Profile Revamp

Updated Profile UI to engage
more users on profile screen

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Problem Statements

1. Profile screen is the only screen with the old UI guidelines
2. There are limited metrics on the profile screen with no info on how they are calculated

Vision

- Updated UI of profile screen will increase interaction on the profile screen
- Comparison effect with opponents' stats will drive competition
- Not to add any new metrics in the current scope
- Provide clarity to the user on how the metric is calculated

Anti-vision

- Unexpected user behavioral shifts might happen by giving clarity on certain metrics
- Higher interaction with profile screen might lead to drop offs from that screen

Business Goals

- Increase D1 RR by 10 bps

- Increase engagement by 0.18 moves/dau

- LTV upside of 0.56%

- This feature will help us realise more LTV by adding more metrics in player's profile

Design Goals

- To provide a feeling of mastery by showing relevant data to the players

- To instill a competitive feeling in players when they view opponent's profile

Overview

1. New profile screen will be introduced with more clarity on existing metrics
2. A profile data blob will be created to collect more data on users around their game behavior

V2 scope

1. Based on the data collection from existing users we will be creating more relevant metrics for the users to interact with

V3 scope

1. Provide more avenues to the user to view other players' profile eg. Friends screen, leaderboard screen, etc.

New profile screen

- A New profile screen will be introduced
- HUD section
  a. Size of the HUD to be reduced
  b. Profile to be moved to the center of the screen (Same size as on home screen)
  c. DBH title to be added under the profile screen
  d. Edit profile icon and position to be changed
- Player's name to be show as "<Player name>'s Stats"
- Game metrics to be shown as per mock
- Joining date to be moved to the bottom of the page in format "Joined on dd Mmm yyyy"
- Mock link
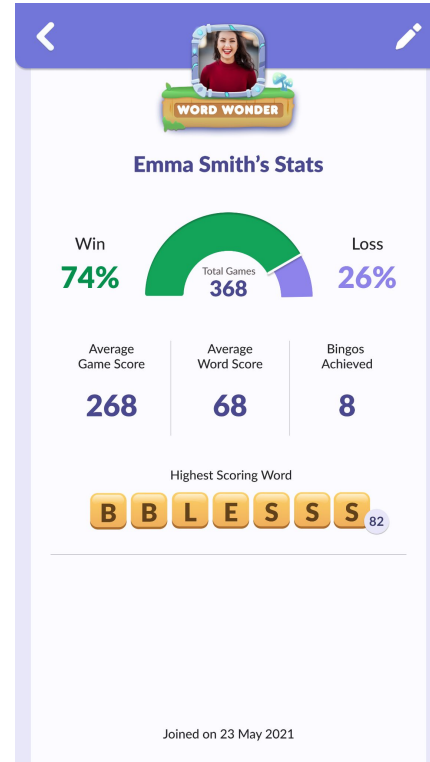
New UI
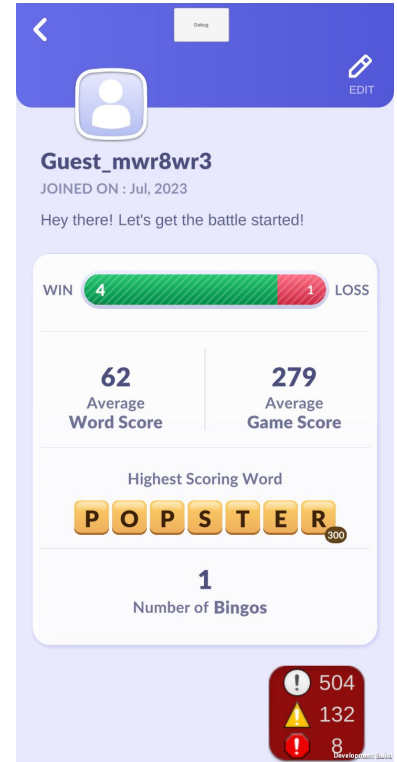
Old UI

New profile screen- flows

- Flows in and out of profile screen will stay the same
- Below are the flows in the profile screen (existing in control as well)
  - Clicking on edit icon will open edit profile pop up
  - Clicking on back will take the user back to the screen where the he came from
  - Clicking on profile photo will also open the edit profile screen
- A new flow will be added when a user clicks on any of the metrics an info toaster will be shown (as discussed in the next slide)

Note : If the player has not completed any milestone on DBH, there will be no frame or tag on their profile ([Mock link](#))
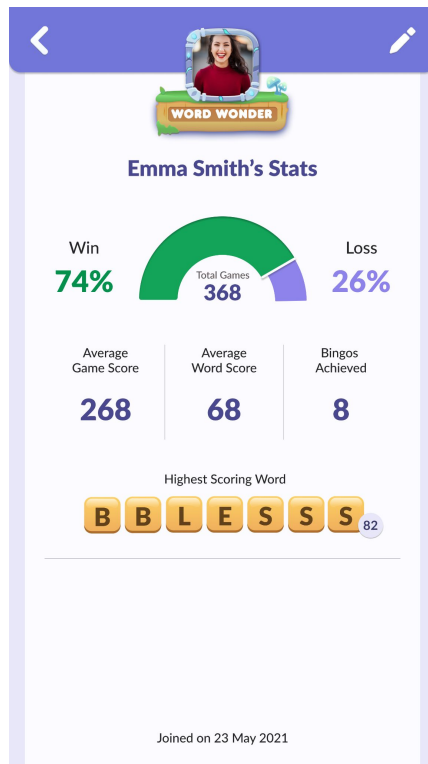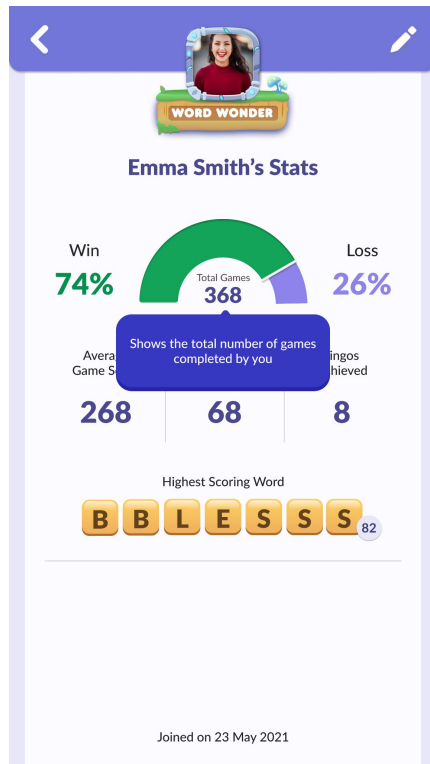

New UI
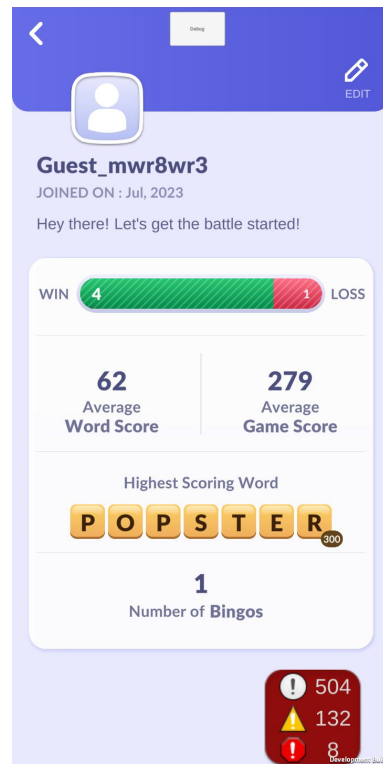
Old UI

# New profile screen- toasters on metric clicks

- Toasters will be shown upon clicking metrics present on the profile screen
- Copy for toasters for different metrics can be found here :
  - Total Games : Includes games where you have at least played a word
  - Average Game Score : Includes average of all games where you have at least played a word
  - Average Word Score : Shows the average score of all the words played
  - Bingos Achieved : Also includes Bingos achieved by completing Daily Bingo Hunt
  - Highest Scoring Word : Shows the best word you made in the game
- Toaster placements for different metrics can be found in the UI mocks
- Animation and timing for the toaster will be same as the one present on the Quest center screen
- Additionally when toaster is in view state and the player changes the screen the toaster will disappear

WORD WONDER

Emma Smith's Stats

Win
74%

Loss
26%

Total Games
368

Shows the total number of games completed by you

Avera
Game S

ingos
hieved

268   **68**   **8**

Highest Scoring Word

B B L E S S S 82

Joined on 23 May 2021

Opponent profile pop up

- A new pop up will be introduced when opponent's profile is clicked on Gameboard
- New pop up will have Add friend button only in case of add_friends experiment variant
- There will be a *tag* below opponent's name. As discussed in next slide.
- Highest Scoring Word will be shown below the tag
- In the second half (versus section) of the pop up stats for player and opponent will be shown
- Versus stats to be shown are:
  a. Wins (only to be shown when we have history of playing with opponent)
  b. Average word score
  c. Average game score

Note : Maximum of 9 characters will be shown for both players in Vs section
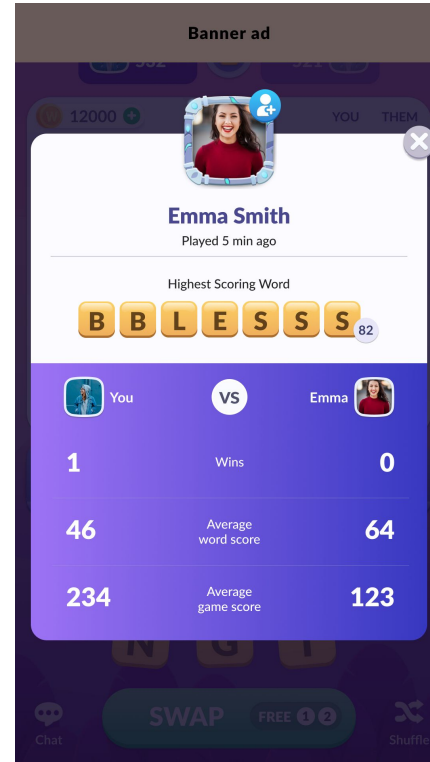

New pop up UI

Old pop up UI

Opponent profile pop up

- Clicking on ad friend will have same animation as on outro
- A toasters will also come when the player has added the opponent as a friend (same as on outro screen)
- COPY for toaster: <player name> has been added as your friend
- Post adding a friend from opponent profile pop up. A jewel notif will be shown on the friends tab on the footer. (logic for the jewel notif will be same as the case where a friend is added from outro screen)
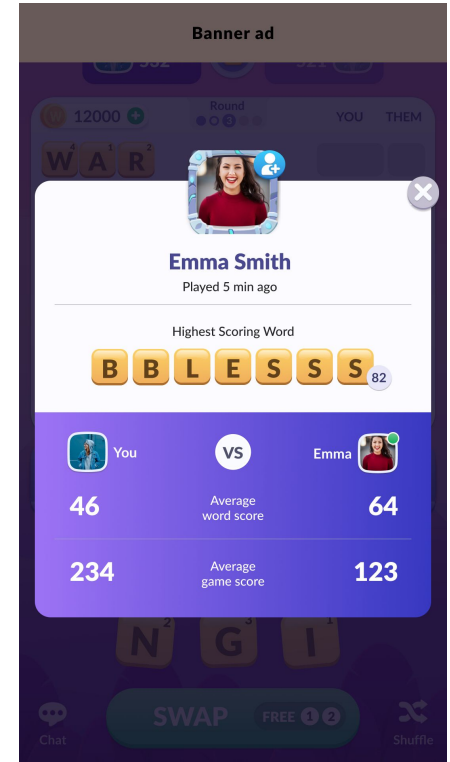
Opponent profile pop up- tags

- Opponent profile pop up will not have wins stats in case there is no history of player playing against this opponent
- Logic for tags below opponents profile photo will be as:
1. If last sync time of the user is below 1 hour, then
    - Tags below opponent's name will be as "Played x min ago"
    - x here will be replaced with (current time - last sync time) *in minutes* for the opponent

2. If last sync time of the user is between 1 hour to 24 hours, then
    - Tags below opponent's name will be as "Played x hours ago"
    - x here will be replaced with (current time - last sync time) *in hours* for the opponent

3. If last sync time of the user is greater than 24 hours, then
    - No tag will be shown and the height of the pop up will be adjusted accordingly
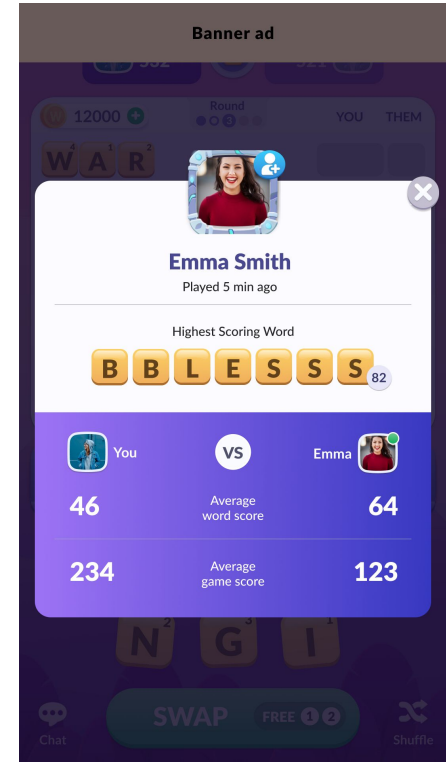
Opponent profile pop up- bot tags

- Tags for bots will be as follows
    - Instant bot - "Played 1 min ago"
    - Short bot- "Played 5 min ago"
   - Log bot- "Played 5 hours ago"

Opponent profile pop up

- In case the player searches for an opponent from search screen > adds him as a friend > starts a match against that player > visits opponent profile
- In the above case Highest word score is not present for the player as main profile is not fetched.
- We will be fixing this flow by fetching the main profile of the opponent when a game is started from search or friends screen as a source
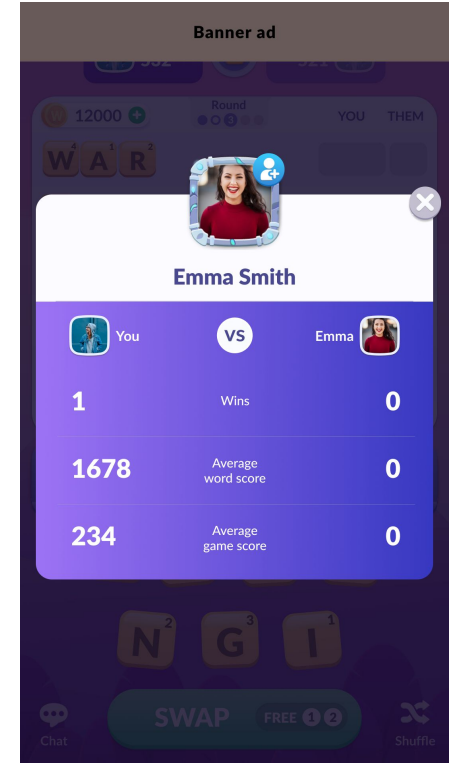
Edge cases

1. When no data is available for the player in case when the player is a new user
2. If in any case opponent's highest scoring word is not there opponent profile have a fall back option for not showing opponents highest scoring word
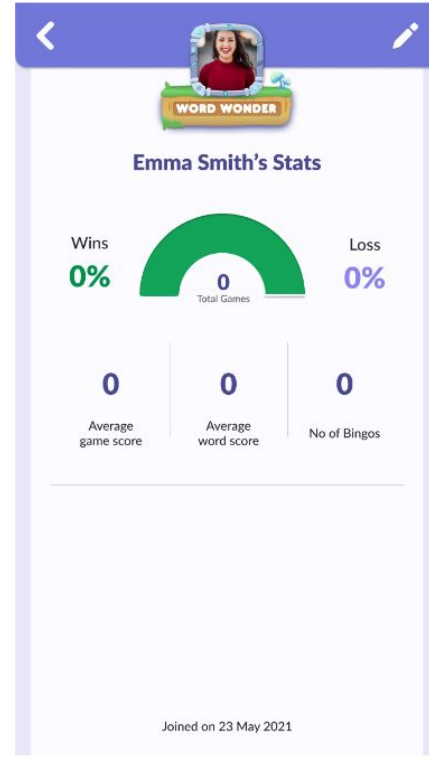
Edge case 1

Edge case 2

Expected upsides

Users viewing the opponent profile screen	3%
Engagement upside for these users	5
Total engagement upside	0.15
Profile screen viewers	3.50%
RR upside for these users	300
Total RR upside	10.5
Additional % of dau adding friends	1.50%
Starts delta between users with friends and other users	0.6
Moves/ game	3.5
Engagement upside from adding friends	0.0315
Total engagement upside	0.1815
Total RR upside	10.5
LTV upside	**0.56%**

Experimentation Plan

- **Experiment name:** profile_revamp

  - Control: No Changes
  - Var1: As per spec

Runtimes

- No runtime requirements

Tracking requirement

- When dialog for opponents profile is viewed / closed

  k='dialog' ; o='opp_stats_check' ; f='view/close' ; g=<opponent_sync_id> ; s=<last_sync_time_of_opp>

  Highlighted field needs to be added to control as well

- When add friend button is clicked on opponent profile screen

  k='dialog' ; o='opp_stats_check' ; f='add_friend' ; g=<opponent_sync_id>

- When profile screen is viewed, back button is pressed, or edit profile button is pressed

  k='dialog' ; o='profile' ; f='view'/ 'back' / 'edit_profile' ; g=<opponent_sync_id>

- When a metric is clicked on profile section to view the info toaster

  k='dialog' ; o='profile' ; f='info_toaster' ; g=<metric_name>

  Metric games are as: Total Games (tg), Average Game Score (ags), Average Word Score (aws), Bingos Achieved (bingo), Highest Scoring Word (hsw)