Friends V2.1

Create more friends and play with them

Index

- Problem statements
- Vision and anti-vision
- Business and Design Goals
- Opportunities
- Expected Upsides
- Overview
- UI changes
- FTUE changes
- Copy changes
- NACTA prompts
- Experimentation Plan
- Tracking
- Scope

Problem Statements

1. Opportunity: Among the users who stay in the game. Users who interact with friends till D7 have a D60 LTV double of the users who don't interact with friends.
2. These target users are only 2% of the users. How to increase this base?
   a. How to make users add more friends?
   b. How to make users interact with friends more?

		D60 LTV	User share	LTV share
users not sticking till D7		1.50	84%	41%
Users sticking till D7	interaction	19.86	2%	16%
	no_interaction	9.72	14%	43%

Vision

- Having a friendship where both players have added each other as friends will create a sense of familiarity with the opponent.
- Impulse action on game over screen will not increase the users chances of drop offs on the friends screen.
- Once prompted players will play with their friends

Anti-vision

- LTV delta between interactors and non interactors with friends should not be because of selection bias.
- Impulse action introduced in the game will not take relaxed nature of the game currently
- Addition of more pop ups will not lead to more drop offs and will not reduce clicks on other pop ups

Business Goals

- Expected game completers against friends till D7 to increase from 2% to 4%
- Expected LTV increase of 6.6%

Design Goals

- To improve interactions
  - Between real players by making friends
  - By starting games with newly added friends

Opportunities Identified

We have identified the different phases for the social layer in our game :

1. **Top of the funnel :** Identify players who are target audience and create nudges (top 20 percentile engagers) to increase interaction

2. **Motivator to add friends :** To create a nudge when two quality players interact to act as motivator better game play

3. **Incentive to add back :** Create stronger nudge to add this quality player back as friend/ Introduce a popup to be surfaced for these users to add back friends and gamification of friendship

4. **Incentive to play with friends :** Giving a different look to the friends card /Introduce a different unique theme for match with friends

5. **Additional benefits to add more friends :** Having a Friendship score, Introduce community events with friends to grow the system organically

For the scope of this feature we are going to target till pt. 4

Opportunities targeted

We have created a framework and created different level for friendship in the game :

1. **Level 1 :** one way friendship
2. **Level 2 :** two way friendship
3. **Level 3 :** Two way friendship and finished a game together
4. **Level 4 :** Working towards common goal

For the scope of this feature we will be taking up the following :

1. **Level 1 Friendship :** Introduce a frictionless experience to add friend, this intervention can be flexible flow, be surfaced only for quality player
2. **Level 2 Friendship :** Frictionless flow to add back players who have befriended you. The idea is to keep this scalable to add friends back in bulk(in range of 1-5 friends)
3. **Introduce friends surface on Homescreen :** Best match cards for your friends, and players who have friended you, distinguished with tags/visually

Expected Upsides

- Each level of friends funnel is expected to see upsides
- Expected game completed against friend for users to increase to 4% from 2%
- Expected increase in **LTV 6.6%**

	count	Funnel %	Expected increase
WAU	35430		
users found	23092		
Users with friends	9778	27.6%	40.0%
L1: users with real friends	7739	21.8%	34.2%
L2: users with two way friendships	5963	16.8%	26.4%
Current interactors		2.0%	4%

		D60 LTV	User share	LTV share	New user share
users not sticking till D7		1.50	84%	41%	84%
Users sticking till D7	interaction	19.86	2%	16%	4%
	no_interaction	9.72	14%	43%	12%
		104.4%			

	Old LTV	New LTV	LTV delta	
D60 LTV	3.06	3.26	6.6%	

Overview

Revamping friends experience : Adding new friends and making them interact with each other is our core target. The following spec is divided into 6 parts

Part 1: Adding special outro sequence to add friends for players who are interacting with real player

Part 2: Adding a bulk add friends sequence for players who have been added as a friend by other players

Part 3: Prompt users to start a game with friends

Part 4: Adding jewel notifs to notify about their new friends and online friends

Part 5: Remove friend functionality

Part 6: Blanket change to UI of MOTD card

Non functional requirements

For each user 4 variables regarding the friend list state will be stored on the client. These variables should be added and continuously updated on client.

- l1_friends: Number of real friends added by the player
- added _by: number of real players who have added with particular player
- l2_friends: number of users common in above two lists
- bots_added: Number of bot that are added by the player
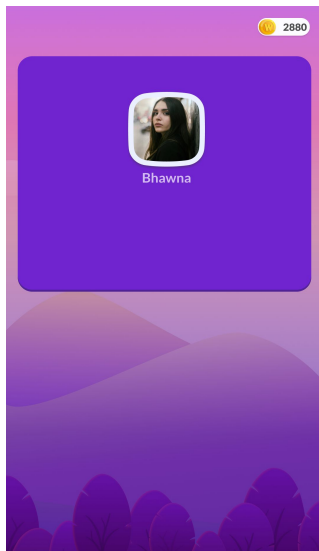
These variables will be referenced through out the spec to create surfacing conditions

Part 1: Outro friend add sequence

Add friend outro sequence

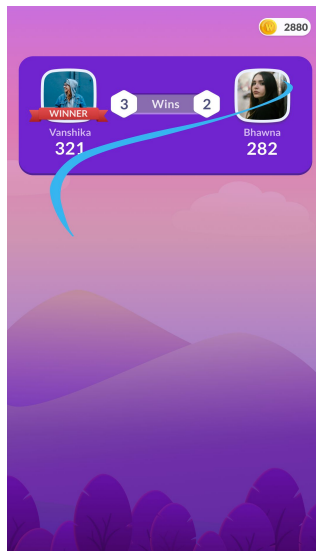New impulse action sequence to add friend is added on the game over screen.
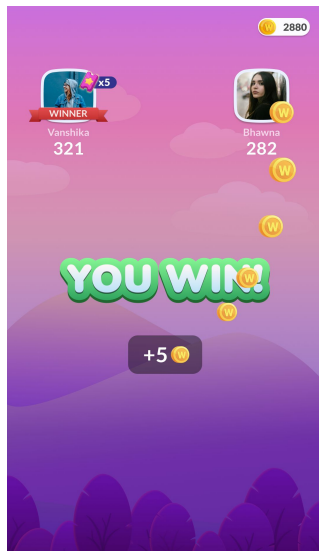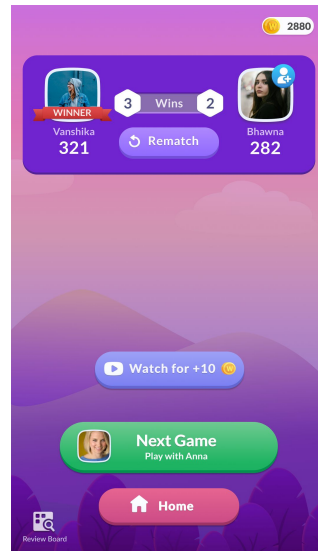

Outro coin grant animation occurs

Opponent profile holder comes to the center
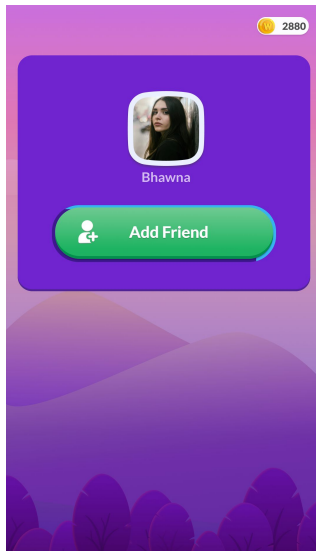
Add friend button appears with progress bar which automatically fills

If player has not added friend, trail appears which turns into add friend button after the bar has filled completely
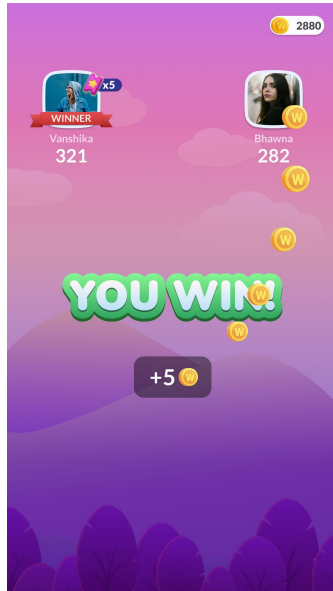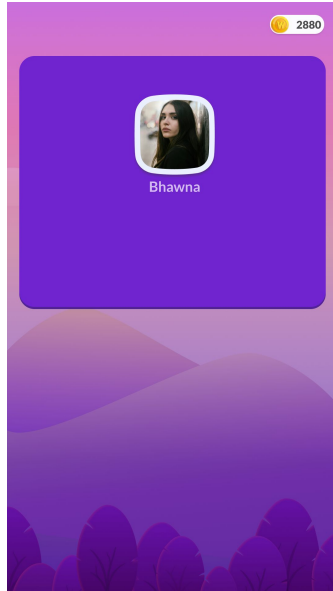
Final outro screen appears

Anim Link

Full grant sequence : You win → Coin grant → FF progress and grant → LB outro → *Add friend* → Final outro
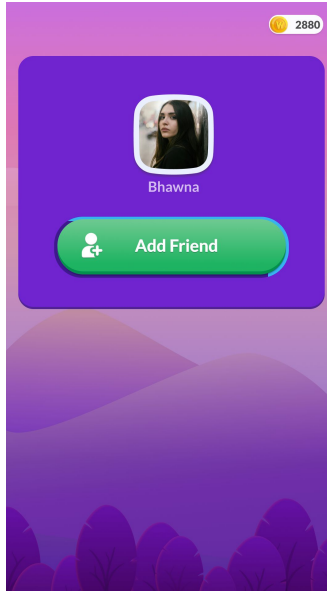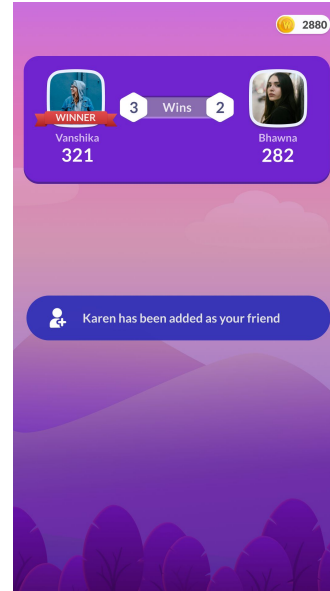
Outro sequence when player adds friend

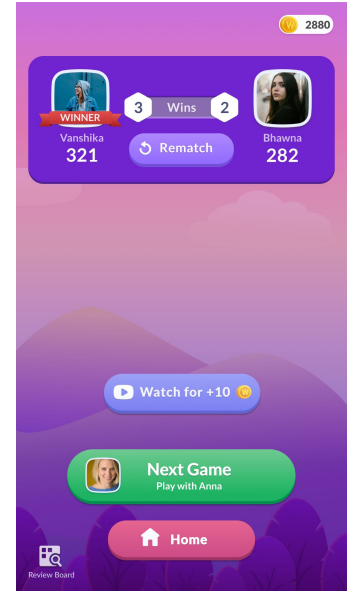Outro coin grant animation occurs

Opponent profile holder comes to the center

Add friend button appears with progress bar which automatically fills

If player has added friend, add friend toaster appears

Final outro screen appears

Full grant sequence

Note :

1. _The above sequence will play only in real player game outros_
2. _Friends FTUE will not be affected (FTUE sequence and pulsate anim will not be affected)_

Game over add friend sequence- Surfacing logic

- 30% of the dau sees atleast one real player game over screen every day
- This sequence will only be shown when the players sees real player game over sequence (where the game is not timed out, declined or resigned by any one of the player)
- This sequence will be shown *x times {friends_outro_flow_count :Runtime} in a day* for the users who have l1_friends < {*friends_outro_l1_count*: Runtime}

Add friend flow

- Upon clicking on add friend button information flow will be same.
    - User will be added on friends list
    - A notif will be triggered if other conditions are met

Note: counter for the number of time outro flow is seen will be saved on client

Part 2: Bulk add back friends

Bulk add popup

UI

1. **Header :** YOU'RE POPULAR
2. **Sub text :** These players have added you as a friend! Add and challenge them back!
3. **Cards :** *<shows no of friends who have added the player with tick mark>*
   a. **Player can turn off the tick**
   b. Players online status will be shown
   c. **Frames (Dynamic) will be shown on the player profile**
4. **CTA :** Add back

Functionality :

1. Clicking on tick in the card will turn it off (switch)
   a. Tick will be turned on by default for all cards
2. Clicking on add back adds all the players with tick activated
   a. On adding back atleast 1 friend, jewel notif appears on the bottom HUD friends tab (logic same as in hyperlink)
   b. Note : Players who are deselected will not be surfaced to the player again
   c. If player deselects all the cards, the add back CTA will be disabled (Mock link)
3. Clicking on cross will close the popup

Mock Link

Mock Link [CTA disabled]

Note: number of friends cards can range from 1 to 5. Pop up should resize accordingly.

Bulk add flow- Surfacing logic

Bulk add flow pop up will only be surfaced on the the home screen. This pop up will be surfaced for the user only when the following conditions are met.

- Not shown to the user already shown in the day
- User has **added_by > l2_friends**
- Cards to be shown (based on conditions in next slide) >0
- There are cards to be shown in the pop up based on the conditions mentioned in the next slide

Note : In game notif will not show over the popup

Pop up priority

Bulk add popup

Information surfacing logic :

Cards shown in the pop up,

1. Cards shown in the pop up can range from 1-5 {runtime control: *bulk_add_cards*}
2. Cards shown will be the real players who have added the user but the user has not added them back
3. Last sync of the user cards shown should be <7 days
4. ~~Once some user cards are surfaced here they will not be surfaced again~~

Note : If more than 5 users are to be shown based on the above condition 5 will be prioritised in order of their last sync calls starting from recent
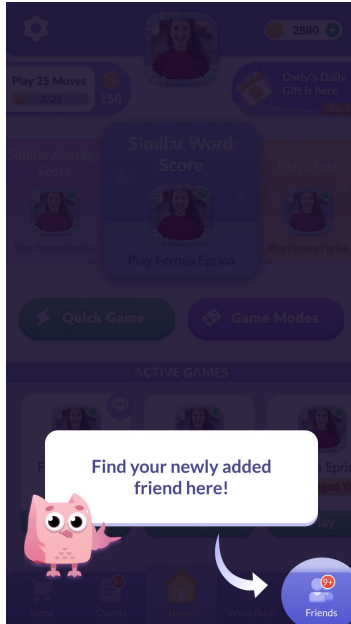

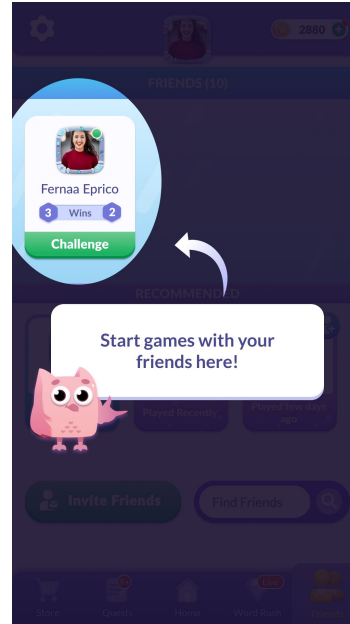Mock Link

Mock Link [CTA disabled]

Bulk add FTUE flow- new user case

Player adds their first friend from the bulk add pop

On adding back they see this prompt which is dismissible(existing flow)

On viewing the next friends screen, they see this prompt which is dismissible (existing flow)

If multiple friends are added, the highlight will be on the first user

Note : In this case we will not show play now pop up

# Part 3: Prompt users to start a game with friends

Play now popup

UI :

1. **Header :** Play Now?
2. **Subtext :** *<Player name>* has been added as your friend (If name exceeds 10 characters there will be "..." after the 10 chars)
3. **Art :** *<show player profile with frame and online indicator if present>*
4. **Body Copy :** Would you like to start a match now?
5. **CTA :** Challenge

Functionality :

1. Tapping on challenge will start a new match with friend
2. Tapping on cross button will close the popup

Note : No in game notif will be shown over this popup
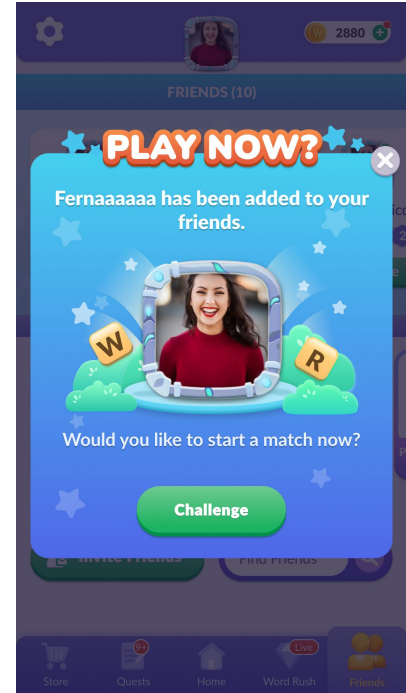
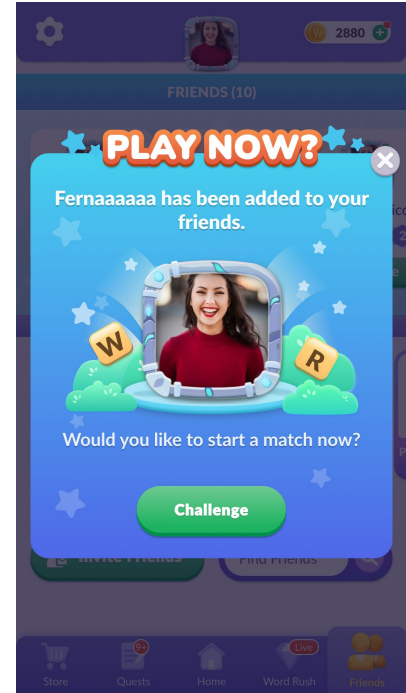Mock Link

Play now popup

Surfacing :

1. This popup will show as soon as the player adds at least 1 friend from the bulk popup flow. Among the players that are added the player who has the most recent sync call will be shown in this card. In this case it will come on home screen just after dismiss of bulk add pop up.
2. This popup will also be shown when player adds friend from recommended section
   a. Popup will be shown after existing anim of 0.5 s
   b. Clicks will be disabled during the existing animation
3. This popup will be shown on homescreen and friends screen

Note :

1. No in game notif will be shown over this popup
2. Will not be shown in case friend is added from search screen
3. This popup will be surfaced if player adds bots from recommended section
   a. Logic of bot will be same as bot logic in best match logic

[Pop up priority](#)

[Mock Link](#)

Friend Homescreen Card

Friends card on home screen carousel section

- Opponent for this card will be picked as most recent sync level 2 friend for the user. No game should be open with this user (If game is open pick next most recent card).
- If no opponent is found for the user this card will not be shown
- This card will be additional to the existing carousel card at the center position
- Once the user starts a game using this card or with the opponent mentioned in this card from somewhere else this card will disappear for the day
- This card will be surfaced again on day change

Order of cards:

Real player game - New friends card - Bot game - MOTD - Real Player - Bot game - Invite - Real player - WOTD

Card copy : Play With Your Friends

This check will only happen on every home screen view

Once assigned player in the card will not change

If an FB friend is unfriended that card can still show in the friends carousel card of the person who was unfriended- based on hwo the unfriend implementation is done
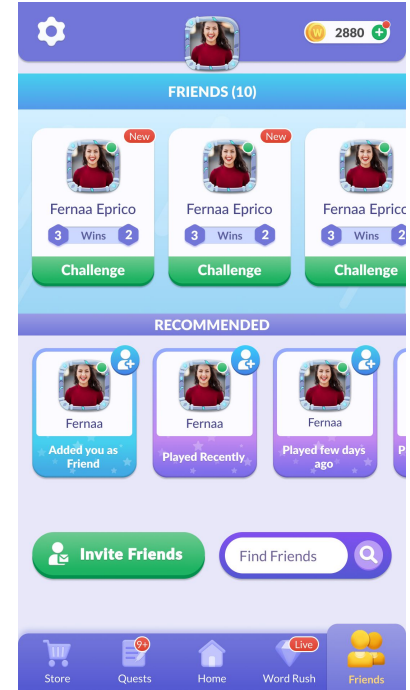

Mock Link

Part 4: Adding jewel notifs to notify about their new friends and online friends

Jewel Notif changes

Friends who have been recently added will have new jewel notif

Jewel notif will be removed on day change

Rest of the Jewel notif logic will remain the same

[Mock Link](#)

Part 5: Remove friend functionality

Remove friends functionality

A secondary section will be added to the opponent profile popup(only if opp is friend)

1. This will have remove friend CTA
    a. On clicking the CTA friend will remove the friend from the ingame friend list and their surfacing from the friends section

Rest of the UI and functionality of the popup remains the same

Unfriended list :

1. ~~We will have to maintain a list of removed friends for users at all times~~ <mark>This is changed at the time of implementation to not maintain this list rather remove players from existing list.</mark>
2. When a user removes their friend, it will flag the friend as unfriended in that list
    a. That friend will not surface in friends carousel card or friends section as a friend
    b. They can surface in recommended section or bulk add popup
    c. They can be searched from the friends tab and added back
    d. They can be present in the matchmaking list if other conditions suffice
3. If user adds them back again, the flag will be removed
    a. All the changes made in pt 2a will be reversed

Note : Bots will not be added to this unfriended list. On removing bot as friend, their surfacing from friend section will be removed

<mark>**Note2:** once a opponent is unfriended we'll remove the player from opponent's friended by list</mark>
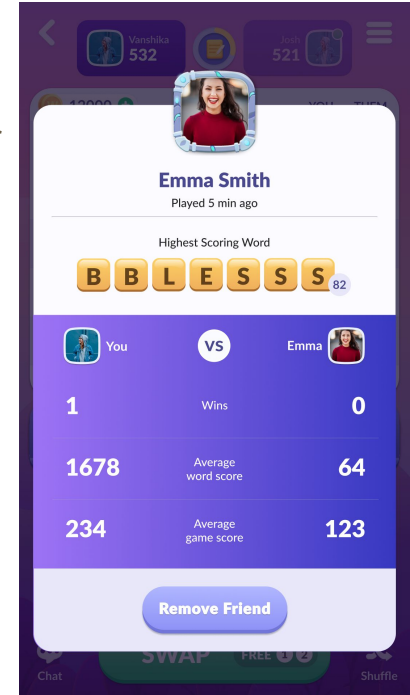
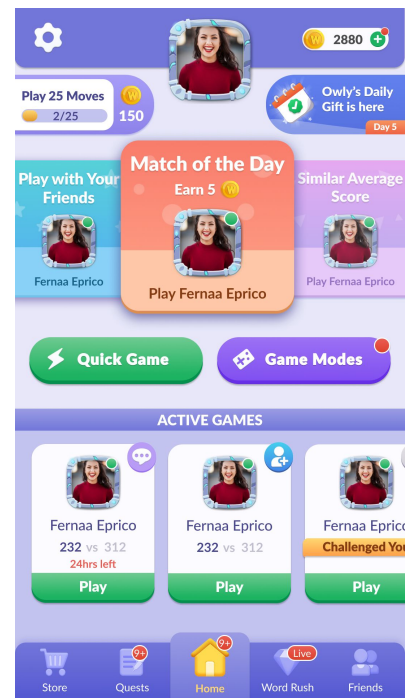Mock Link

Part 6: MOTD card change

MOTD card changes

New UI of MOTD card will be as per this mock

Note : This is applicable for both control and variant and will not be experiment wrapped

Unfriended FB friend can surface on MOTD

[Mock link](#) for MOTD card on more games panel

[Mock Link](#)

Ramp Down Scenario

1. If this feature is getting ramped down,
   a. All UI and flows will be of control
   b. All lists created in this variant will remain
2. In case of ramp down we need a runtime control to start Unfriend flow in control. Runtime: **unfriend_flow. 1= control user can see unfriend flow, 0=control user can't see unfriend flow.**

Hypothesis and Analysis Plan

- % of dau seeing the outro add friend flow should be 25%
- % of dau see bulk add back from should be 55%
- Game completion rate for games with friends should not be lower than other source of real player game starts
- % of installers interacting with friends till D7 should be 4%

Changelog

Slide No	Change
Slide 13	Added note where Outro flow doesnt affect Friends FTUE flow and pulsate animations
Slide 26	Updated unfriended list
Slide 21	Play now popup will also show for players who have added any friend from recommended section Added surfacing points for this popup Added point in note : Popup will also be surfaced in case of bot friend added
Slide 28	Unfriended FB friend can surface in MOTD
Slide 27	Instead of maintaining the full unfriended list we'll be only maintaining list only for FB unfriended
Slide 27	Note2: once a opponent is unfriended we'll remove the player from opponent's friended by list

Experimentation Plan

Experiment name : friends_opts_v2.1

- Control : 50%

- Var1 : 50%

Runtimes:

- *friends_outro_l1_count:* default value= 100
- *friends_outro_flow_count: default value= 1*
- *Unfriend_flow: default value= 0*
- *Bulk_add_cards: default value=1#5*

Tracking requirement

Tracking Link line numbers 782 to 794