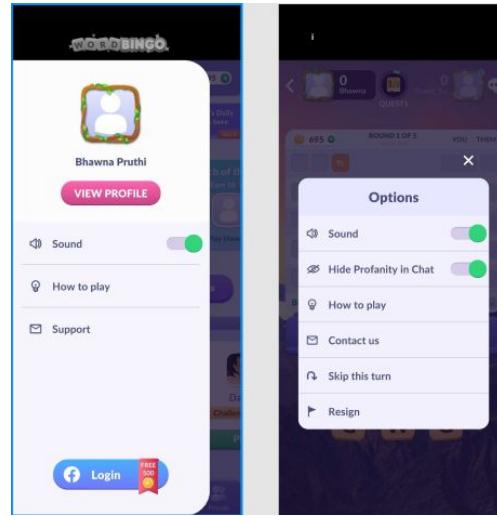
- Context
- Feature pitch
 - Problem statement
 - Approach
 - Goals
 - Vision and Anti-Vision
 - Overview
- Feature Details
 - Deals and sales
 - Events and feature intros
 - Navigations
 - System
- Pop-up behaviour
- Experimentation and Analysis
- Guidelines

Problem Statement

1. Inconsistencies in pop-ups across game of different types:
 - a. Header inconsistencies
 - b. Inconsistencies in relation to information relayed
 - c. Icon inconsistencies
 - d. Layout inconsistencies
 - e. Behaviour inconsistencies



Problem Statement



Header inconsistencies can be seen in refill coins and master pack in terms of their font, visibility and placement

Settings on homescreen and options on game board have different layouts

Quit game and leaderboard results pop ups feel like a bottom drawer which is different from other pop-ups in the game

Scope

Summary: Approach

P0

Deals/Sales

1. Refill coins
2. Master Pack
3. Include Idle animations for these

Events

1. Word Rush Results pop-ups
2. Solo unlock Pop-up

Navigational Pop-up

1. Update UI on More Games Panel

Systems Pop-ups: UI consistencies

1. Settings
2. Options menu
3. Game Exit
4. All compliance policy related pop-ups: CCPA, ATT, Privacy Policy

P1

1. Rate Us Pop-up
2. Forced Upgrade
3. Invite pop-up
4. Mini store

Out of scope

1. Edit profile pop-up
2. DLR
3. DBH Reclaim
4. ~~Ticket mania, Word Rush FTUE and Live Pop-up~~

MVP Scope

Type Of Pop-up	Pop-up Name
Deals or Sales	Refill Coins
	Master Pack
Events	Leaderboard results pop-ups
	Quest Center Unlock pop-up
	Daily showdown unlock pop-up
	Game Exit
Navigational	More Games panel
System pop-ups	Settings - UI consistencies
	Options menu - UI consistencies
	Compliance related pop-ups - UI consistencies

Business and Design Goals

1. Business

- a. Direct LTV upside of **0.71%** from the following
 - i. Solo starters increase of 1.5%
 - ii. Refill coins clickers increase by 1.5%
 - iii. Increase of Master pack conversion by 0.1%
- b. Indirect LTV upside of **0.30%** from better visceral feedback

2. Design

- a. Create consistency in accordance to the new UI style guide
- b. Have hierarchy of information through guides and templates

Vision/anti vision

Vision

- M size feature, ROI calculated as 1%
- Future proofing and setting guidelines
- Categorisation of pop-ups, identify new use cases
- Solve for information hierarchy on pop-ups through guides and templates
- Create modular elements in line with UI library
- Not to touch pop-ups from open experiments

Anti Vision

- Could negatively impact existing click behaviour/conversion on pop-ups
- Addition of animations could lead to poor app performance
- Avoid changing behaviour for rate us pop-up

Overview: Approach

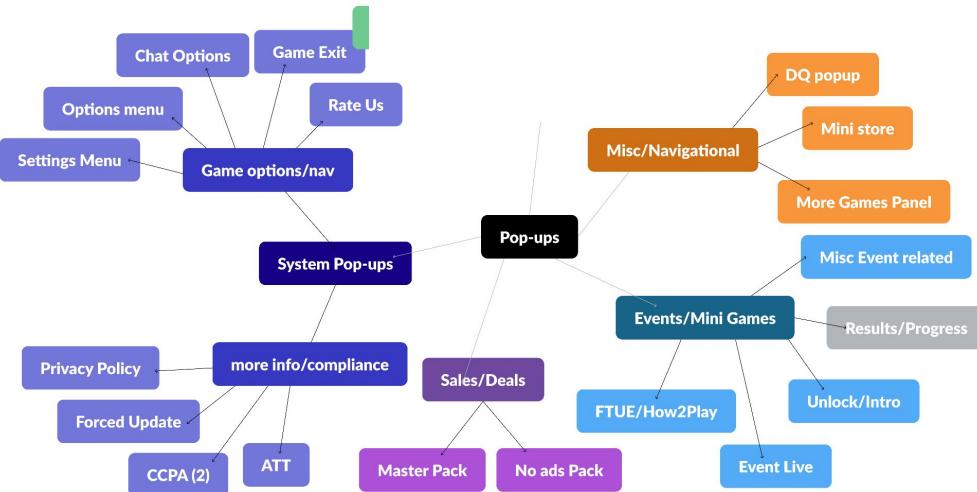
We will be categorising pop-ups according to their use cases and behaviours. Each category of pop-up will be handled differently:

1. **Deals/Sales:** Redesign and set guidelines include visual richness
2. **Events Pop-up:**
 - a. solve for inconsistencies and new UI guidelines: FTUEs, Result pop-ups
 - b. Intros and unlocks create one guideline based on info hierarchy
3. **Navigational Pop-up:** More games panel pop-up UI update as per new guidelines
4. **System pop-ups:** UI consistencies
5. **Animation:** Guidelines for pop-up entry, idle animation
6. Guidelines for forced and unforced pop-ups, and placements for coin counters

Pop-ups Categorisation

Categories

- Based on use cases we can broadly divide our pop-ups into 5 categories
 - a. System Pop-ups
 - b. Sales and Deals
 - c. Events/mini game related
 - d. Game navigational/sections
- Further there can be 2 behaviours on the pop-up
 - a. Forced
 - b. Unforced



Deals and Sales

Master Pack

This pop-up conforms to [deals and sales guidelines](#)

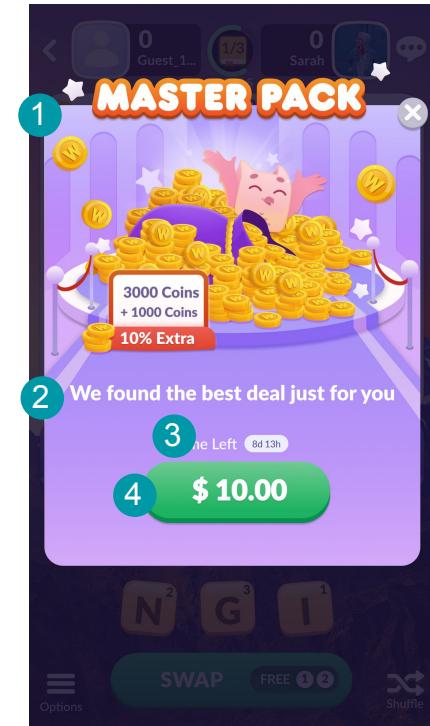
New UI:

1. **Header Art + Copy + Cross button**
 - a. Copy : MASTER PACK
2. **Body**
 - a. Copy : We found the best deal just for you
3. **Secondary copy:** Time Left : “xh ym” (h represents hours and m represents minutes)
4. **CTA**
 - a. Copy : \$10.00

Note : The coin holder, coin values and CTA will vary depending on the type of [masterpack](#) available for the player



Old UI



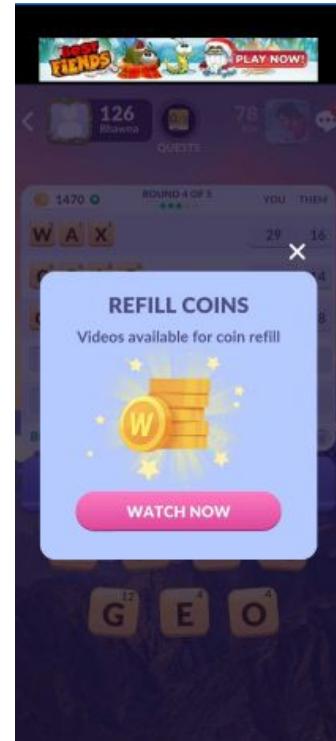
New UI

Refill coins

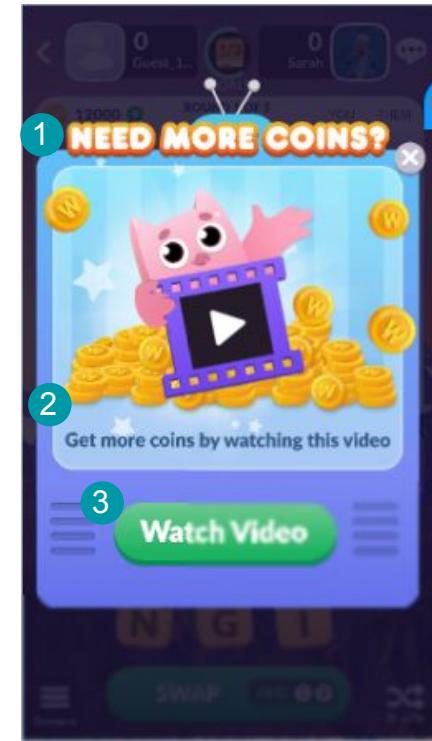
This pop-up conforms to [deals and sales guidelines](#)

New UI:

1. Header Art + Copy
 - a. Copy : NEED MORE COINS?
2. Body
 - a. Copy : Get more coins by watching this video
3. CTA
 - a. Copy : Watch Video



Old UI



New UI

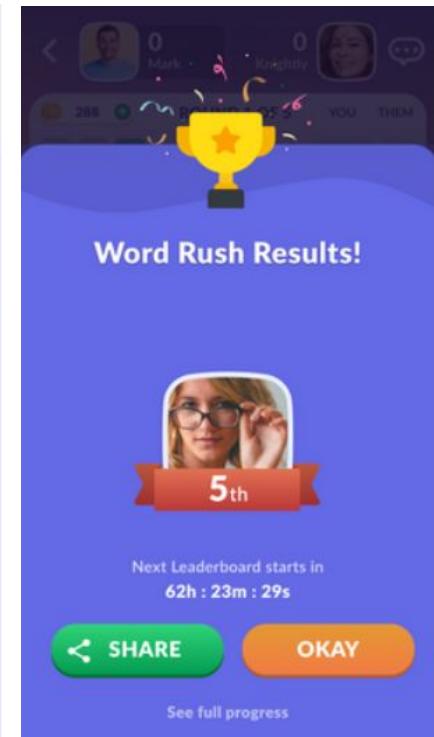
Event and Feature intro Pop-ups

Leaderboard Result

- Current leaderboard pop up will be changed from a bottom drawer to a pop up
- In existing flow clicking on claim (for ranked users) prompts another pop up to share, this secondary pop up will not be there in the new flow



Old pop up



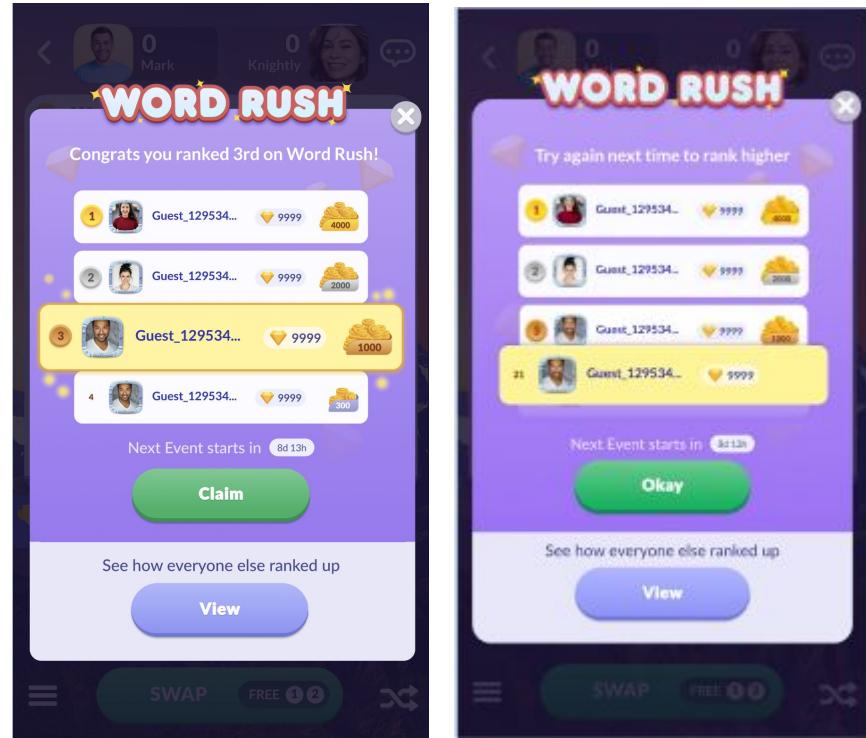
Old pop up share

Leaderboard Result

This pop-up conforms to [events and miscellaneous guidelines](#)

This pop-up has 3 different states according to their ranks:

- Rank 1-3
 - Copy : Congrats! You ranked <rank> on <event name>
 - CTA : Claim
- Rank 4-15
 - Copy : Good! You ranked <rank> on <event name>
 - CTA : Claim
- Rank below 15
 - Copy : Nice try! Better luck next time
 - CTA : Okay



Rank 1-3, Rank card highlighted> [Mock](#)

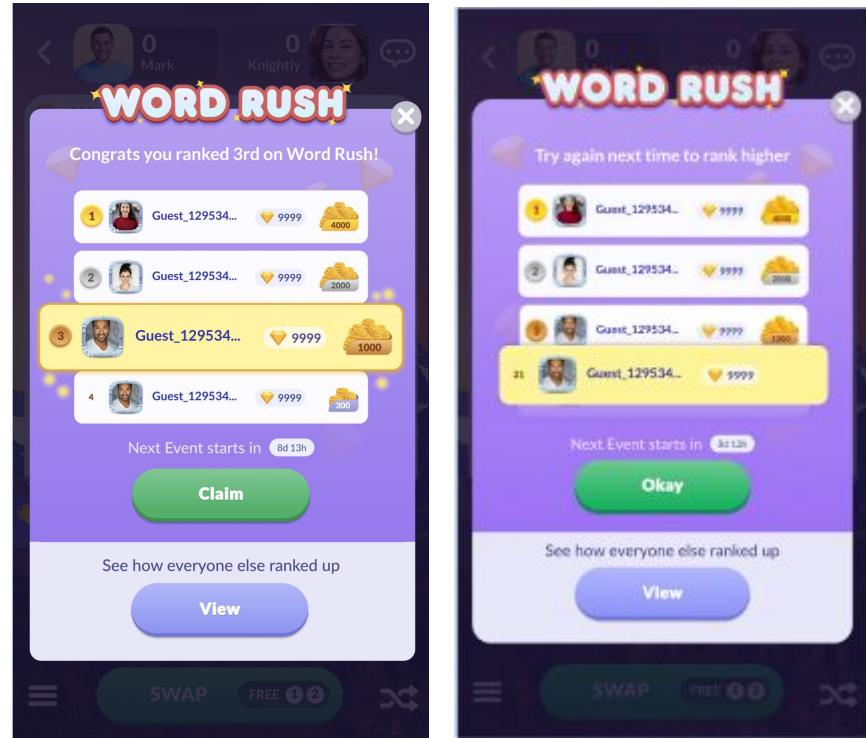
Rank below 15
[Mock](#)

Leaderboard Result

This pop-up conforms to [events and miscellaneous guidelines](#)

This pop-up has 3 different states according to their ranks:

- Rank 1-3
 - Copy : Congrats! You ranked <rank> on <event name>
 - CTA : Claim
- Rank 4-15
 - Copy : Good! You ranked <rank> on <event name>
 - CTA : Claim
- Rank below 15
 - Copy : Nice try! Better luck next time
 - CTA : Okay



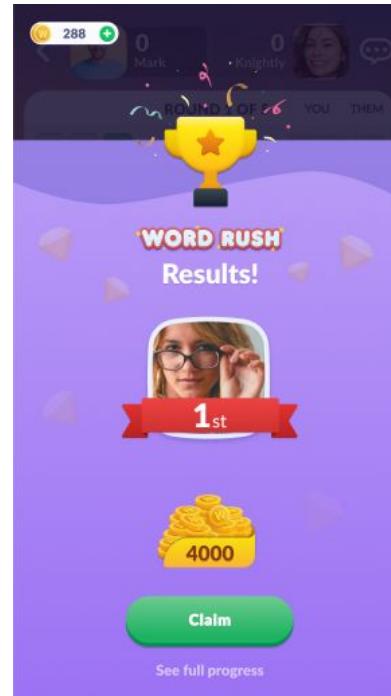
Rank 1-3, Rank card highlighted> [Mock](#)

Rank below 15
[Mock](#)

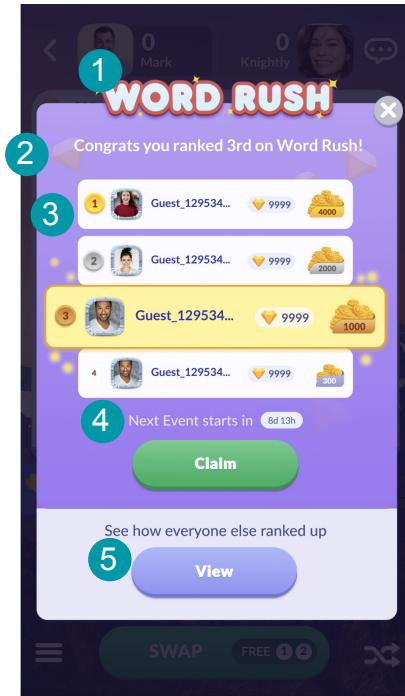
Leaderboard Result

New UI:

1. Header Art + Copy
 - a. Copy : WORD RUSH
2. Body Copy [as per rank]
3. Art [as per mock]
4. Primary CTA + copy:
 - a. Copy: Next event starts in “xh ym” (**h** represents hours and **m** represents minutes)
 - b. CTA Copy : Claim[as per rank]
5. Secondary Copy+CTA
 - a. Copy: See how everyone else ranked up
 - b. CTA copy: View



Old UI



New UI

Leaderboard Result

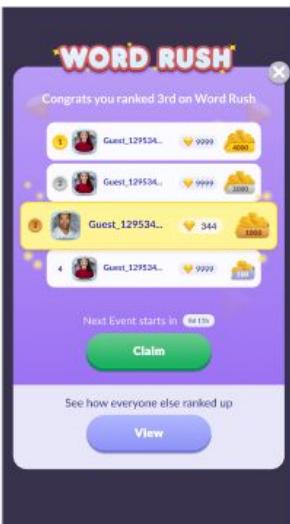
Art Changes according to rank :



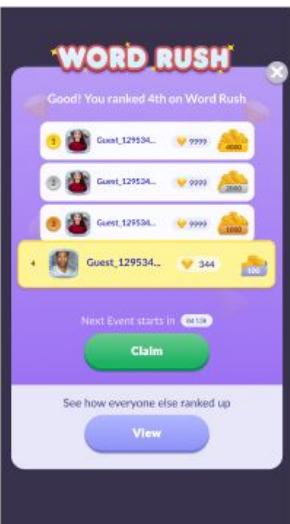
Rank 1
Mock



Rank 2
Mock



Rank 3
Mock



Rank 4
Mock



Rank 5
Mock



Rank below 5
Mock

Leaderboard Result flow change

Flow Changes :

- **On Clicking claim or cross button or anywhere outside the pop-up :** The pop-up will close and there will be existing coin grant animation [similar to DLR]
- **On clicking view :** The pop-up will close and Player will be taken to Leaderboard screen

Note : Coin updating will be same as existing flow in Word Rush



New UI

Game Exit

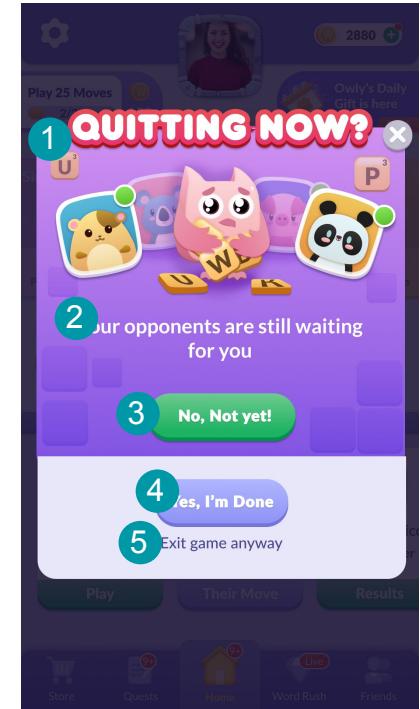
This pop-up conforms to [events and miscellaneous guidelines](#)

UI:

1. **Header Art + Copy**
 - a. Copy : QUITTING NOW?
2. **Body**
 - a. Copy : Your opponents are still waiting for you
3. **Primary CTA**
 - a. Copy: No, Not yet!
4. **CTA**
 - a. Copy : Yes, I'm Done
5. **Secondary copy: Exit game anyway**



Old UI



New UI
Mock

Quest Intro Pop-up

This pop-up conforms to feature intro guidelines :

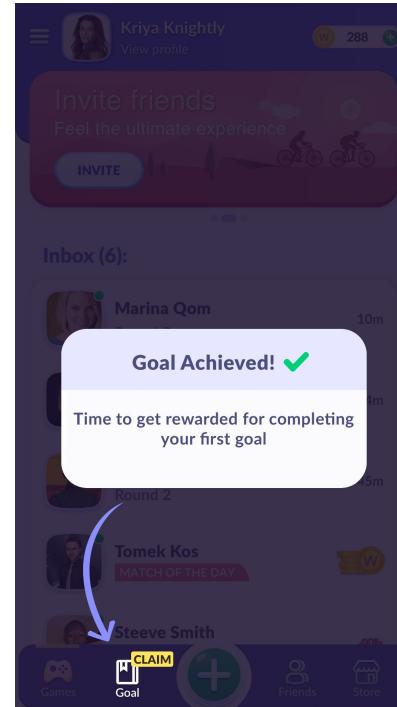
[Slide1](#), [Slide2](#)

Screen Overview:

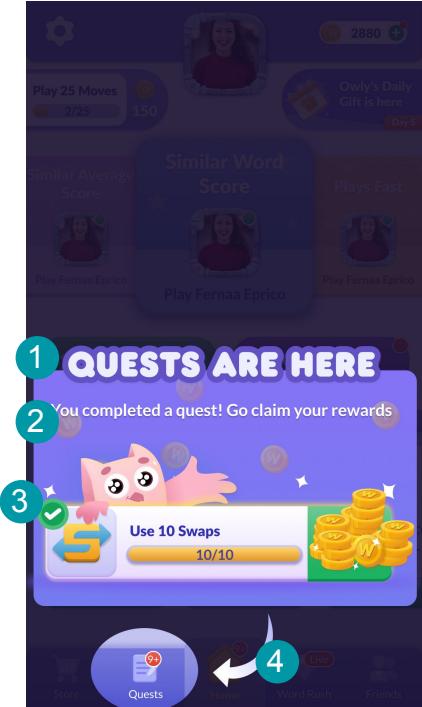
- There will be an overlay with spotlight on Quests button on footer
- An arrow will appear which will point towards quests button as shown in mock
- The pop-up logic will be same as mentioned in [pop-up interruptions](#)

New UI:

1. **Header :** Copy : QUESTS ARE HERE
2. **Secondary Copy:** You completed a quest! Go claim your rewards
3. **Art**
4. **Arrow asset**



Old UI



New UI

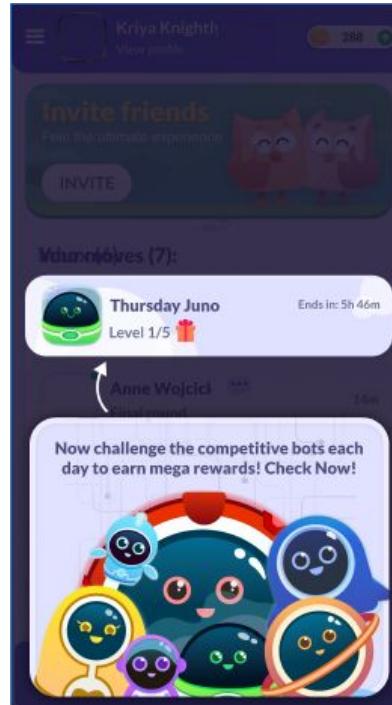
Solo Series intro Pop-up

This pop-up conforms to feature intro guidelines :

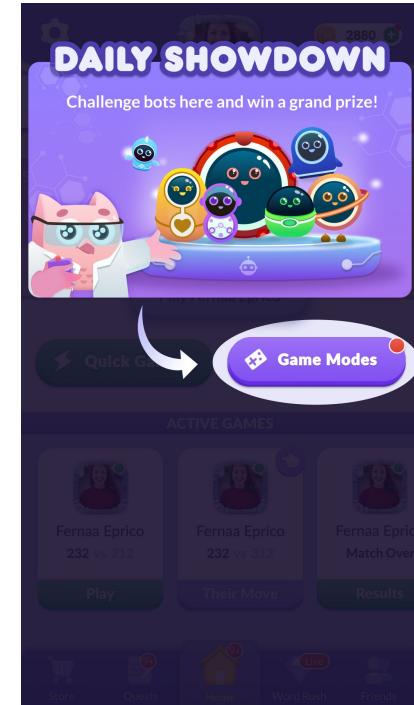
[Slide1](#), [Slide2](#)

Screen Overview:

- There will be an overlay with spotlight on Game Modes button on footer
- An arrow will appear which will point towards quests button as shown in mock
- **Unlock condition:** This pop-up will be shown on home screen after player unlocks solo series(runtime based)
- Priority for this pop up if updated in the pop up [priority list](#)



Old UI



New UI

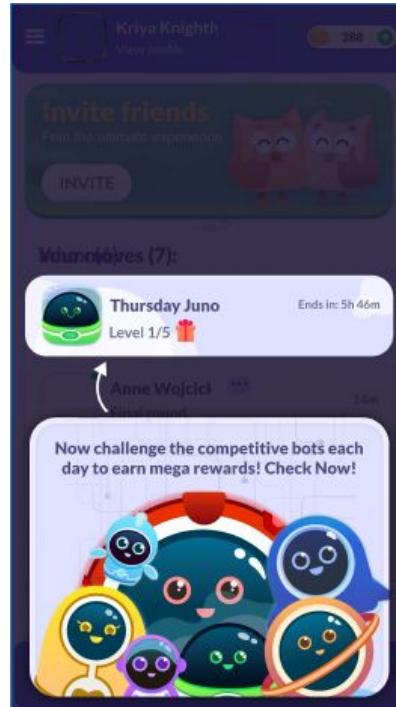
Solo Series intro Pop-up

This pop-up conforms to feature intro guidelines :
[Slide1](#), [Slide2](#)

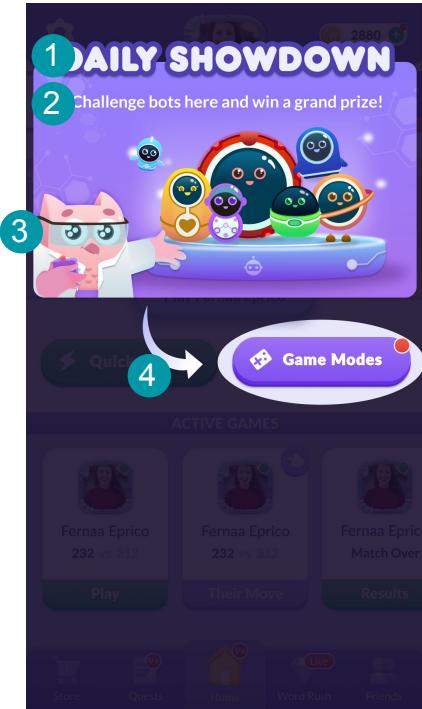
New UI:

1. **Header :** Copy : DAILY SHOWDOWN
2. **Secondary Copy:** Challenge bots here and win a grand prize!
3. **Art**
4. **Arrow asset**

Functionality: When the user clicks on game modes user will be taken to game modes screen and solo series card in game modes screen will have a *sheen animation*



Old UI



New UI

Home screen view

This pop-up conforms to feature intro guidelines :

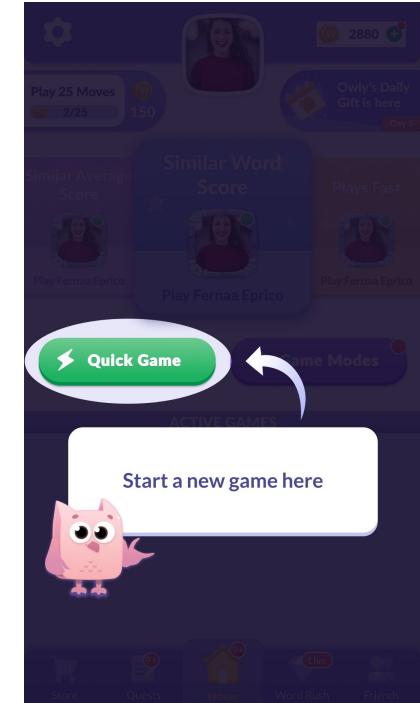
[Slide1](#), [Slide2](#)

New UI:

- Arrow added with fill animation
- Position of Owly and toaster will be changed



Old UI



New UI

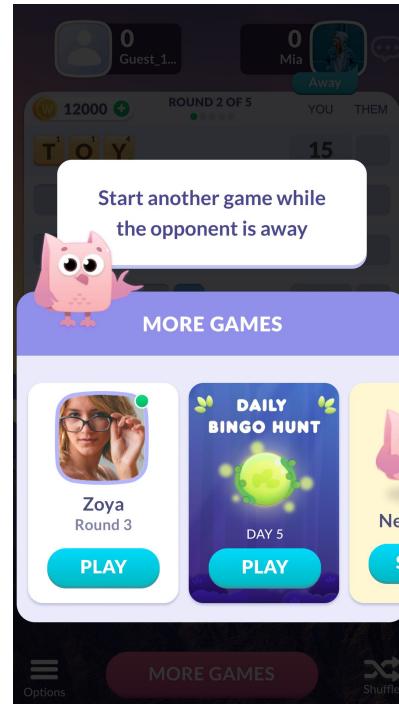
First More games panel prompt

This pop-up conforms to feature intro guidelines :

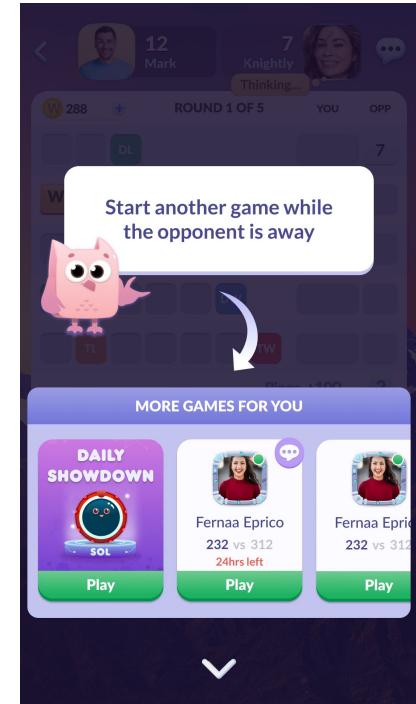
[Slide1](#), [Slide2](#)

New UI:

- Arrow added with fill animation
- Position of Owly and toaster will be changed



Old UI



[New UI](#)

Navigational pop-ups

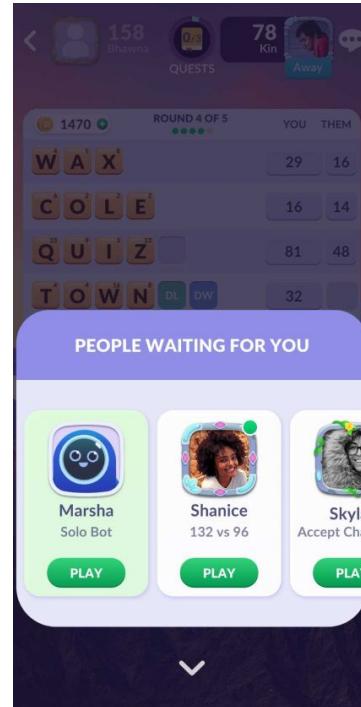
More games panel

This pop-up conforms to [navigational pop-up guidelines](#)

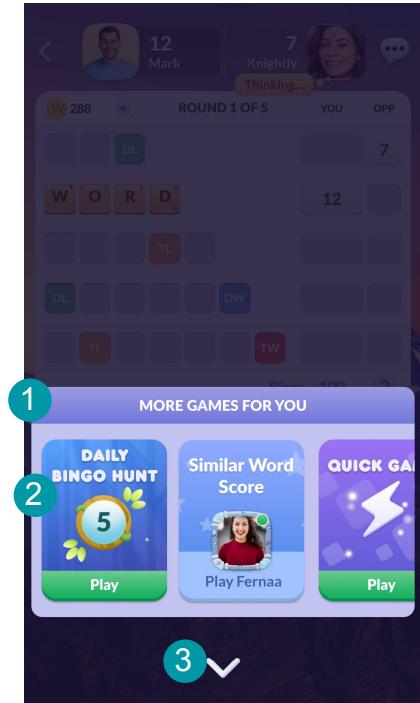
- The pop-up triggering logic will be same as before
- The card surfacing logic will be same as in [home screen opts](#)
- UI for all the possible more games panel cards- [Mock link](#)
- **Functionality:** clicking on chat icon and cross button on more games cards will have same functionality as on home screen

UI:

1. **Header :** Copy : MORE GAMES FOR YOU
2. **Card + Card Art**
3. **Down Arrow**



Old UI



New UI

System pop-ups

Settings on home screen

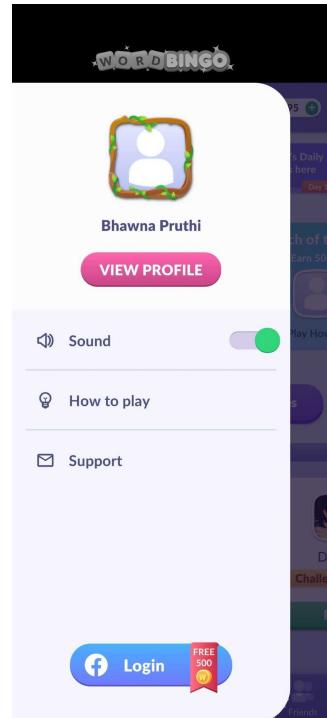
This pop-up conforms to [system pop-ups](#)

UI:

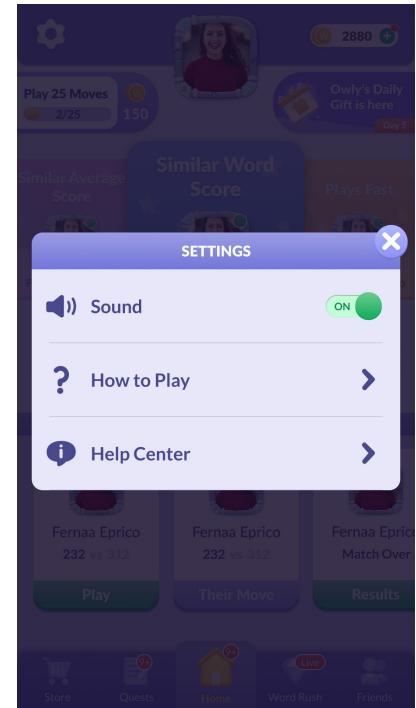
The cross button is present on the top right corner of the pop-up

All the icons on the stacks have been made consistent

The toggle button has been overhauled to the new standard



Old UI



New UI

Options on gameboard

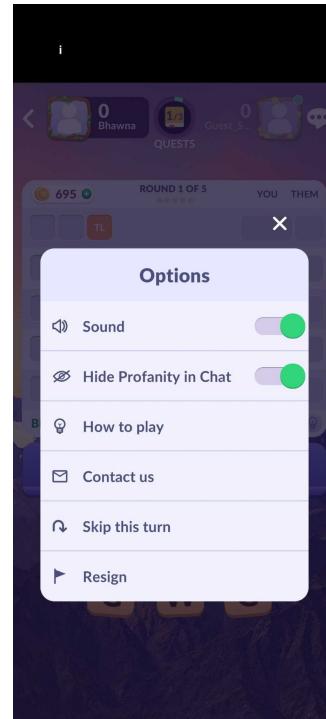
This pop-up conforms to [system pop-ups](#)

New UI:

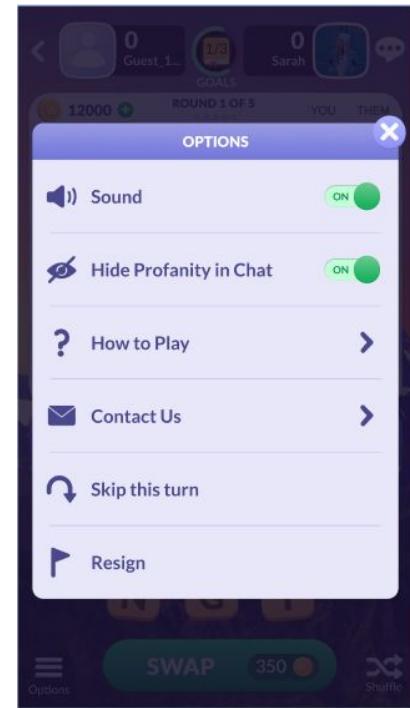
The cross button is present on the top right corner of the pop-up

All the icons on the stacks have been made consistent

The toggle button has been overhauled to the new standard



Old UI



New UI

Options on DBH gameboard

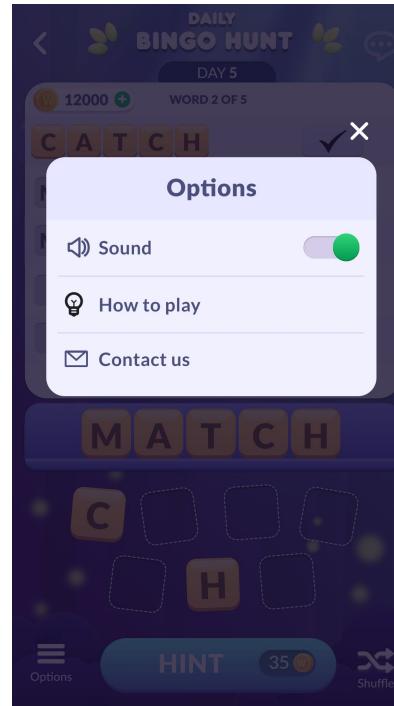
This pop-up conforms to [system pop-ups](#)

UI:

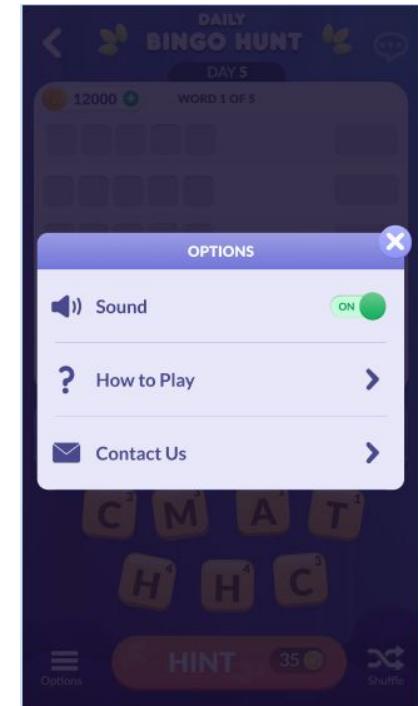
The cross button is present on the top right corner of the pop-up

All the icons on the stacks have been made consistent

The toggle button has been overhauled to the new standard



Old UI



New UI

Options on chat

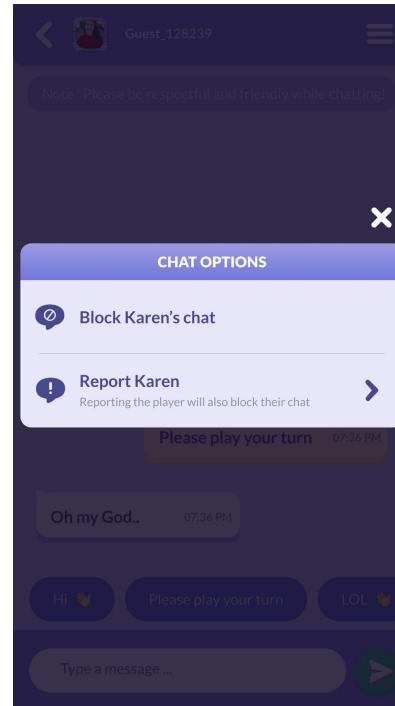
This pop-up conforms to [system pop-ups](#)

UI:

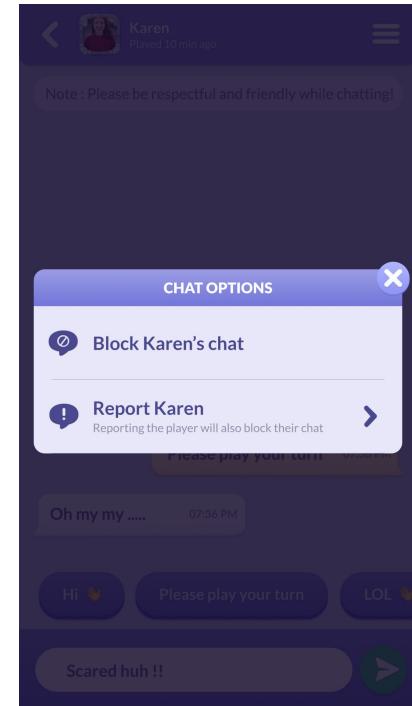
The cross button is present on the top right corner of the pop-up

All the icons on the stacks have been made consistent

Block functionality: Block functionality will be same as existing ([chat block](#))



Old UI



New UI

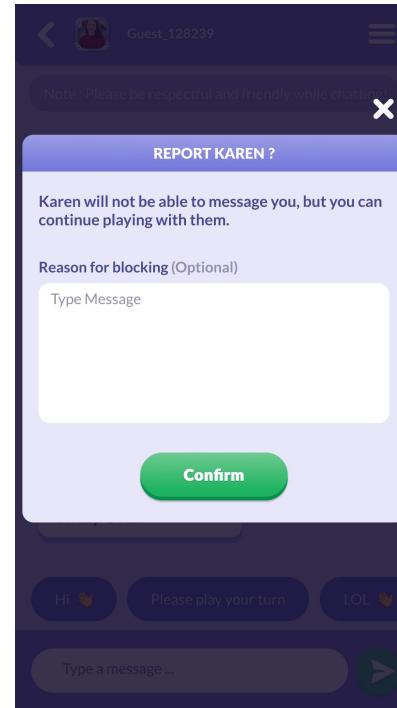
Chat options

This pop-up conforms to [system pop-ups](#)

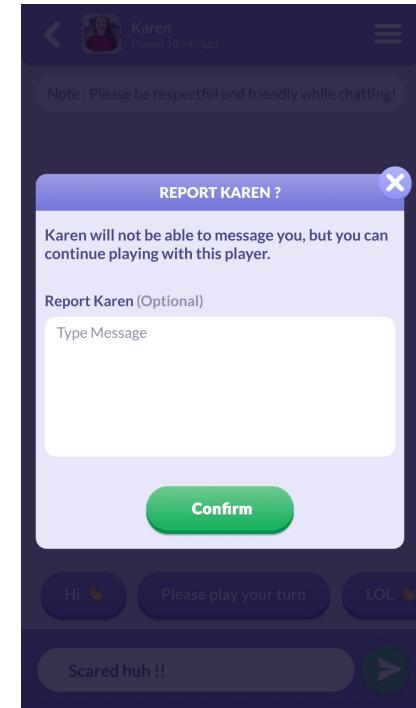
New UI:

There is a cross button present on top right hand side of the pop-up

New Copy : <Name> will not be able to message you but you can continue playing with this player.



Old UI



[New UI](#)

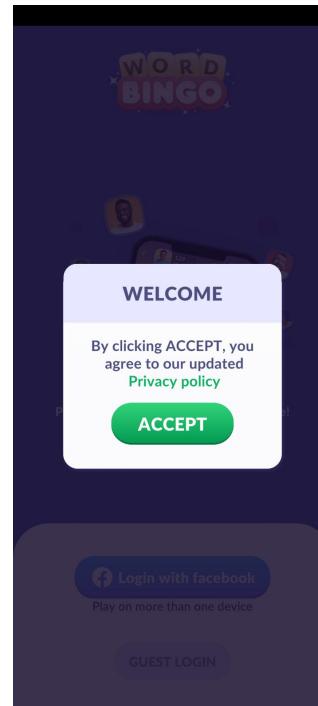
CCPA pop-up

This pop-up conforms to [system pop-ups](#)

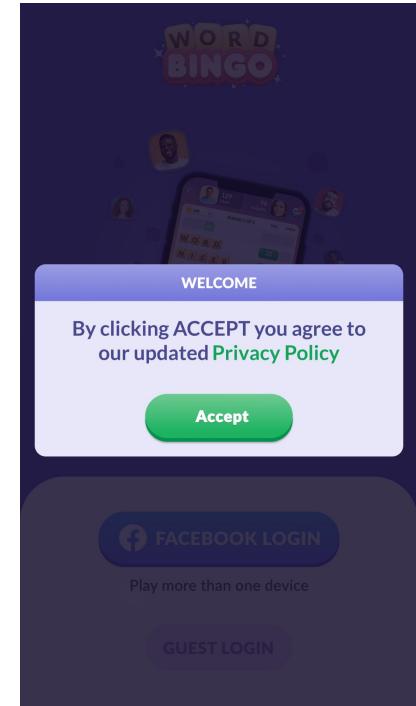
New UI:

1. New header + Cross button
2. Consistent pop-up style
3. CTA consistent to new UI

The header, pop-up style, and CTA button will be consistent as per new UI and is applicable to all privacy pop-ups



Old UI



[New UI](#)

Behaviour

Pop-ups Behaviour

1. **Entry:** Popup animation
2. **Idle:** Using simple effects for events and sale pop-ups
3. **Dismissal:** Popups can be dismissed with the close button, or by tapping outside on the overlay.

Communicating whether a popup is dismissible: If a popup has a cross button, it can be dismissed by tapping on the cross or tapping outside on the overlay. ~~If it does not have a cross button, it cannot be dismissed by tapping outside. This way, easy dismissal can be disabled for essential popups.~~

Note: Dismissal functionality will be there for following [pop ups](#)

Animation Requirements

1. Pop-intro animations for *all new pop ups mentioned in spec + no ads*
2. Idle animation effects for sales and deals cards
3. Leaderboard result pop-up animation to highlight players card
4. Carousel slight moving feedback on more games panel pop-up
5. Fture feedback animations, and arrow animations as mentioned on previous slides: [Slide1](#) , [Slide2](#)

Experimentation and Analysis

Experiments, tracking and analysis
plan

Experiment and runtimes

- Experiment Name: pop_up_ui
 - Control: Old pop ups
 - Var1: New pop ups + no ads pop up + new behaviour

Tracking Requirements

- Tracking for all pop ups will follow the following format

k='dialog'; o=<dialog_name>; f=<action_done>

- All tracking in existing pop will be replicated to the new pop ups
- Additionally one tracking for outside tap will be added for all pop ups where tapping outside is applicable

k='dialog'; o=<dialog_name>; f='tap_out_close'

- Solo FTUE pop up will include:

k='dialog'; o=<dialog_name>; f='view' / 'game_modes' / 'tap_out_close'

Expected outcomes

Master pack		Refill coins	
Master pack purchases per dau	0.27%	UPD	68%
% of packs purchased from pop up	36%	Clicks on watch now	12%
	0.10%	Expected increase	1.50%
Avg dollar influx form 1 pack	5.68	Conversion to w2e	80%
Increase in master pack purchase per dau	0.01%	IPU from refill coins	1.00
IAP contribution of master pack	1.5 Cents	w2e IPD increase	0.01
Additional IAP	0.15 Cents	eCPM	32 Dollar
LTV	0.32%	rev per dau upside	0.03 Cents
		LTV	0.06%
Exit confirm		Solo starters from reintroduction of solo unlock	
UPD	8.55%	UPD of solo players	28.50%
Game enders	71%	Expected increase	1.50% in all cohorts
Reducing game enders by	2%	starts per dau	4.5
These users will play additional	5 moves	w2e contribution IPD	0.51
Overall moves increase	0.10	w2e increase IPD	0.03
LTV	0.14%	eCPM	32
		rev per dau upside	0.09
		LTV	0.19%
Total LTV upside	0.71%		

Guidelines

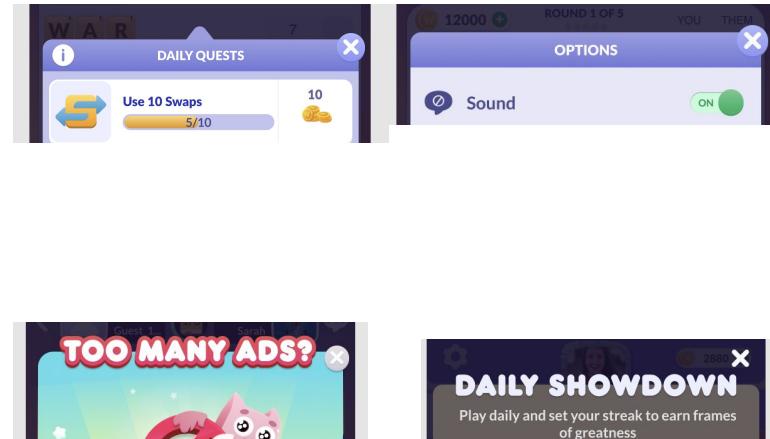
Pop-up Anatomy

- All pop-ups would have a width of 1000px fixed
- Height is flexible based on the components used in the pop-ups
- Pop-up anatomy
 - a. Header + Cross icon
 - b. Body + Primary CTA(optional)
 - c. Secondary CTA (optional)

Pop-up Anatomy

Header

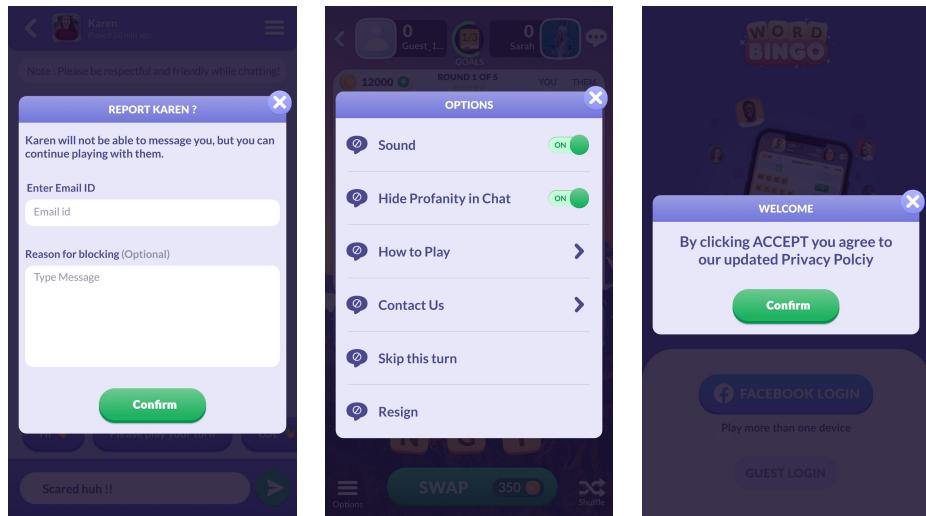
1. This includes the title of the pop-up and the cross icon
2. There are mainly 2 types of headers
 - a. System pop-up headers: used more for informational pop-ups, or when another section in the game is surfaced in a pop-up on the gameboard
 - b. Visual headers: for Events and deals, that include gratification font and small art elements or branding elements from the feature
 - i. Exception state for cross icons for FTUEs



Pop-up Anatomy

Body: For system

1. Body layout will be flexible and stackable based on the components. Components include
 - a. Different list elements
 - b. Text elements
 - c. Input field elements
2. CTA and secondary CTA is optional here



Pop-up Anatomy

Body: For Navigational pop-ups

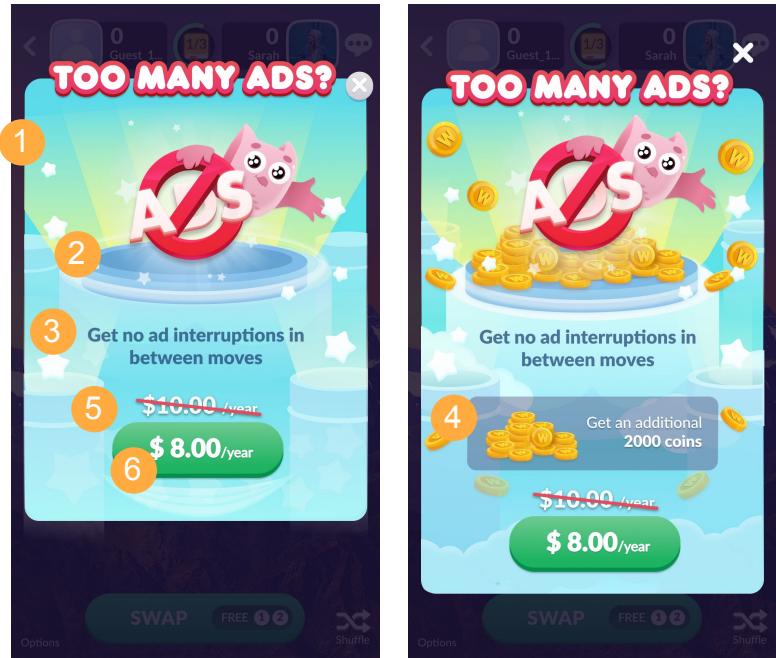
1. Body layout will resurface UI elements from another section
2. No primary or secondary CTA required



Pop-up Anatomy

Body: For Sales deals pop-ups

1. There is a monotone background art, this should fill the whole pop-up. This can be based off of the theme or any festive branding etc
2. Under the header is the main Main art work; can also include anchoring details like discount, extra tags etc(these can have runtime values hence text will be added layer on top)
3. Under the artwork is the caption or hook line for the pop-up/sale
4. Then comes any additional info about the offering: this can have diff layouts depending on usecase. This section is also optional
5. Then comes any additional anchoring effects visuals(like slides price, timer, limited deals, etc)
6. Then comes the price in the CTA format
7. These pop-ups will not have secondary CTA
8. Art guidelines to be added by jenni



Pop-up Art Guidelines

Sales and Deal Pop up with Offer n no offer

Art : There will be 3 art assets The Center art

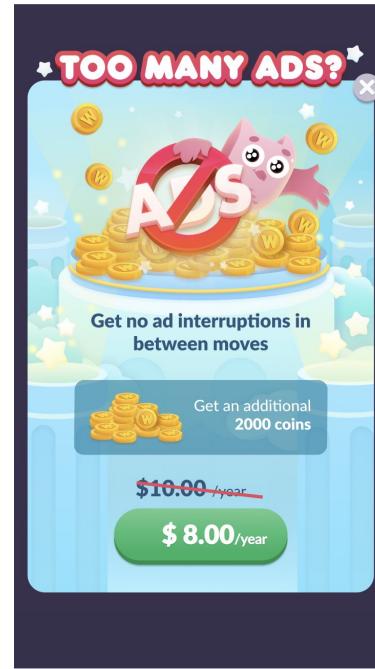
- The Center art
- The BG Art (Monotone + Pastel theme) to give the centre art more contrast
- Bottom Art (if required)

Size

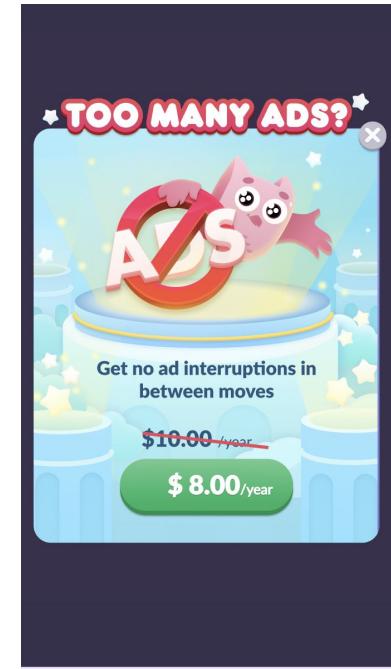
- The Pop up with offer is 1000 x 1480
- Pop up Without offer is 1000 x 1200

Spacing

- The Pop Ups will all be center aligned and the Header is to be 60-80% off the top of the pop up.
- Cross button has fixed place in the corner with 20px off top and right.



1000x1480



1000x1200

Pop Ups with secondary button

Art : There will be 3 art assets The Center art

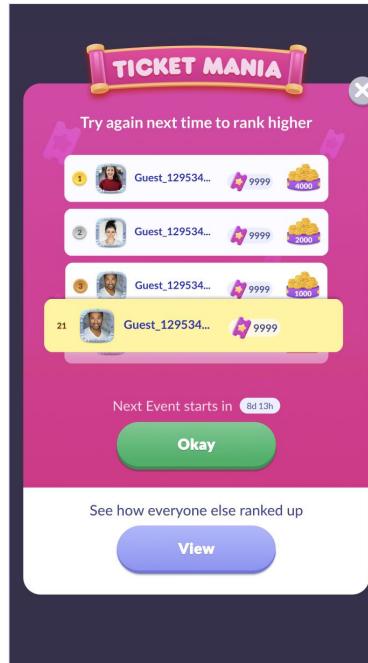
- The Center art
- The BG Art (or pattern)
- Header Art if we dont have a font for it

Size

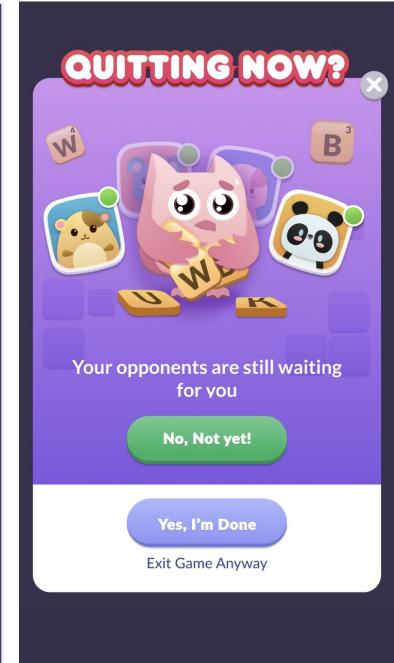
- The Pop up is of size 1000 x 1480
- Top pop up area is of fixed height 1370 n Secondary area is of fixed height 310

Spacing

- The Pop Ups will all be center aligned and the Header is to be 60-80% off the top of the pop up.
- Cross button has fixes place in the corner with 20px off top and right.



1000x1480

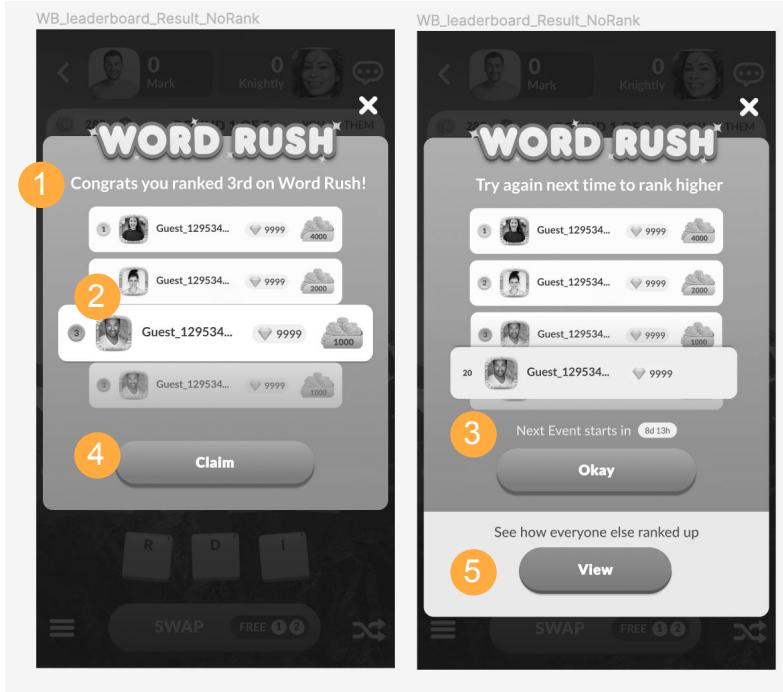


1000x1480

Pop-up Anatomy

Body: For Events and Miscellaneous

1. Caption
2. contextual: either descriptive art or game UI elements to explain the pop-up or share info
3. Timer(optional)
4. Primary CTA within the main body
5. Secondary text + Secondary CTA within a separate holder

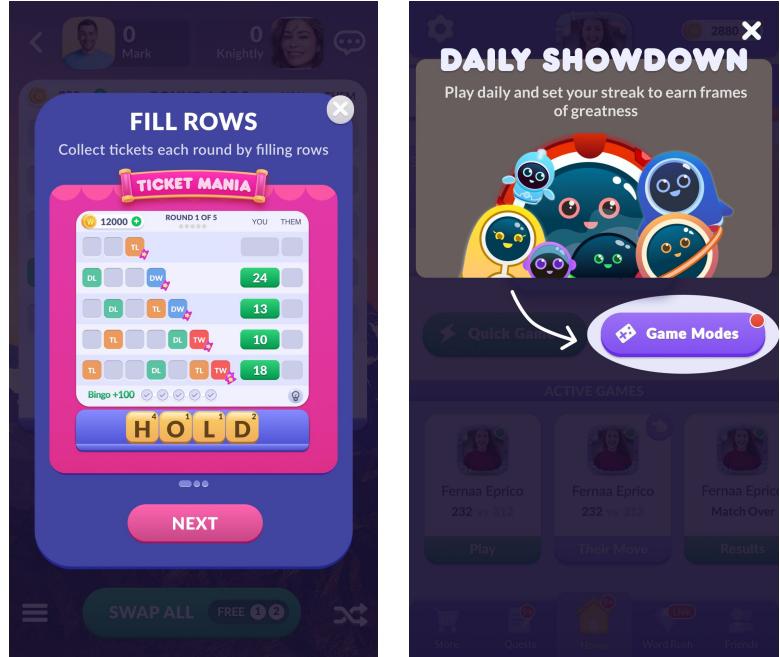


Pop-up Anatomy

Body: For FTUEs

There are 2 kinds of FTUEs

1. That explains the gameplay and rules, these are animated pop-ups that also appear when one clicks on info icon
 - a. For events, solo series, dbh, and main game these pop-ups styles remain same
 - b. Only the cross icon will be updated as per guideline
2. **Feature intro** : For introducing new features or mini games when they unlock. The primary purpose of this is to introduce a new section to the player and help them navigate and then engage with that feature

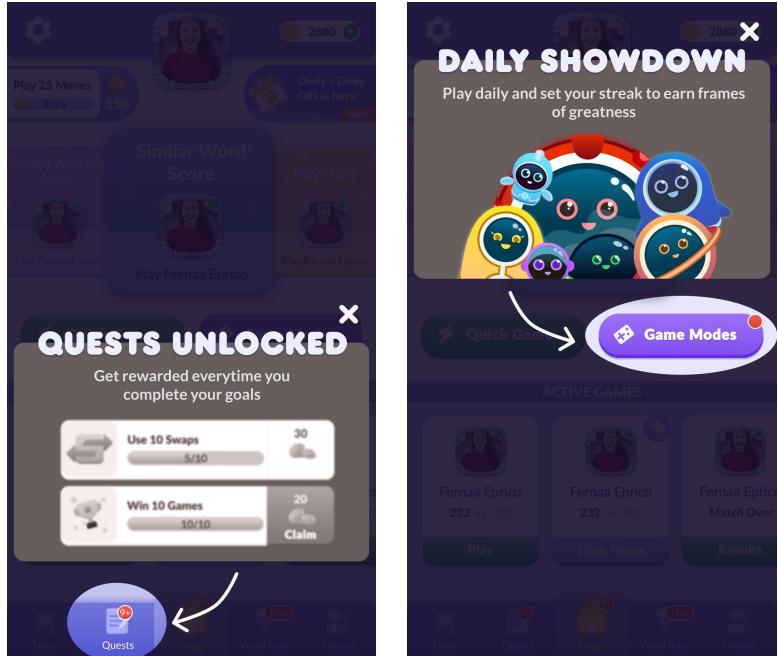


Pop-up Anatomy

Body: For FTUEs

For the intro type of FTUE

1. The header is visual and there will be no cross icon is outside the pop-up. A call to be taken later whether to have a cross on these pop-ups.
2. The pop-up will be a max of 900px(needs to be smaller than half of 1920) (jenni to update final height)
3. The body contains
 - a. Caption that explains the new section/feature, also tells the player to go to that section
 - b. And under the caption will be the artwork
 - c. Pop-up background
 - d. There will be an arrow pointing to the highlighted area, the arrow will always be the same size
 - e. The pop-up needs to be anchored at the same distance from the highlighted shape, so as to maintain the anchoring.



FTUE intro pop up Art guidelines

Pop Up Size

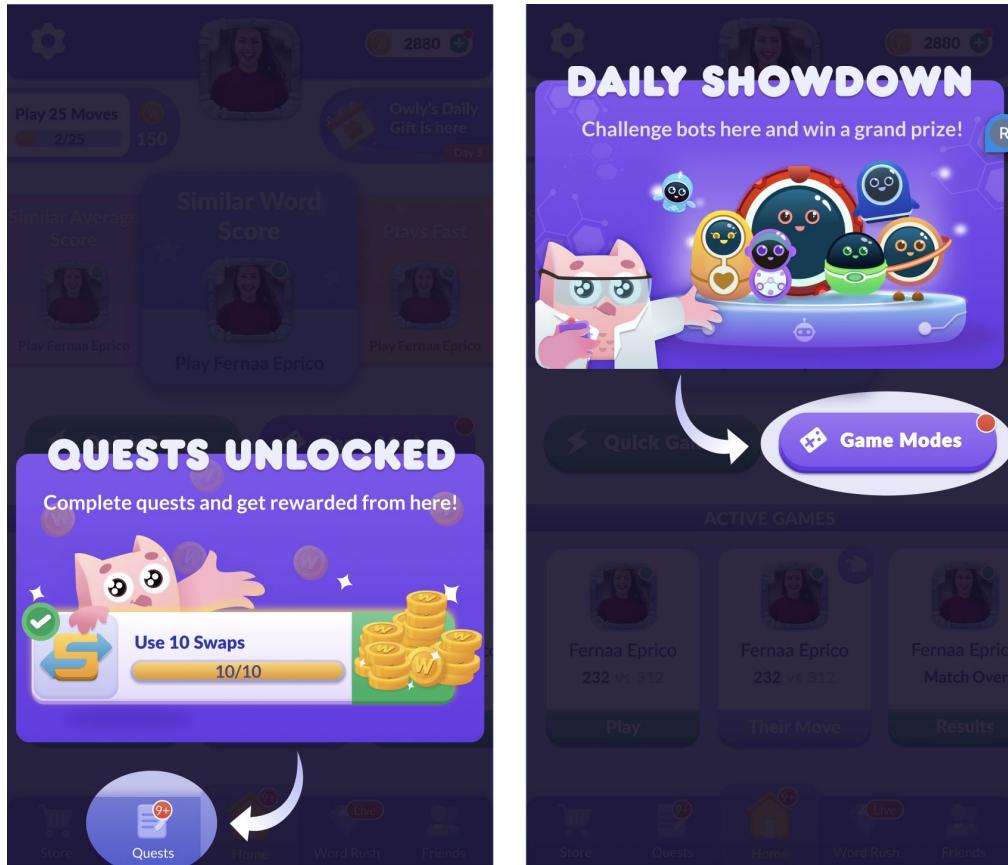
- Width is 1040 for all
- Total pop up Height is 700 px with header
- Pop up card height is 640 px
- Art height is 500 px from the bottom

Spacing

- The Spacing between the highlighted button and the pop up is 60 px
- Space between Arrow n oval - 40 px
- Arrow n pop up - 20 px

Art Assets

- BG art (Mostly patterns with a gradient bg)
- Main art with feature info
- Arrow to be the same size in all
- Header font to be Frankfurter without outline for FTUE as it is already a small pop up and the main focus is to be the pop up info visual.
- Theme wise : Owly to introduce the feature

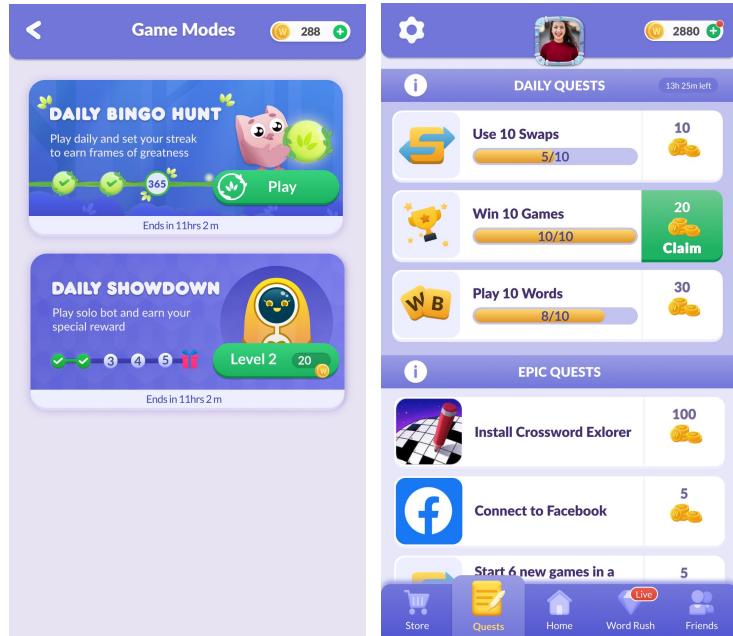


Pop-up Anatomy

Body: For FTUEs

For the second type of FTUE: animations

1. Post navigating to the screen from these pop-ups the player will see
 - a. A generic effects animation to direct them to the action, example sheen animation on solo series card on I2 screen
 - b. Future scope(to be evaluated): to add animation to support the narrative, example, on going on quest screen the player can see the progress bar getting filled and the claim state being activated, or on solo series unlock icon add unlocking animation and elements in the card like solo bot move around.



Pop-ups UI Standardisation V2

Standardizing remaining pop ups and making the game consistent

Overview

Scope of this version is to standardize the following pop-ups with respect to the current UI guidelines :

- a. Edit profile pop-up
- b. Forced Update pop-up
- c. DBH reclaim streak pop-up
- d. Mini store pop-up
- e. Daily quest pop-up

Daily login reward pop up is omitted from this spec and will be picked up as a part of DLR opts feature.

Additionally, another variant will be created to explore the user behavior without the tap out close functionality introduced in version 1 of this spec.

Edit Profile

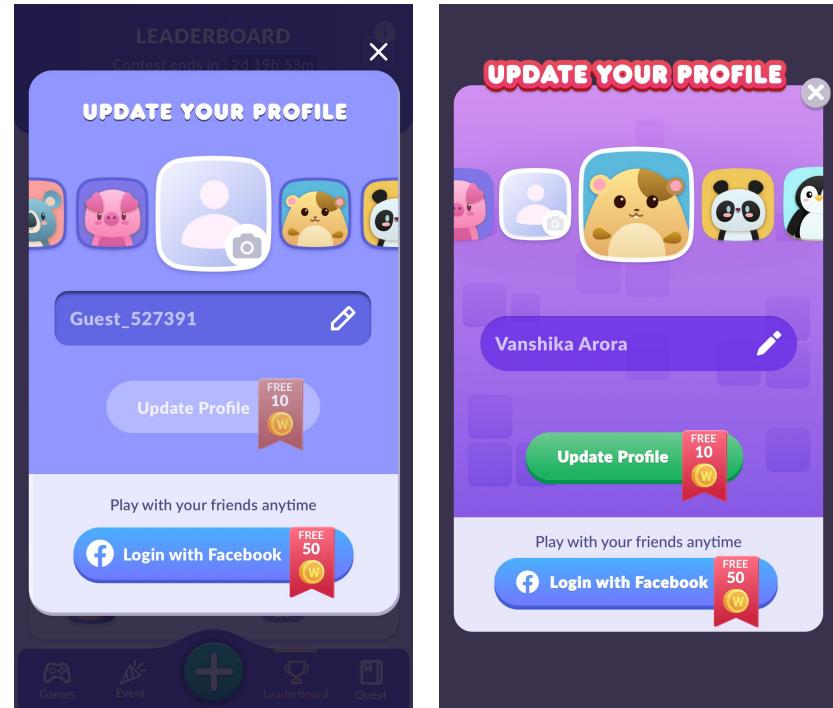
New UI:

1. Header + cross button
 - a. Copy : UPDATE YOUR PROFILE
2. Scrollable Profiles
3. Name Input field
4. Primary CTA :
 - a. Copy: Update profile
5. Secondary Copy+CTA
 - a. Copy: Play with your friends anytime
 - b. CTA copy: Login with Facebook

Transition: New transition for intro and exit of the pop up will be implemented

Note :

Coin tag and coin grant logic will be same as [existing](#)



Old UI

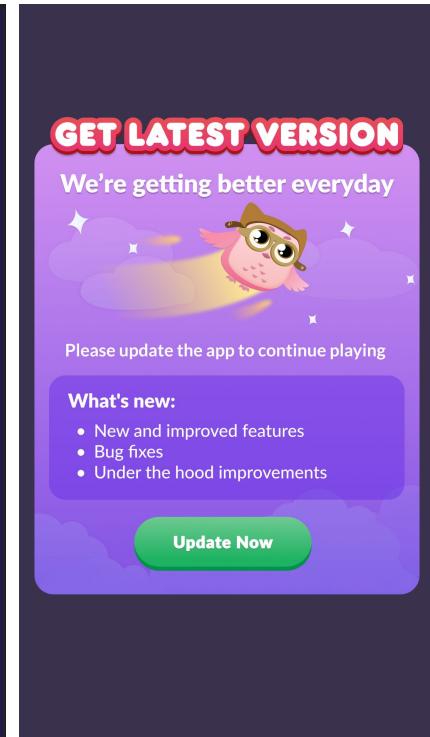
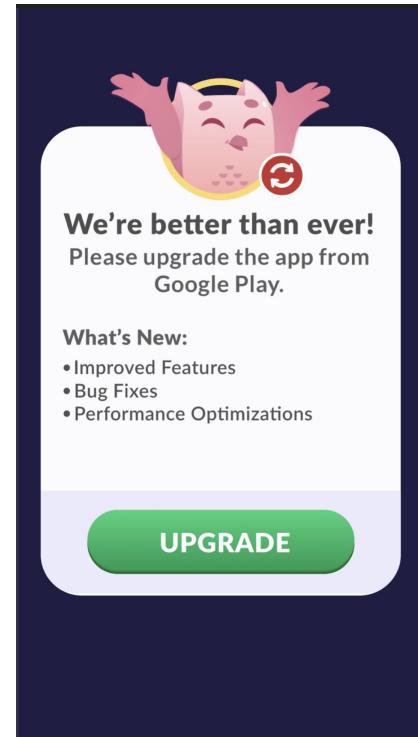
New UI ([Mock link](#))

Forced Update

This pop-up will conform to the guidelines of [sales and deals](#)

New UI:

1. **Header Art + Copy**
 - a. Copy : GET LATEST VERSION
2. **Sub header**
 - a. Copy : We are getting better everyday
3. **Art [as per [mock](#)]**
4. **Primary CTA + copy:**
 - a. Copy: Please update the app to continue playing
5. **Secondary Copy+CTA**
 - a. Copy: What's New :
 - i. New and improved features
 - ii. Bug fixes
 - iii. Under the hood improvements
6. CTA copy: Update Now



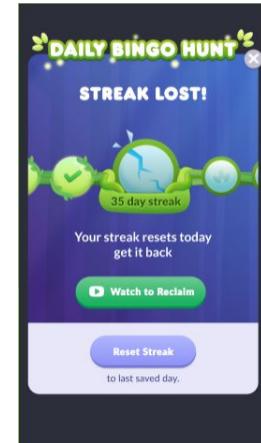
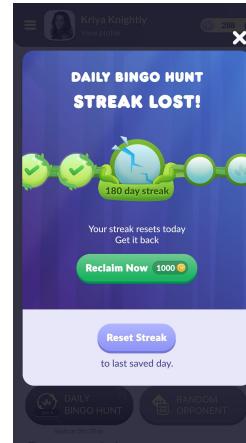
Old UI

New UI ([Mock link](#))

DBH reclaim streak and dbh intro

UI Changes :

- Header will be updated to new art style
 - On DBH streak reclaim pop up
 - On DBH intro screen
- The cross button on dbh reclaim pop-up will be updated as per the new guidelines
 - This button will be present on the top right corner of the pop-up
- Rest of the functionality for the pop up will stay the same



Old UI

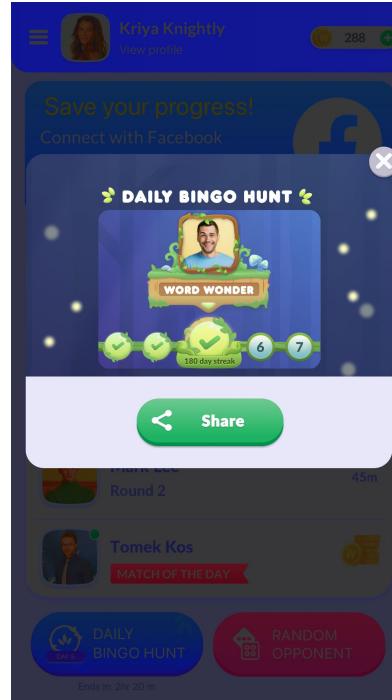
New UI ([Mock link](#))

Note : Intro screen changes will also be a part of control and variant in dbh_opts

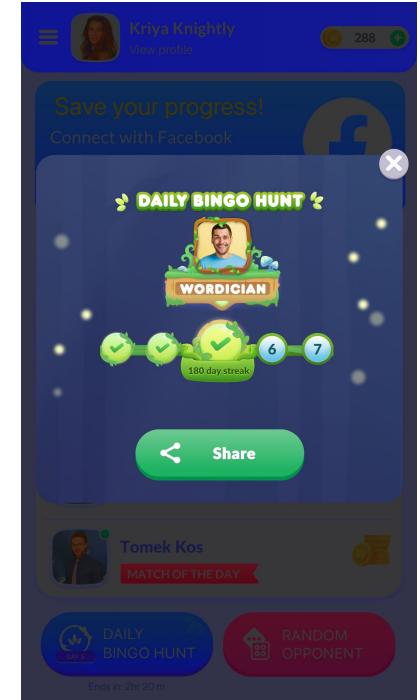
DBH share

UI Changes :

- Header will be updated to new art style
- Increased the height of this pop-up to incorporate the close button away from the screenshot zone
- As per new guidelines primary button will be placed within the coloured background area



Old UI

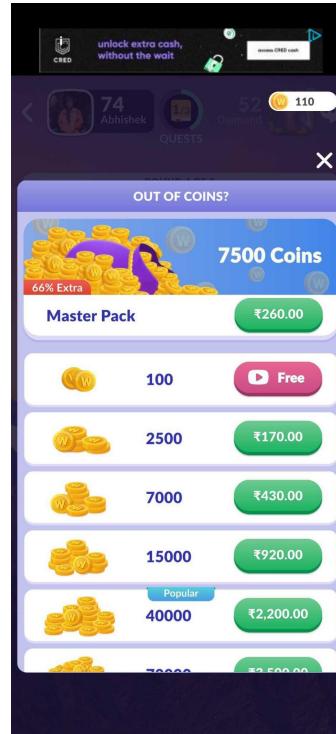


New UI ([Mock link](#))

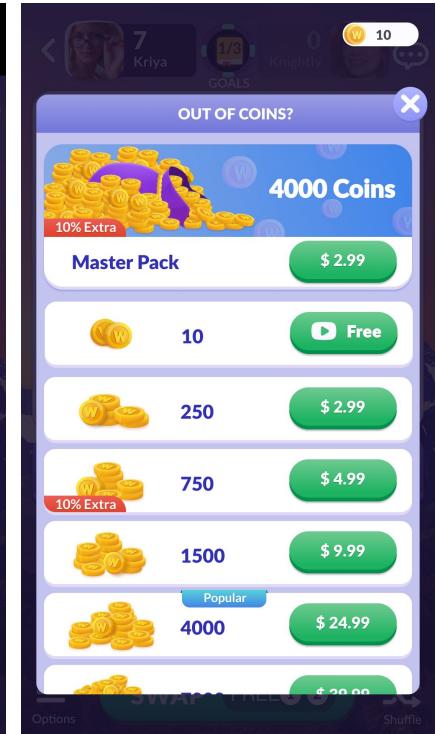
Mini store

UI Changes :

- The cross button on this pop-up will be updated as per the new guidelines
 - This button will be present on the top right corner of the pop-up



Old UI



New UI ([Mock link](#))

Daily quest

- The cross button on this pop-up will be updated as per the new guidelines
 - This button will be present on the top right corner of the pop-up
- The timer on the header will be shifted 60 pixels to the left to accommodate the cross button



Old UI



New UI ([Mock link](#))

Dismiss functionality

- Tap outside dismiss functionality for pop ups introduced in **Pop up UI V1** will be reused here for all new pop ups.
Exception : Forced upgrade pop up - This pop up cannot be dismissed
- There will be an introduction of *new variant*, where there will be *no* tap out close functionality for the new pop ups.
 - This tap out close functionality will also be removed from the pop ups where it was earlier introduced ([link](#)).
 - FTUE pop ups like quest center intro and solo series intro will still have the tap out close functionality in both variants.

Note: [**Quick game**](#) and [**more games panel intro**](#) did not have tap out close functionality as a part of this spec. They will still have the same functionality and animation as done in version 1

Animation requirements

Transitions created in **Pop up UI v1** for intro and exit of the pop ups will be implemented for **Pop up UI V2** as well.

Except for Daily Quest pop up which will still use the existing animation for intro and exit.

Experiment and runtimes

- This version 2 of pop up UI spec will be sent in Variant 1 (existing) and Variant 2 on the existing `pop_up_ui` experiment.
- Experiment Name: `pop_up_ui`
 - Control: Old pop ups
 - Var1: FTUE pop ups (with tap out close functionality) + New pop ups version 1 (with tap out close functionality) + New pop ups version 2 (with tap out close functionality)
 - Var2: FTUE pop ups (with tap out close functionality) + New pop ups version 1 (with **no** tap out close functionality) + New pop ups version 2 (with **no** tap out close functionality)

Ftue pop ups: Solo intro pop up ; Quest center intro pop ups

New pop ups version 1: All pop ups that were changed to have tap out close functionality in the version 1 of this spec

New pop ups version 2: All new pop ups that are introduced in the version 2 (this version) of this spec

Only difference between the two variants is the functionality of closing the pop up.

No new runtime requirements are part of this spec

Tracking Requirements

- Some tracking in variant 1 are not coming as intended, they need to be changed to the format mentioned below.
- Tracking for all pop ups will follow the following format

k='dialog'; o=<dialog_name>; f=<action_done>

- All tracking in existing pop will be replicated to the new pop ups
- Additionally one tracking for outside tap will be added for all pop ups where tapping outside is applicable

k='dialog'; o=<dialog_name>; f='tap_out_close'

Pop-ups UI Standardisation V3

Standardizing rate us pop up and making the game consistent

Overview

Scope of this version is to standardize the following pop-ups with respect to the current UI guidelines :

- a. Rate-us pop up

Trigger logic for these pop ups will stay the same

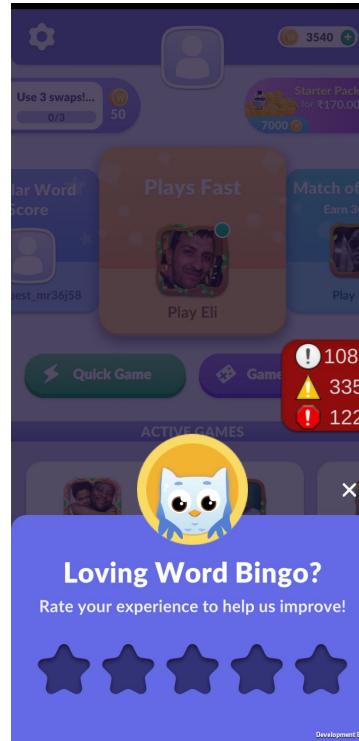
Rate Us

Functionality:

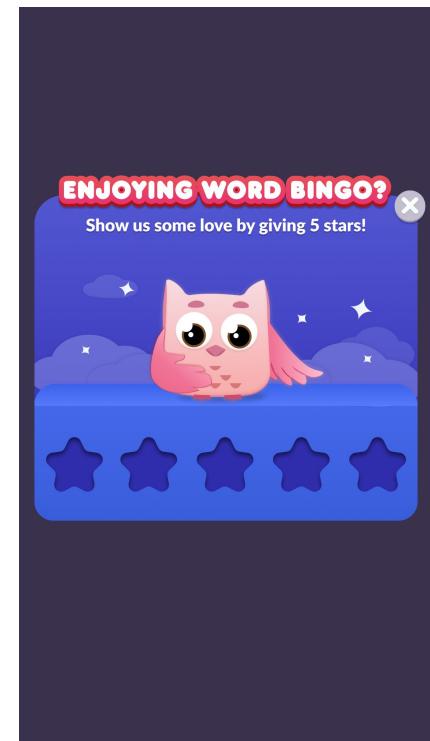
- Functionality of this pop up will be same as existing.
- Upon selecting 3 or less stars this pop up will expand to the one mentioned in the next slide.
- Upon selecting 4 or 5 starts a submit button will appear on this pop up

New UI:

1. **Header Art + Copy**
 - a. Copy : ENJOYING WORD BINGO?
2. **Sub header**
 - a. Copy : Show us some love by giving 5 starts!
3. **Art [as per mock] [will change according to the stars selected by the player] [Existing flow]**



Old UI



New UI ([Mock link](#))

Rate Us- expanded - one, two or three stars selected

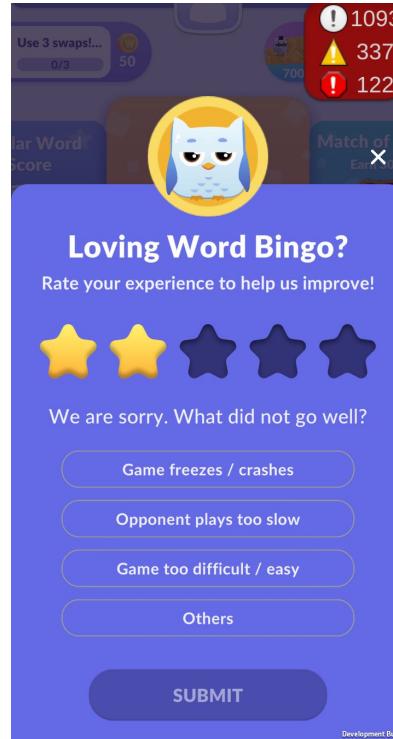
New UI:

1. Header Art + Copy
 - a. Copy : ENJOYING WORD BINGO?
2. Sub header
 - a. Copy : Show us some love by giving 5 starts!
3. Art [as per mock]
4. Primary copy:
 - a. Copy: We are sorry. What did not go well?
5. Toggle Input field tick with multiple select option

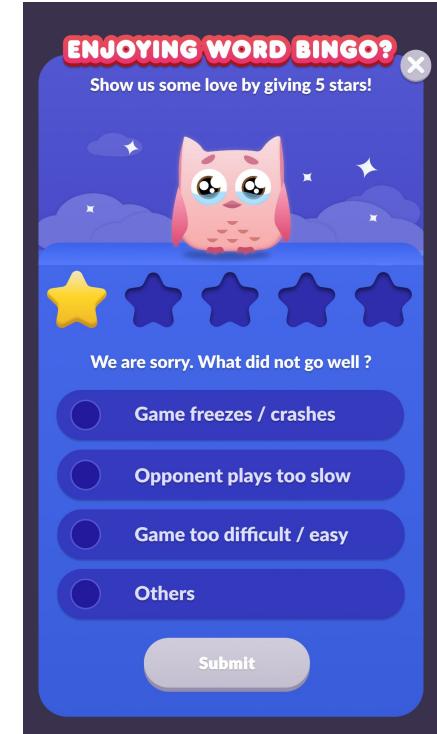
Copy:

- i. Game freezes/crashes
- ii. Opponent plays too slow
- iii. Game too difficult/easy
- iv. Others

6. CTA copy: Submit

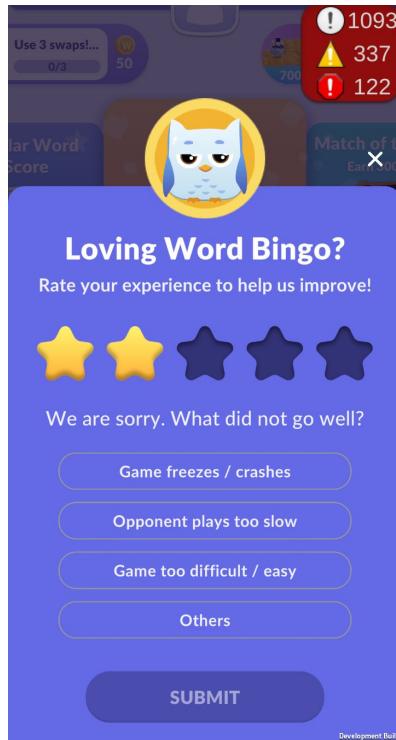


Old UI

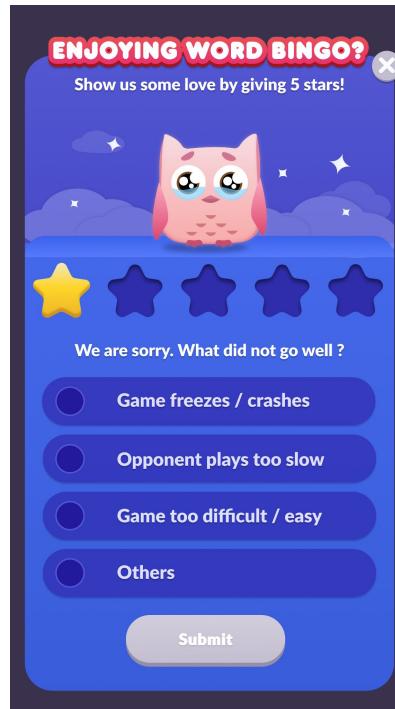


New UI ([Mock link](#))

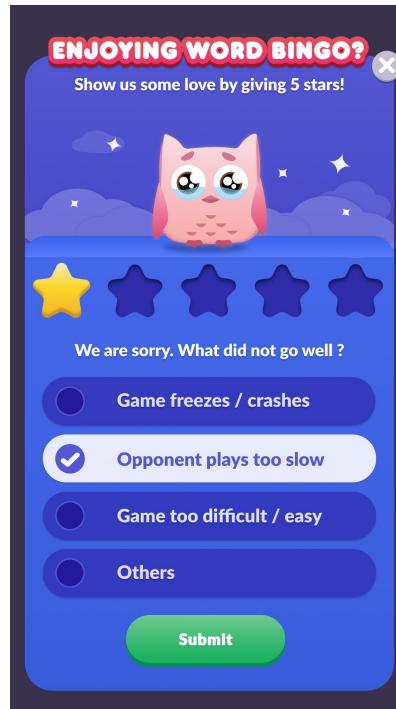
Rate Us- expanded - one, two or three stars selected



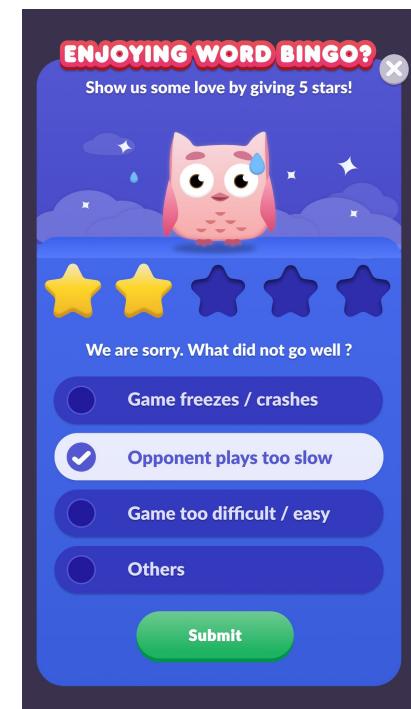
Old UI



One star selected



Radio button selected



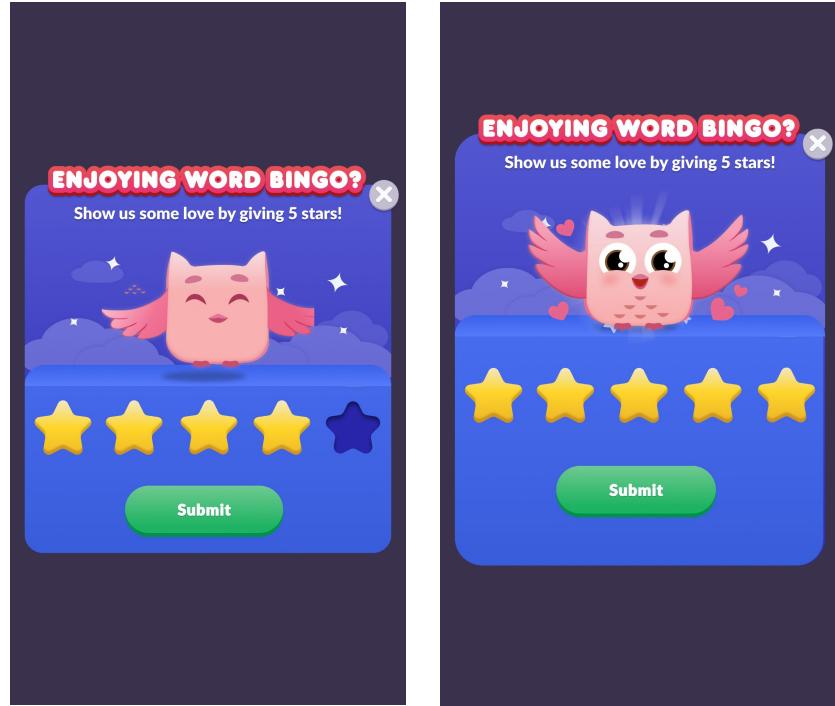
Two star selected

New UI ([Mock link](#))

Rate Us- expanded - four or five stars selected

New UI:

1. Header Art + Copy
 - a. Copy : ENJOYING WORD BINGO?
2. Sub header
 - a. Copy : Show us some love by giving 5 starts!
3. Art [as per mock][different for number of stars]
4. CTA copy: Submit

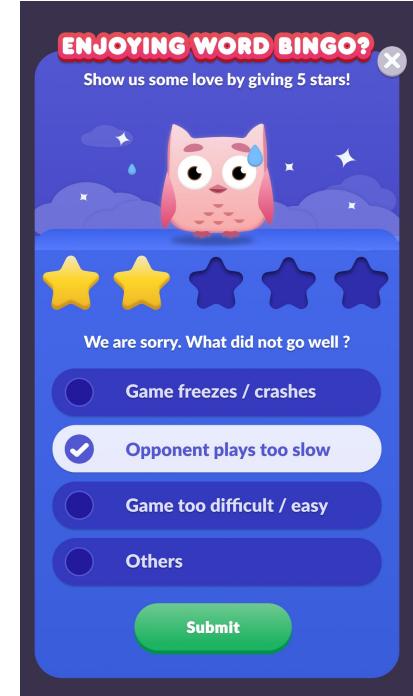
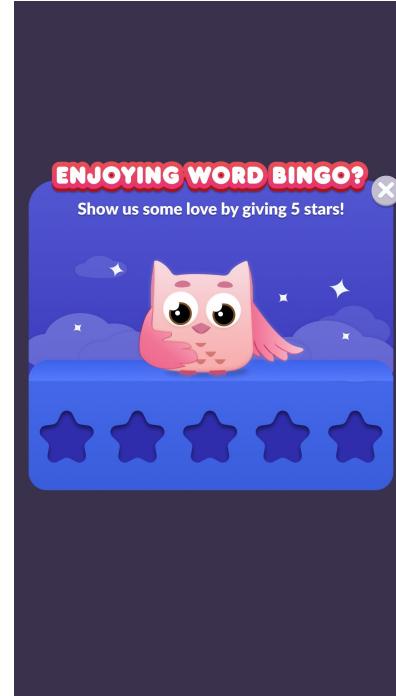


New UI ([Mock link](#))

Animation requirements

- Change in pop ups on selecting the stars will be supported by transition animations
- Intro and exit of the pop up will be using the animations introduced in the version 1 of this spec

[Animation link](#)



Experiment and runtimes

- New pop up will be added as a part Pop up UI existing experiment
- Experiment Name: pop_up_ui
 - Control: Old pop ups
 - Var1: Rate us pop up (with tap out close functionality)
 - Var2: Rate us pop up (with **no** tap out close functionality)

No new runtime requirements are part of this spec

Tracking Requirements

- Tracking for existing rate us pop up to be replicated to the new pop up
- Tracking for the closure of pop up by tapping outside the pop up to be introduced in Variant 1

k='dialog'; o=<dialog_name>; f='tap_out_close'

Pop-ups UI Standardisation

Ramp up for pop ups

Details

- Based on the reads taken for Pop UI experiment we have checked funnel for each of the pop ups
- We will be ramping up var 2 of the experiment (Without tap out functionality)
- Except for the **Solo series ftue, more games pop up and Refill coins pop up**
- For the above three we will be experimenting again separately as we are observing some behavioural changes
- All the other pop ups from var2 will be hard coded in the next build (172)

Pop-ups UI Standardisation

Next steps: More games panel and refill coins pop up

Reasons for next steps

- Based on the reads taken for Pop UI experiment we have checked funnel for each of the pop ups
- In **More games pop up** and **Refill coins pop up** we have observed user behavior changes
- In the next steps we are updating these two pop ups to revert the behavior changes observed in the overall experiment

Refill coins

This pop-up conforms to [deals and sales guidelines](#)

Based on the learnings from earlier experimentation UI for the new Pop up is changed to give more emphasis on coins

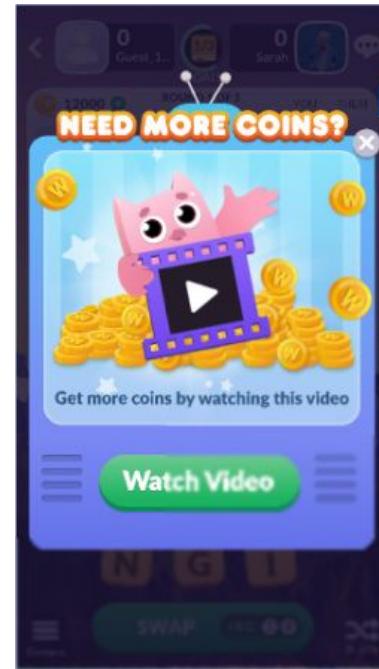
Refill coins clickers increase by 1.5%

New UI:

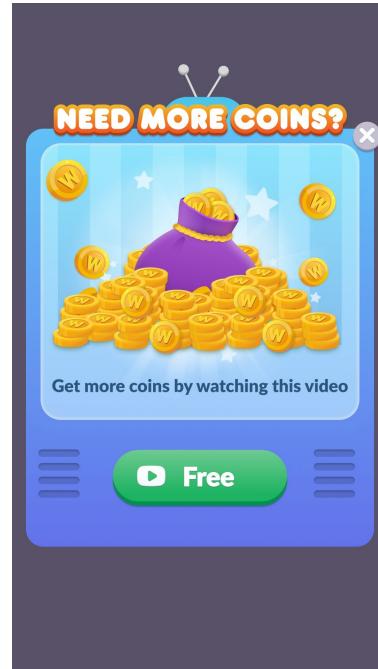
1. Header Art + Copy
 - a. Copy : NEED MORE COINS?
2. Body
 - a. Copy (var 1) : Get more coins by watching a video
 - b. Copy (var 2) : Get more coins by watching this video
3. CTA
 - a. Copy : Watch Video



Control



UI in earlier experiment



UI in new version

[Mock link](#)

Refill coins (Var2 only)

Only in variant 2 the following functionality change will be implemented:

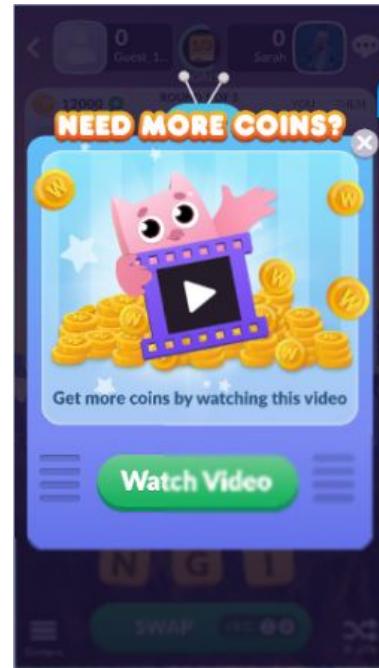
Upon clicking on the Free button w2e will start from the pop up it self.

Viewing the w2e will reduce the w2e available counter on rest of the places where we show jewel notif on the w2e button.

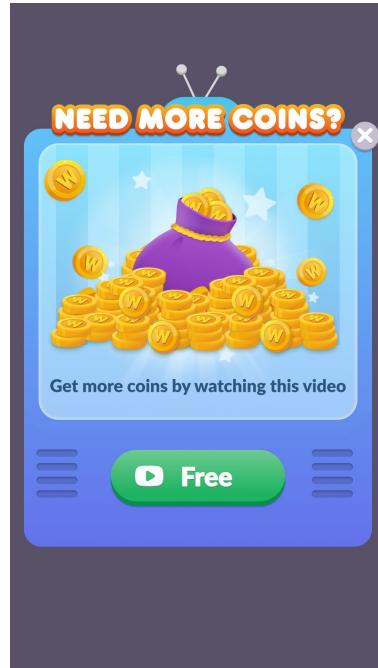
W2e available counter for this pop up will be same as everywhere else for the user dictated by **w2e_surfacing** experiment



Control



UI in earlier experiment



UI in new version

[Mock link](#)

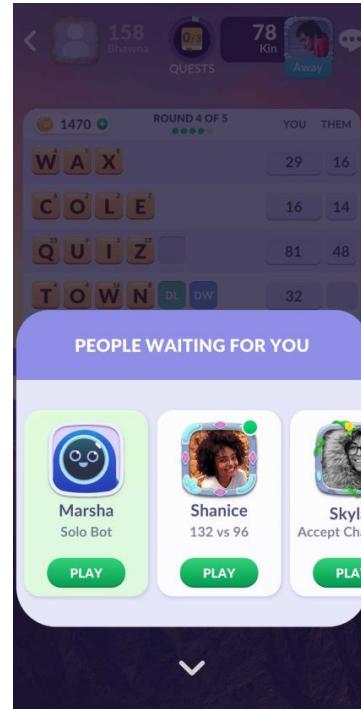
More games panel

This pop-up conforms to [navigational pop-up guidelines](#)

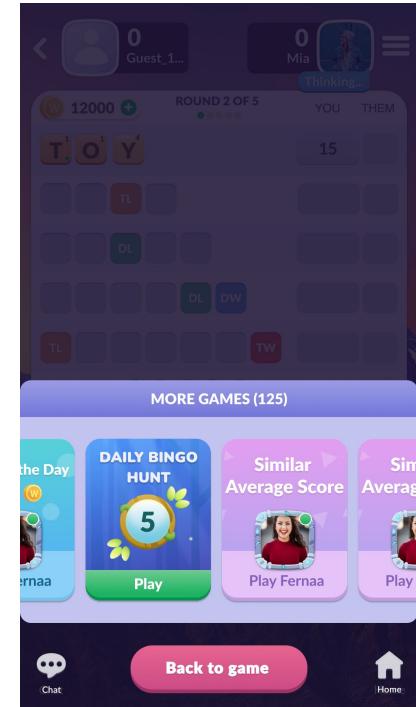
- The pop-up triggering logic will be same as before
- Your move cards will be kept same as earlier version of this experiment
- BM cards (when $ym\ cards=0$) will all have the **UI of Similar average score card** but the **backend logic for fetching these players will be same as control**
- **Functionality:** clicking on chat icon and cross button on more games cards will have same functionality as on home screen

UI:

1. **Header :** Copy : MORE GAMES (number of cards)
2. **Card + Card Art**
3. **Down Arrow**



Old UI



New UI

Experiment details

- Experiment name: **refill_coins_pop_up**
 - Control: no change (older pop up from control)
 - Variant 1: new refill coins pop up + no functionality change (clicking on the free button will take the user to the store screen)
 - Variant 2: new refill coins pop up + functionality change (clicking on the free button will start w2e from the pop up)
- Experiment name: **more_games_pop_up_ui**
 - Control: no change (older pop up from control)
 - Variant 1: new more games pop up UI

Tracking Requirements

- Tracking for existing refill coins pop up to be replicated to the new pop ups (both Var1 and Var2)

Following tracking to be only created for Var2 in addition to the existing tracking replicated from control

- When player clicks on w2e button on refill coins pop up

k='dialog' ; c=<counter> ; o='w2e' ; f='click' ; g='refill_coins'

- Based on status of w2e post clicking following tracking will be fired

k='dialog' ; o='w2e' ; f='success'/ 'failed'/ 'grant' ; g='refill_coins'

Below cases should not exist but we'll create tracking if these scenarios care created somehow

- When the user sees video not available toaster

k='dialog' ; o='w2e_vna' ; f='view' ; g= 'refill_coins'

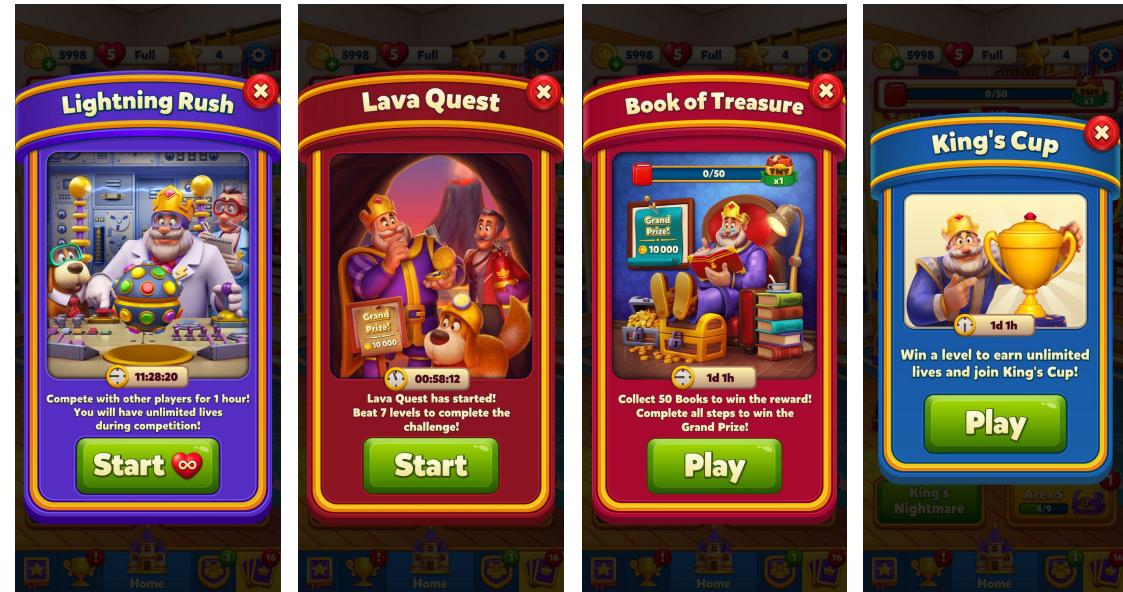
- When the user sees cooldown toaster with timer

k='dialog' ; o='w2e_cooldown' ; f='view' ; g= 'refill_coins'

Benchmarking

Events

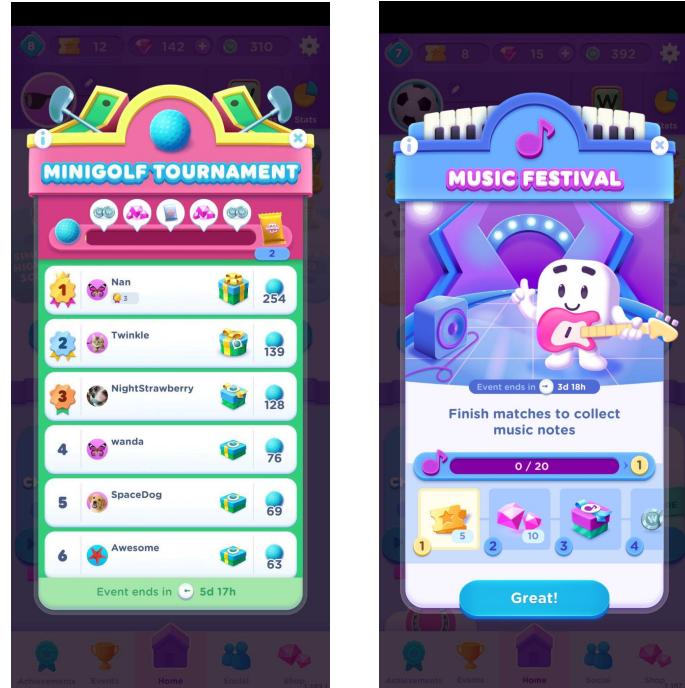
- Royal Match
 - a. Same banner style but distinguish events with colours
 - b. Structure of pop-up
 - Header + banner
 - Descriptive art (includes rewards, progress bars to visualise)
 - Timer
 - Sub-caption
 - CTA, actionable to play



Event Starts

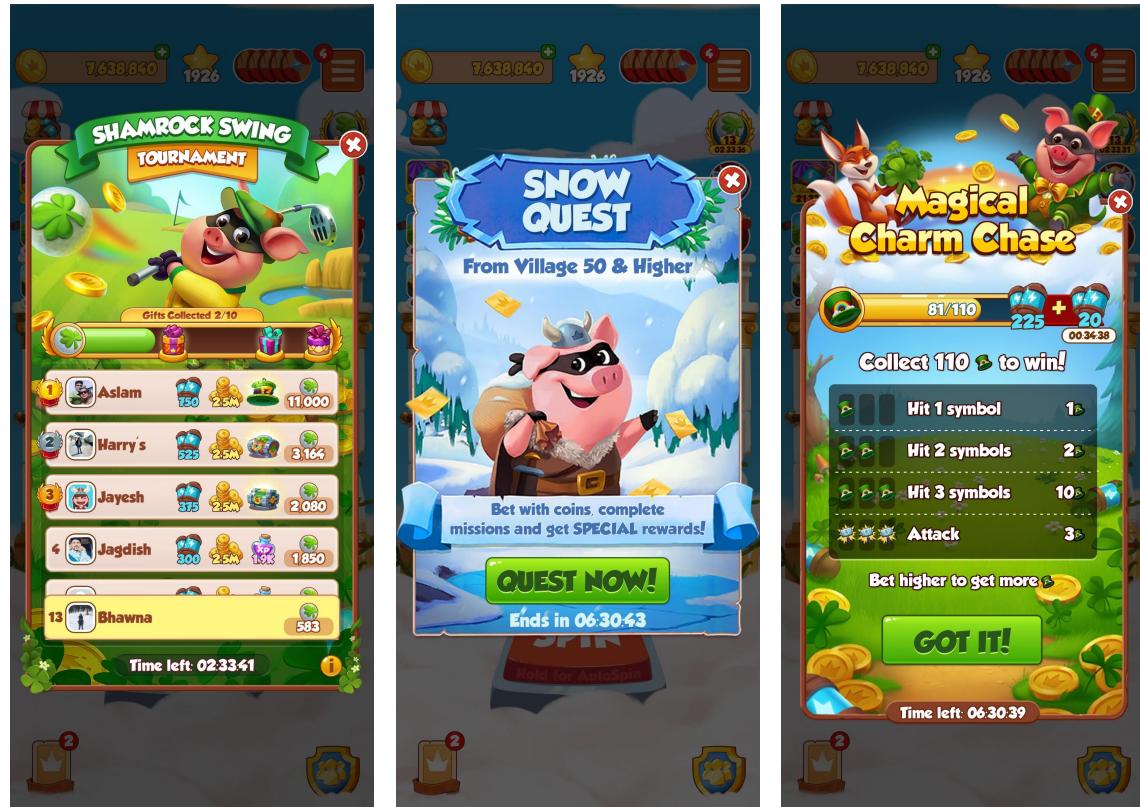
Events

- Wordzee
 - a. A different banner style to represent the event theme
 - b. Follow different pop-up structures for different events



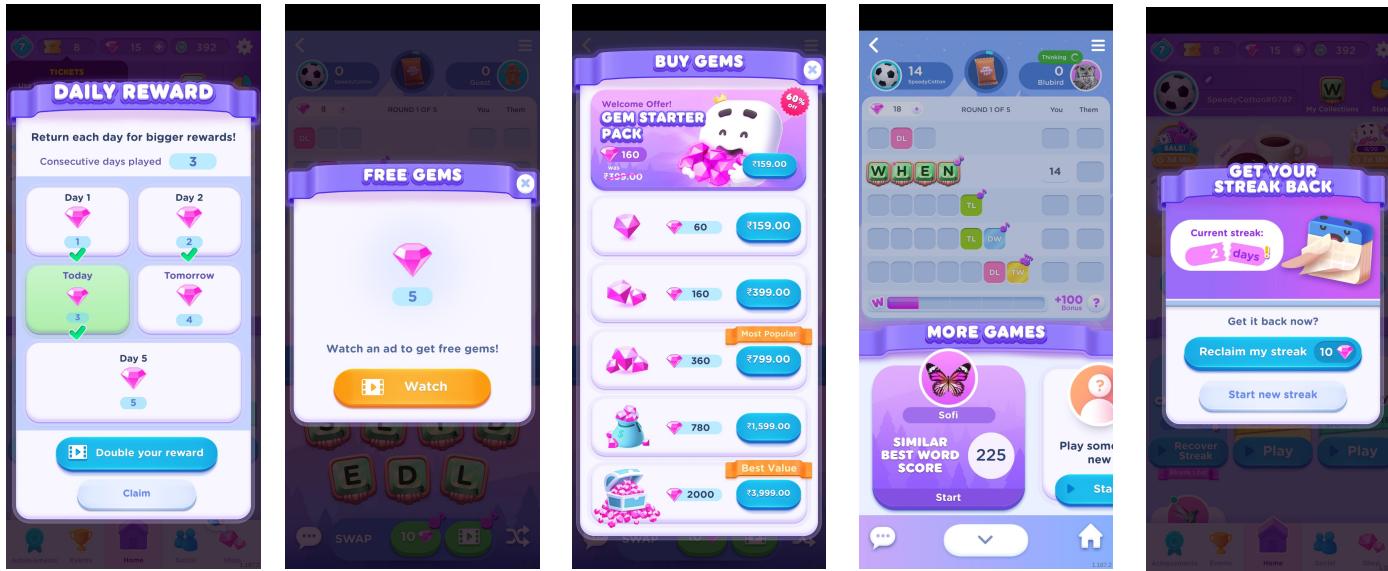
Event Pop-ups

- Coin Master
 - a. Art heavy banners represent event brand
 - b. Progress, ranks and reward related info
 - c. Sub-caption if any
 - d. CTA if any
 - e. timer



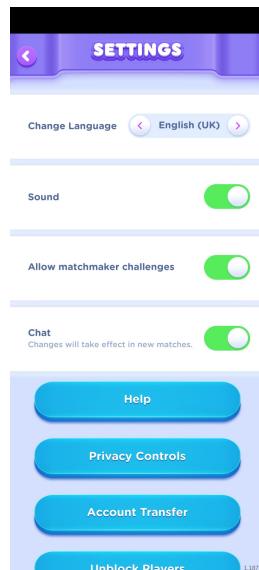
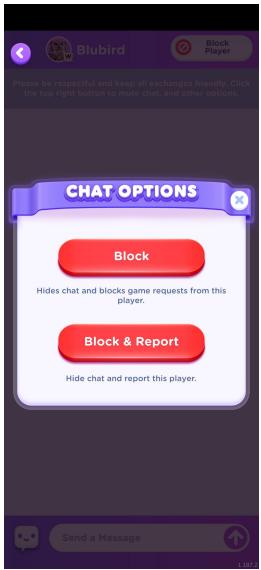
Wordzee

Wordzee



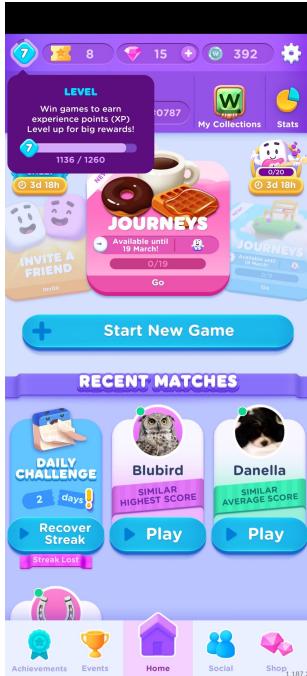
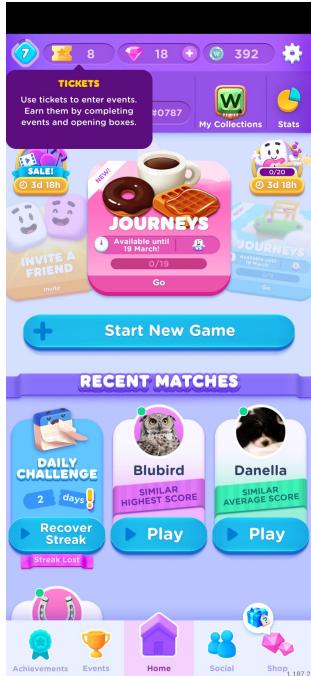
- All pop-ups seem to have same header style but CTAs and Pop-up structures change based on context
- Primary and secondary CTA context is similar on Daily reward and streak break pop-ups

Wordzee



- System popups have same header but structurally more simple
- Settings is full screen pop-up

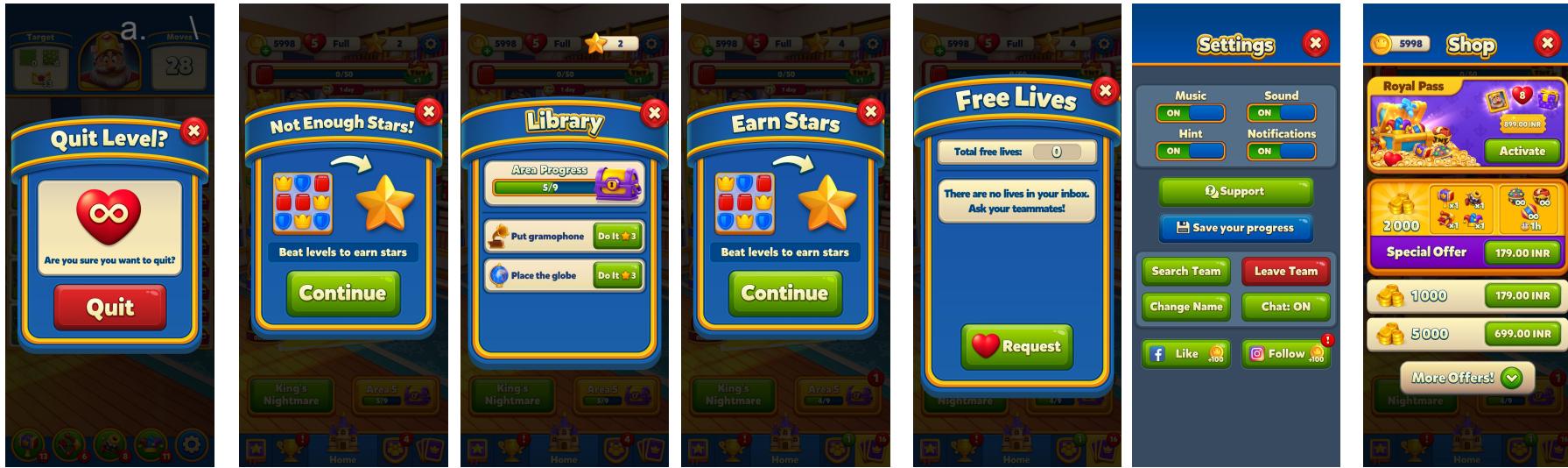
Wordzee



- Tool tip type pop-ups to explain different elements on the homescreen

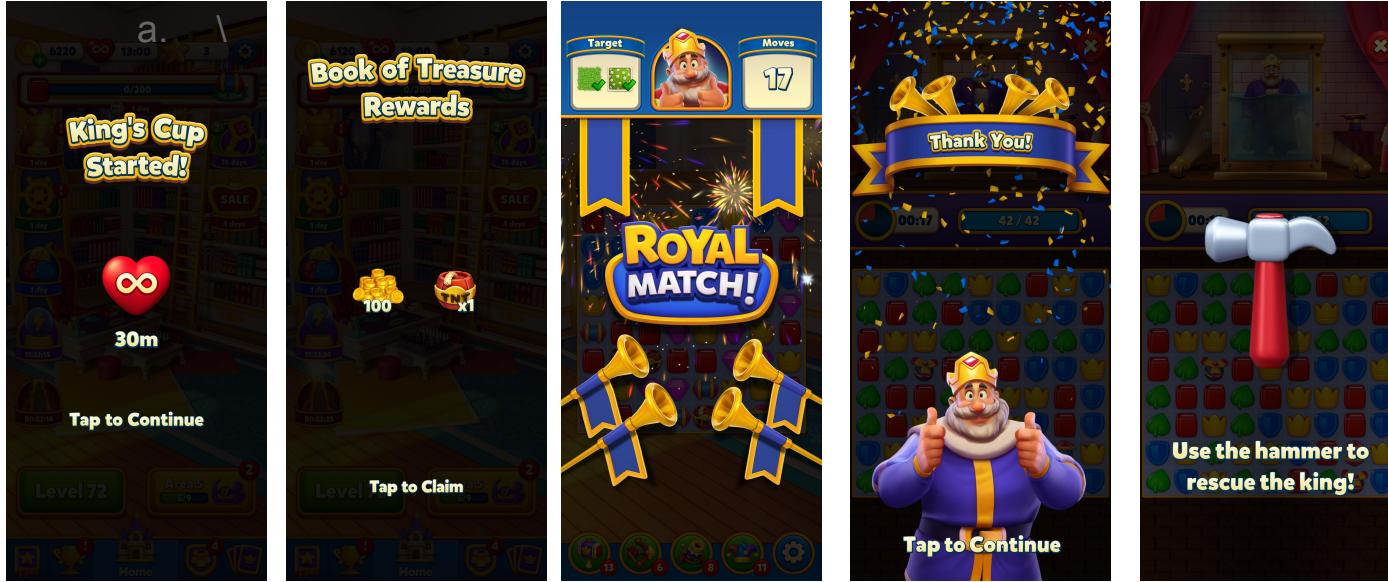
Royal Match

Royal Match



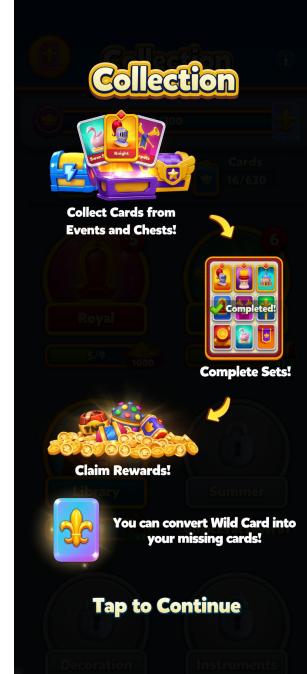
- Core game related and system pop-ups are all in the same theme colour, banner style remains the same. They also have full screen pop-ups which carry similar colours but simpler headers where there is more information to process in the Pop-up

Royal Match



- Rewards and gratification is on a overlay
- Rewards have same structure

Royal Match



- Some full screen pop-ups
- Teams and IAP related, mostly due to the contextual info on the pop-ups

- info/How2play pop-ups

Gardenscapes

Gardenscapes



- Core game related and system pop-ups are all in the same theme colour, banner style remains the same.
- In different types of levels like hard level, mini game the theme colour changes although the theme style remains the same

Gardenscapes

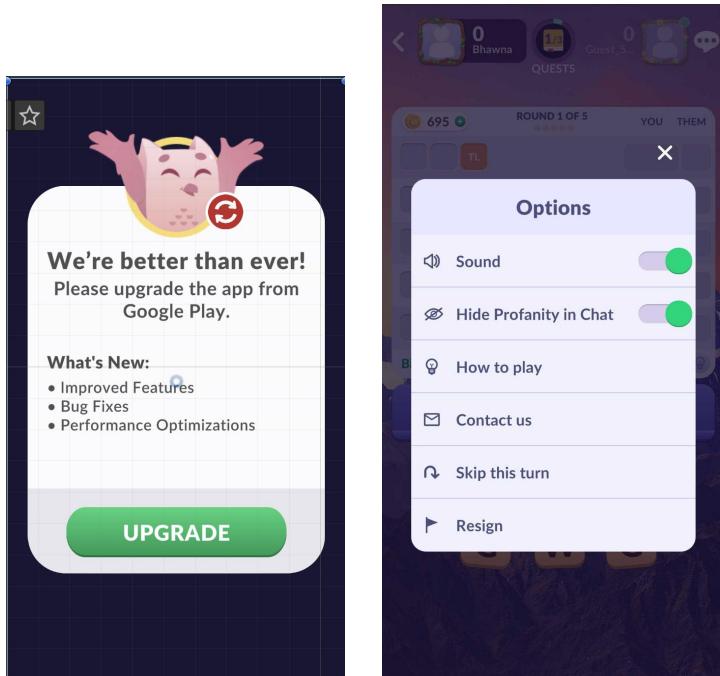


- IAP Related popups have different art style with different banner elements specific to the event

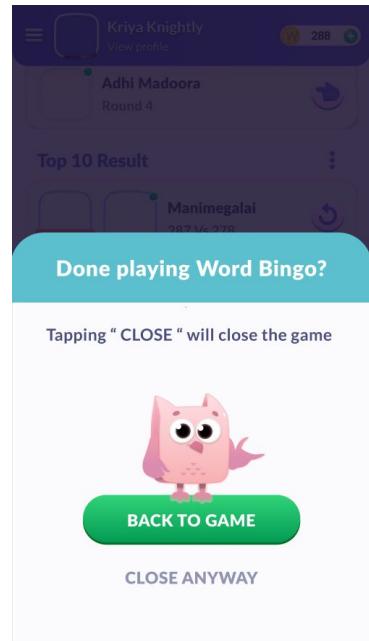
System Pop-ups

System Pop-ups

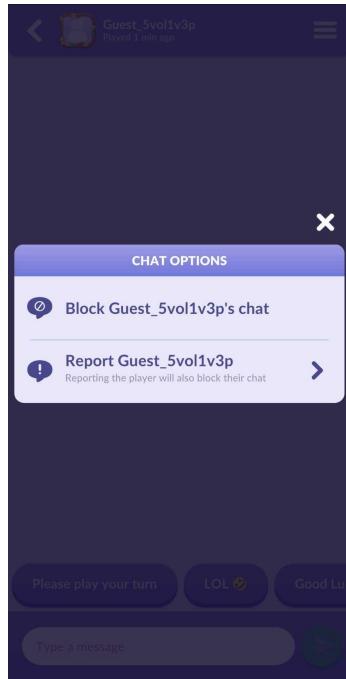
- Further have 2 categories
 - a. **Game Options and navs:** This includes game menus, settings and options on different screens
 - b. **More info/compliance related:** these are generally forced, and the messaging on the policy/compliance need to be communicated clearly



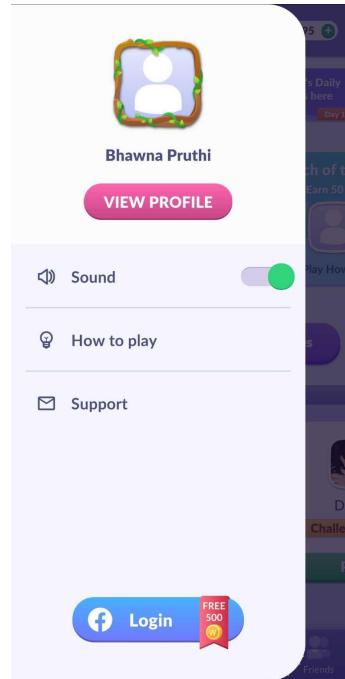
System Pop-ups: Game Options



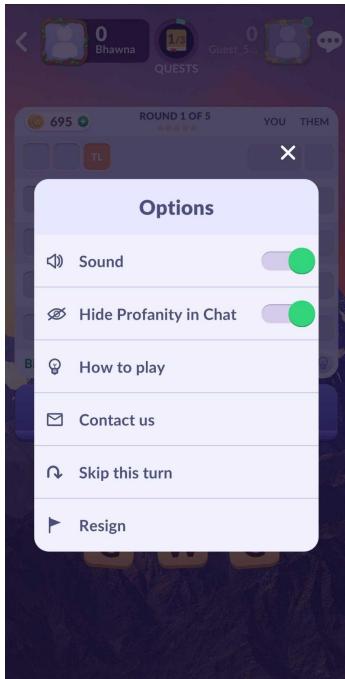
Mismatch as bottom drawer



New UI style



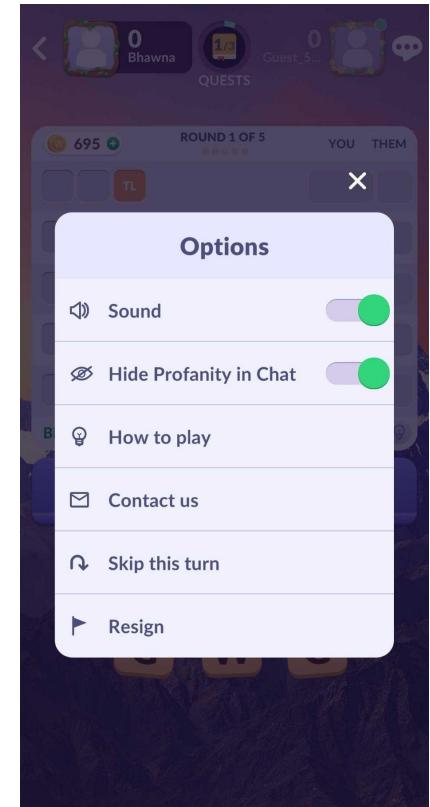
Menu bar style,
mismatch



Old UI style

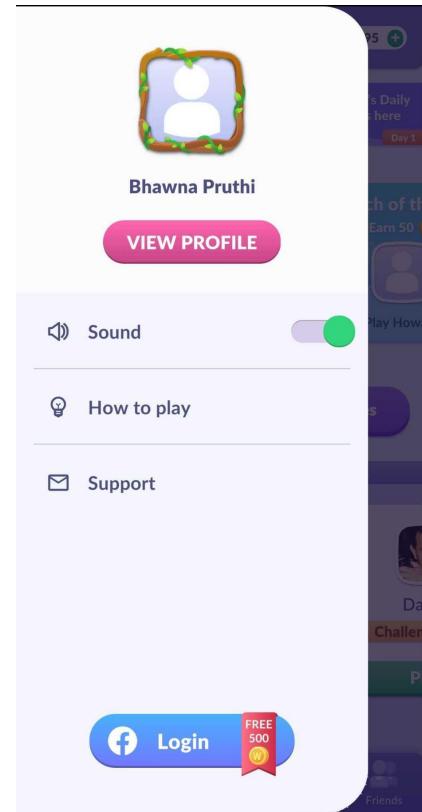
Options Pop-up

- Inconsistent with new UI style
 - a. Icons
 - b. Pop-up header
 - c. Colours
 - d. Pop-up size
- Toggles are confusing, add on/off label to the toggle to make them clearer
- Hide profanity in chat is confusing here, whether its a global setting or just for this game's chat
- Contact us, is inconsistent with the support option on menu, while they perform the same thing
- How to play icon is confusing, looks like a hint icon, to be changed on the board as well. In other events and mini games we use “i” icon for how 2 play and FTUE pop-ups



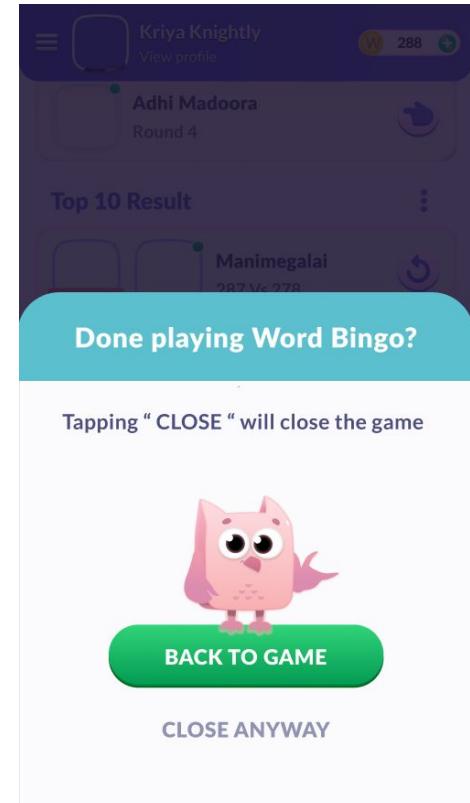
Settings menu/pop-up

- This settings menu can be a pop-up, like options on main game to create consistency in navigational behaviour
- Profile is already accessible from the homescreen
- Player has been taught to update his profile and FB login from profile, [check if people still login to fb from here?](#)
- Additionally any global controls should be accessible from here
- UI inconsistencies:
 - a. How to play icon
 - b. Icon styles
 - c. Sound Toggle on/off feedback
 - d. Support vs Contact us(options pop-up)



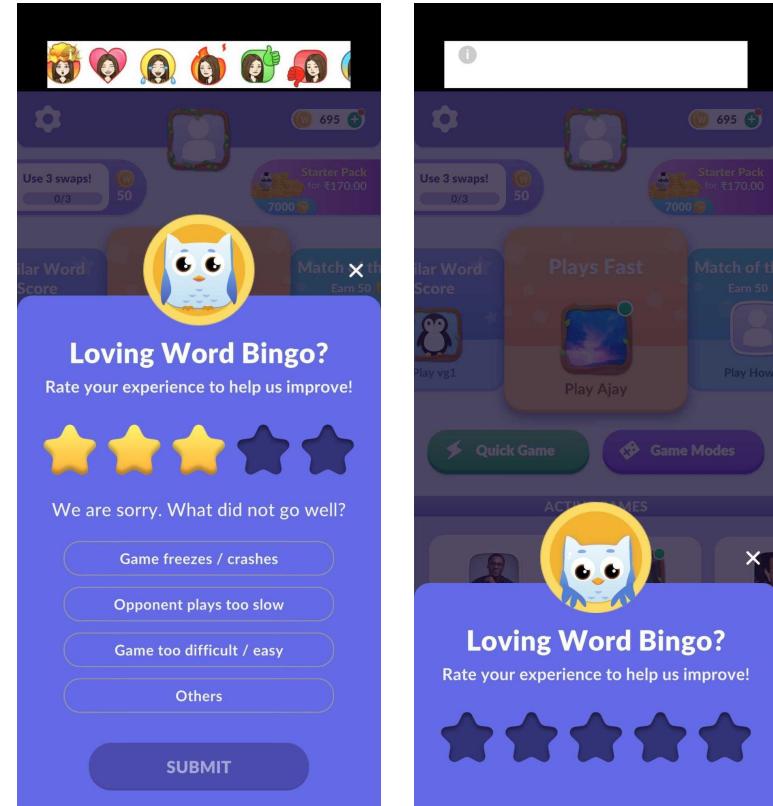
Game exit Pop-up

- Inconsistent with Pop-up behaviour, more like a bottom nav drawer
- Inconsistent UI, header, buttons
- Secondary button is just greyed out text which does not look clickable
- Missing value proposition for player to continue playing
-



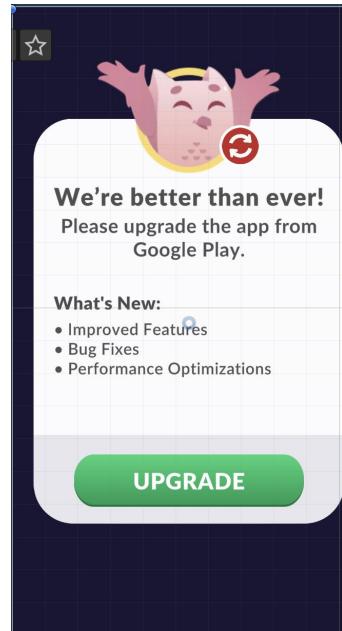
Rate Us

- Inconsistent with Pop-up behaviour, more like a bottom nav drawer
- Value prop for player to rate the game is not highlighted
- Changing pop-up state is inconsistent
- Check if player only submits the stars does it submit rating, how many players drop off after just submitting rating and not specify the tags
- Tags clickable affordance can be improved to simpler buttons
-

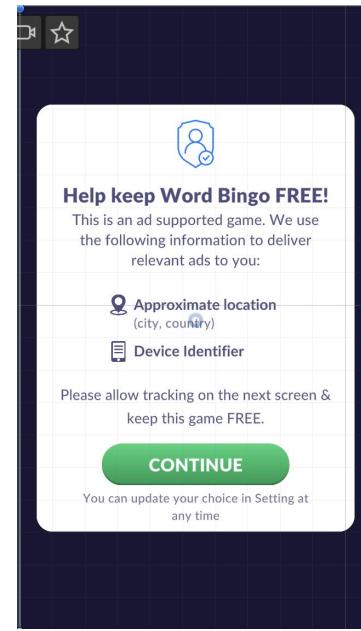


System Pop-ups: Permissions and Compliance related

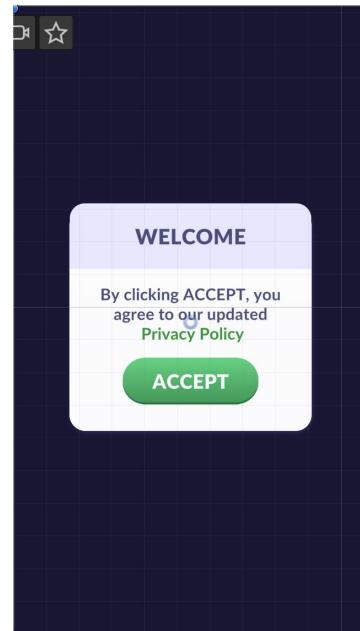
- Inconsistent with new UI style
 - Icons
 - Pop-up header
 - Colours
 - Pop-up size
- Too much information, and missing hierarchy in the information



Forced update

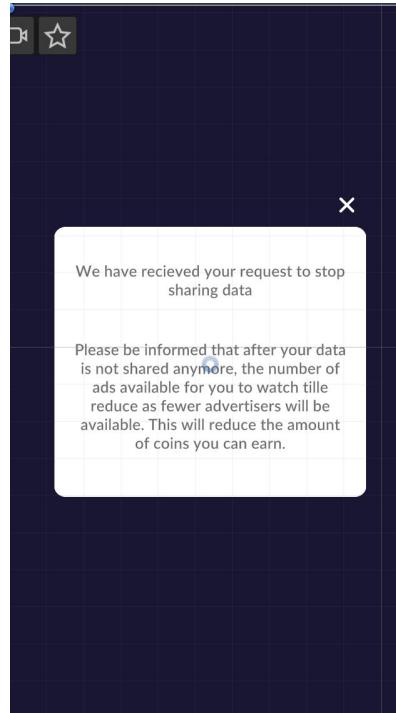


ATT

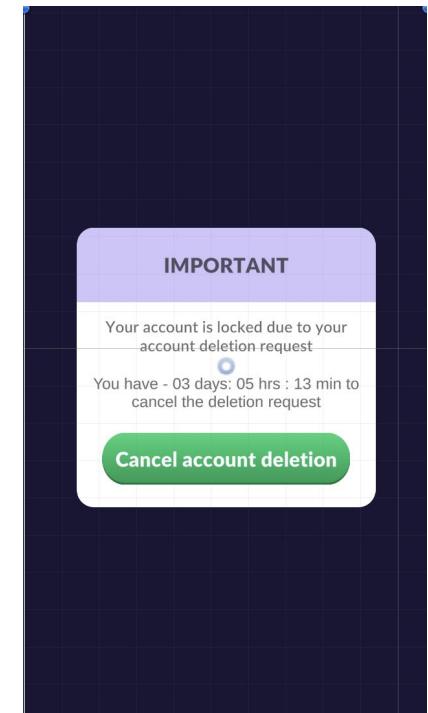


Privacy policy

System Pop-ups: Permissions and Compliance related



CCPA



CCPA

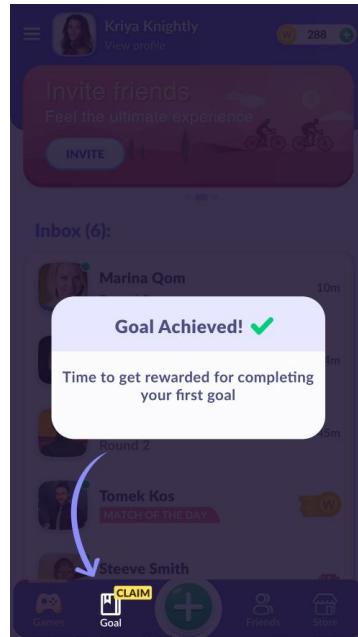
Events and Mini Games

Events and Mini games

- Event Unlocks
- Event FTUEs
- Event results
- Event live
- Other event/minigame related

Event Unlocks/intro

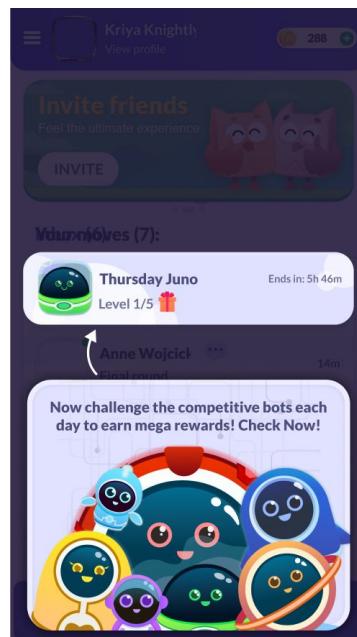
- LB unlocks/intros are through the FTUE popups itself
- While for DQ and Solo series have prompt like pop-ups that point at the feature
- These should be made consistent visually and interaction wise
- Should be distinguishable from system pop-ups with more visual richness
 - a. Banners
 - b. Game elements
 - c. Mini-game/Event branding



Quest Intro



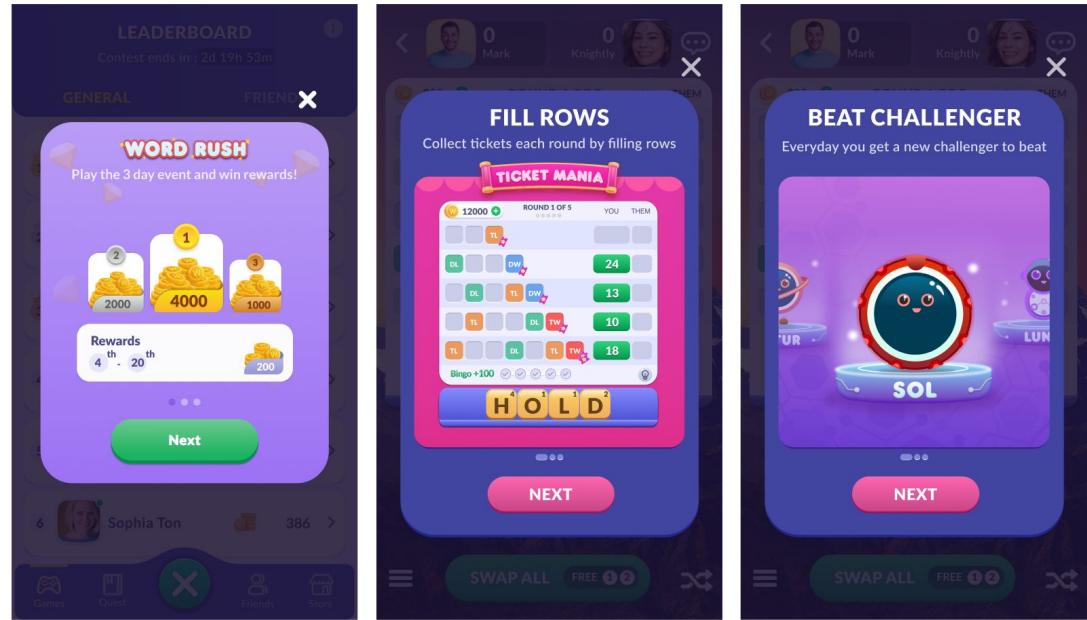
Word Rush Unlock



Solo intro

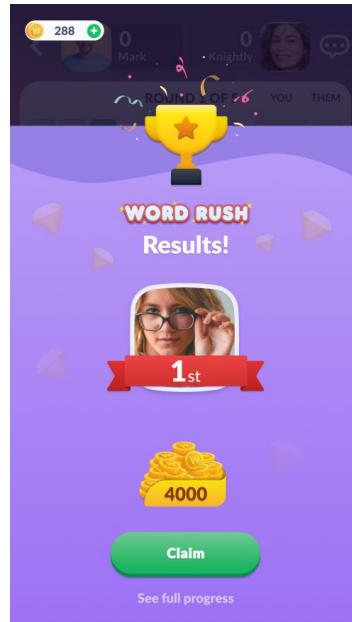
Event FTUES

- All FTUEs except the Word Rush one follow the same format

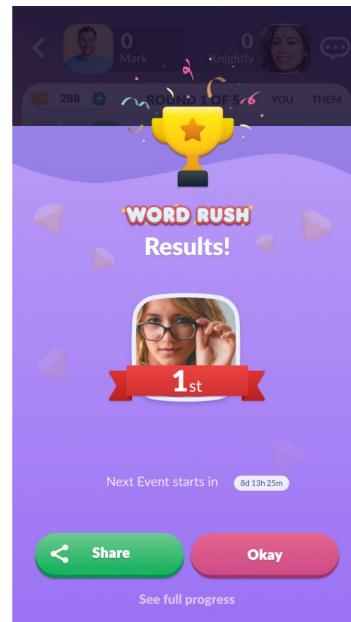


Event Results

- Inconsistent with Pop-up behaviour, more like a bottom nav drawer
- The rewarding result pop-up lacks gratification
- For claimed state there is no value prop for the player to share(hook to bragging), no distinction between primary and secondary CTA space
- Unranked results the player can't see his own rank
- UI elements as per new UI



Ranked Result



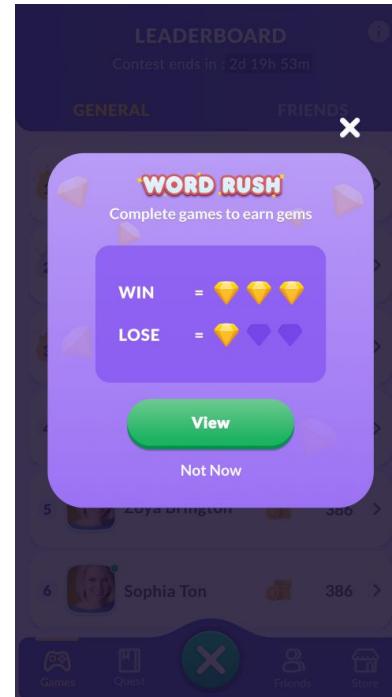
Claimed



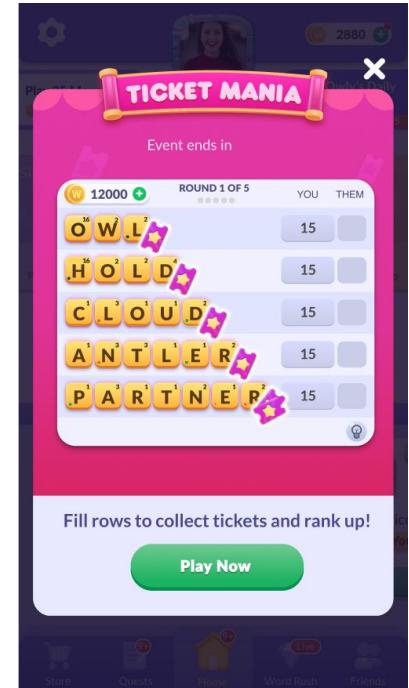
Unranked Result

Event Live

- Word Rush live Pop-up does not say that the event has gone live, does not signify the time duration
- Does not signify how to collect the gems visually
- Lacks gratification
- Looks almost like the FTUE pop-up, FTUE and Live Pop-up should be distinguishable
- CTAs here does not need a secondary text CTA, since player can click cross to dismiss
- Further there is no connection between the copy and view CTA, the 2 can be more actionable



Word Rush Live



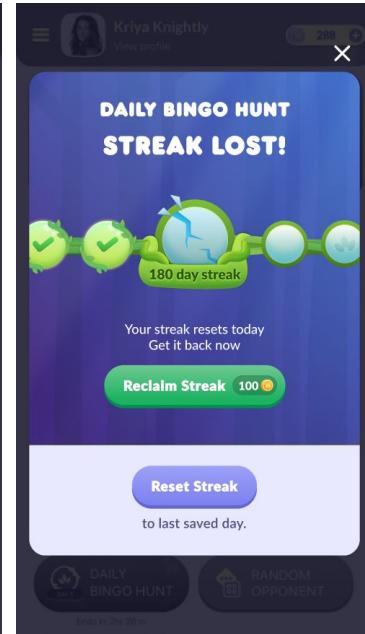
Ticket Mania Live

DBH Reclaim

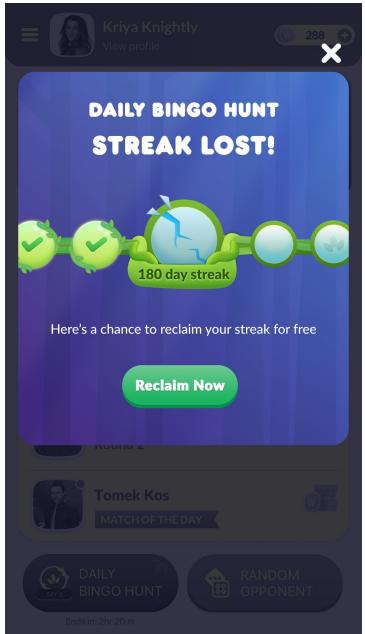
- Consistent with new UI
- Follow the primary and secondary CTA usecases
- Pop-up needs to be adjusted for coin counter, consider other pop-ups with coin counter



Frame share



DBH reclaim

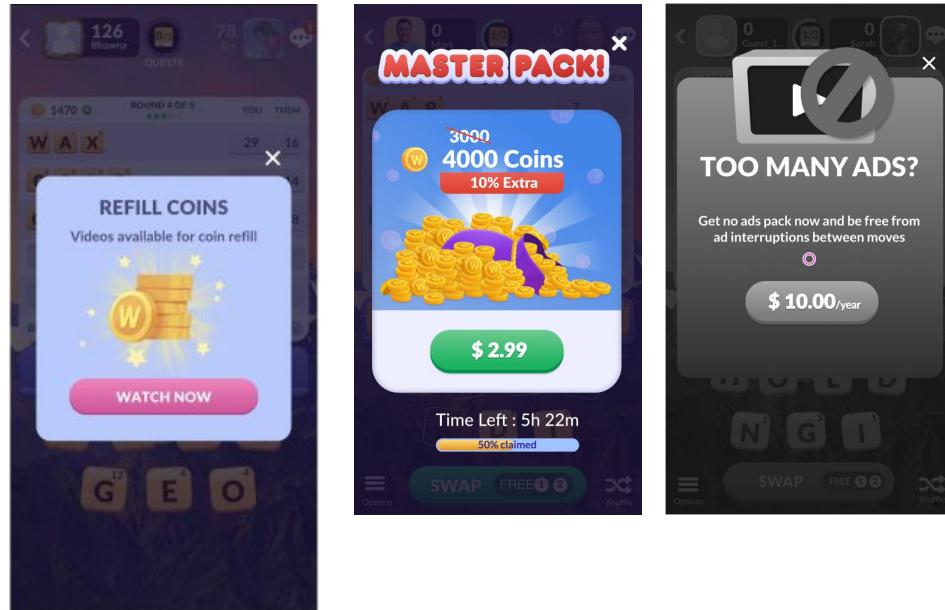


DBH Free Reclaim

Sales and Deals

Sales and Deals

- Master Pack
 - No ads Pack
1. Master Pack lacks hierarchy in information, and multiple anchoring effects used in the visual
 2. The visuals should establish the Value proposition
 3. All information is not contained within the pop-up
 4. The sale title is also outside the pop-up



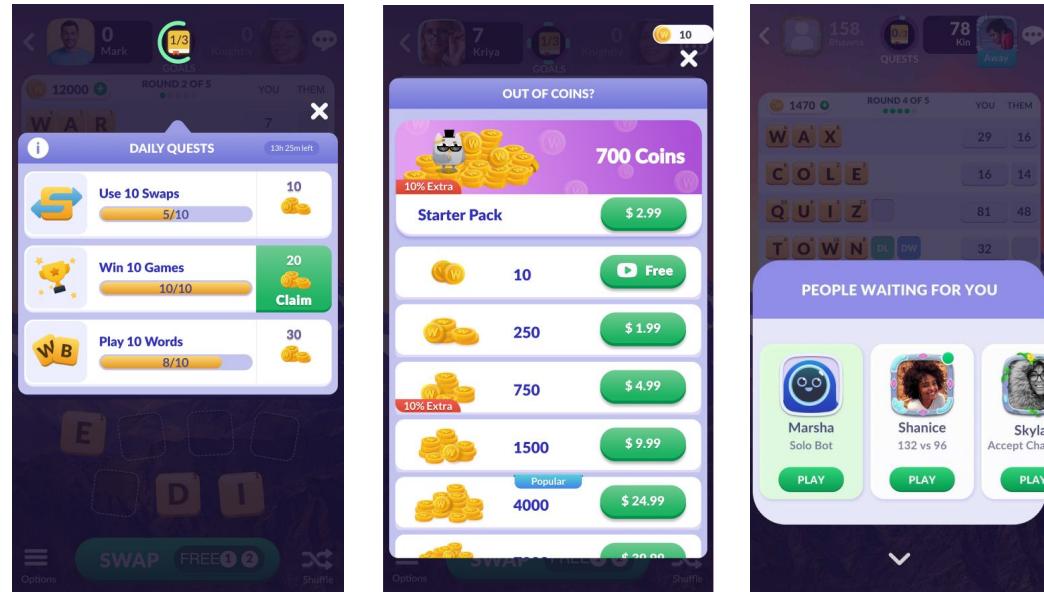
May fit deals and sales category

Navigational

Navigational

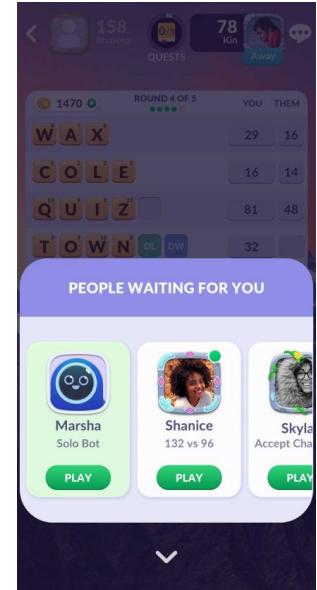
These pop-up represent other sections within the game in a micro-view top help player perform relevant actions without needing to navigate outside the gameboard

- Mini store
- DQ on Gameboard
- More Games Panel (old UI)
- Edit profile(section itself)



More Games Panel

- Inconsistent with Pop-up behaviour, more like a bottom nav drawer
- Inconsistent with new UI style
 - a. Icons
 - b. Pop-up header
 - c. Colours
 - d. Your move, Best match cards
- this pop-up represents a mini section within the game, these elements should be consistent
- additionally allow player to navigate to home screen from here, to get the home screen game starts affect back



Rewards and Grants

Rewards and Grants

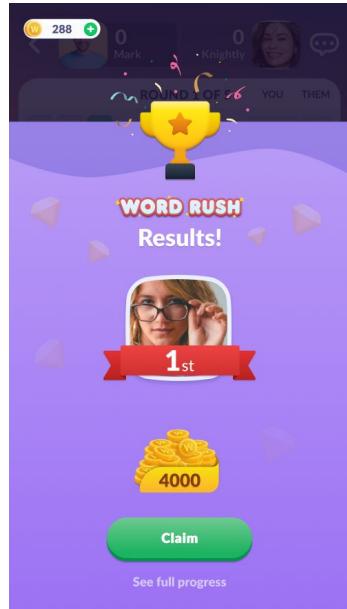
- W2e Refill coins
- DLR
- LB Results



May fit deals and sales category



Events and mini games



DLR

- Would be a reward and grant usecase within the events and minigames
- Out of scope



Summary

Summary: Approach

1. **Deals/Sales:** Redesign and set guidelines include visual richness
2. **Events Pop-up:**
 - a. solve for inconsistencies and new UI guidelines: FTUEs, Result pop-ups
 - b. Intros and unlocks create one guideline based on info hierarchy
3. **Navigational Pop-up:** More games panel pop-up UI update as per new guidelines
4. **System pop-ups:** UI consistencies
5. **Animation:** Guidelines for pop-up entry, idle animation
6. Guidelines for forced and unforced pop-ups, and placements for coin counters