

# Home & Navigation Improvements



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# Context

Lets learn from what we did before

# Latest Optimization

1. “Results” and “top 10 results” were combined
2. In your move section
  - a. timer is shown only if there is urgency
  - b. accept & decline area were made clear in match request panel
3. Nudge icon in their move section were aligned in a better way ( after removing timer text )
4. Feedback of time out games were improved in result section ( Using "Game Expired" text instead of "You Timed Out" )
5. 3 dots in 'top 10 result section' was replaced with rematch button
6. Across sections profile images, score text and name text were increased



# Outcomes achieved

1. **120 bps decrease in player dropping off** after viewing the home screen post 1st session app launch
2. Visibility of Your move and recommended, **improved game starts(2%) and game completes(5%)**
3. D2+ rolling retention is up by ~62bps
4. D21 Actual LTV is up by ~3%

# Feature Pitch

What are we doing next and why

# Problem Statement

1. Very few players click on carousel section
2. Lack of a quick and easy way to start a game.  
Quick game button is under scroll for 55% of dau
3. Clutter in 'Your Move' section may discourage players from exploring further
4. Completed section even though at the bottom of the screen receive a decent number of clicks even though there is no forward movement that user can do from there

Sections	CTA	Share of clicks	Combined share
HUD	settings	0.96%	
	profile	3.70%	
	daily_bonus	0.05%	4.7%
Carousel	wotd	0.13%	
	dq_carousel	0.04%	
	master_pack	0.02%	
	starter_pack	0.07%	
	invite	0.05%	0.31%
YM	your_move	38.04%	
	motd	5.86%	
	solo_series	4.36%	48.3%
Best match	best_match	3.92%	3.9%
Random opp	instant_game	8.57%	
	fb_connect	0.02%	
	friends	0.16%	8.7%
TM	their_move	1.53%	
	nudge	0.50%	2.0%
Results	completed	7.41%	
	result	3.73%	
	rematch	0.12%	
	completed_options	1.09%	12.3%
Bottom Nav	quest_center	6.10%	
	create	1.26%	
	leaderboard	4.34%	
	store	2.19%	13.9%
Drop off	(null)	5.80%	5.8%

Very low clicks on Carousel section

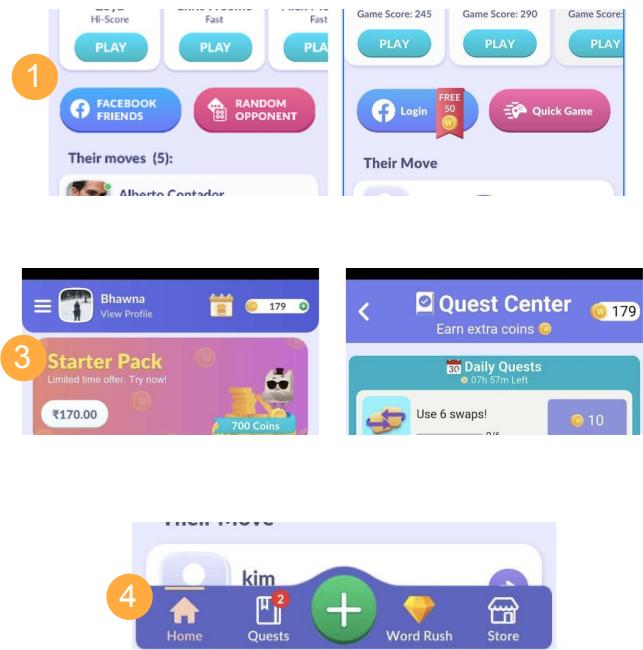
Game start still receives click even after being out of viewport

Very low clicks on create screen

# Problem Statement

Lack of UI consistency and visual hierarchy

1. Naming conventions, eg. quick game and random match buttons were used interchangeably
2. Lack of Hierarchy in button colours, like primary, secondary CTAs and so on
3. Inconsistent HUD
4. Mixed Iconography and styles, eg. on the footer with word rush and other icons.
5. Mixed navigation patterns within home screen, and missed logical grouping of different games eg. Your move section includes MOTD and solo series, while they have a different player motivation attached



\* For a more detailed [Heuristic analysis](#) refer to the appendix slides

# Business and Design Goals

## 1. Business

- a. 1.25 Moves/ dau increase
- b. 120 bps D1 Rolling retention increase
- c. 4.31% increase in LTV

## 2. Design

- a. Allow user to easily and seamlessly access all types of game starts right on the first view of the home screen and subsequently improve that number
- b. Improve visual hierarchy and UI consistency
- c. Support consistent navigation for seamless experience to the player
- d. Include and consider future vision for features

# Vision and Anti-Vision

Vision	Anti-vision
<ul style="list-style-type: none"><li>• Intuitive Navigation</li></ul>	<ul style="list-style-type: none"><li>• Too Visceral (visual overload)</li></ul>
<ul style="list-style-type: none"><li>• Consistency across the game</li></ul>	<ul style="list-style-type: none"><li>• Low Impact (ROI)</li></ul>
<ul style="list-style-type: none"><li>• Define player behaviour (what we want to drive)</li></ul>	<ul style="list-style-type: none"><li>• Multiple rework on all screens</li></ul>
<ul style="list-style-type: none"><li>• Concrete information hierarchy and guidelines</li></ul>	<ul style="list-style-type: none"><li>• Drop in metrics (negative impact)</li></ul>
<ul style="list-style-type: none"><li>• Consistent messaging and flow expectation</li></ul>	<ul style="list-style-type: none"><li>• Between S-M size</li></ul>
<ul style="list-style-type: none"><li>• Simplify decision making</li></ul>	
<ul style="list-style-type: none"><li>• Drive user driven game starts</li></ul>	
<ul style="list-style-type: none"><li>• Better value proposition to start games with real players</li></ul>	

# Feature Brief

## A. Navigation

- a. Declutter the HUD, and create future space for PLP indicator and collectables(tiles, stickers, etc.)
- b. Create a consistent HUD across the main navigation screens
- c. Enhance players association to the profile (for future collectibles scope, DBH frames, progression)
- d. Create a micro-transitions on the bottom navigation to give better feedback to the player

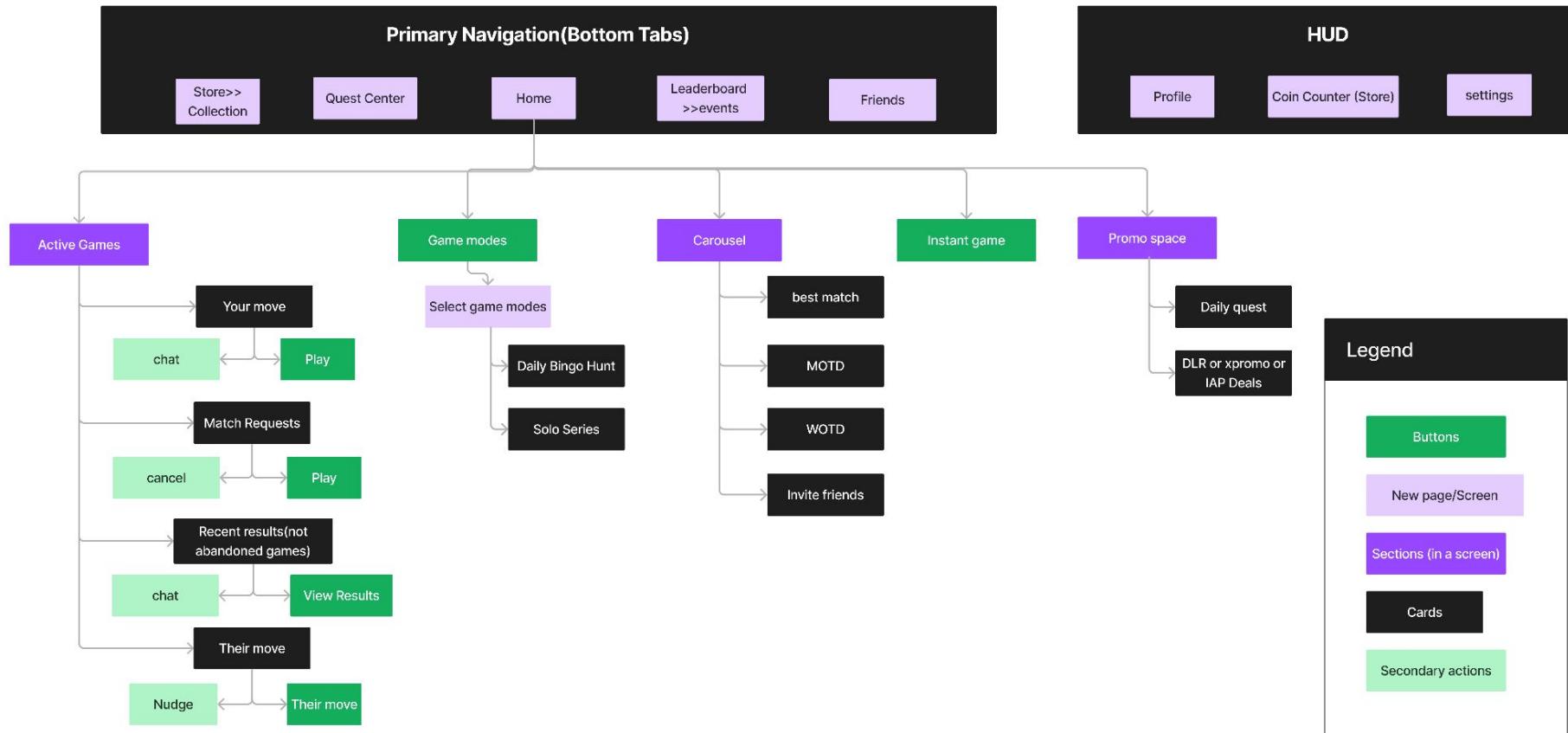
## B. Home

- e. Redesign the carousel section to improve its affordance
- f. Give players seamless & quick game start, and a clear choice between core game and other modes
- g. Reduced cognitive load by better grouping of best match, active games and game modes as separate and defining their hierarchy visually and through navigation
- h. Sticking to one kind of navigation within sections i.e. horizontal scroll
- i. Bring quests to home screen to create a hook for players to continue playing

# Feature Details

Lets deep dive into the flows and  
players experience

# Information Architecture



# Navigation

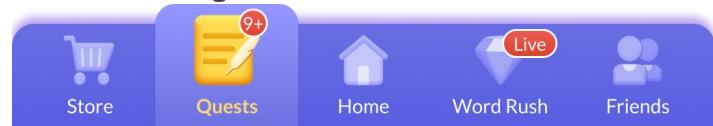
## Bottom nav

1. The order of sections on bottom nav will be- (from Left to Right) Store, Quests, Home, Word Rush, Friends screen
2. We will be removing Create screen
3. Default selected section would be Home screen
4. In selected state Icon will change color and increase in size as per mocks
5. In deselected state icon will blue and smaller

## HUD

1. Hamburger icon is changed to settings, and opens the left drawer menu
2. The profile component becomes smaller on other main nav screens other than Home

Button Navigation Bar



HUD on Home Tab



HUD on other tabs



\*Supporting data

# Navigation: jewel notifs on bottom nav

To make jewel notifs consistent across the game we will be changing jewel notifs shown on bottom nav bar

1. Jewel Notifs on Store, Quests and Word rush as per mocks
2. Logic of these jewel notifs remains the same
3. Quest center jewel notif will have text based on the number of unclaimed task as per existing logic
4. Word rush will have “Live” text on the Jewel notif as currently in the game



# Navigation : Flow

1. On navigating to store/quest/word rush/friends the profile picture becomes smaller and nestles back into the top HUD
2. Friends in the bottom nav redirects to the current create page
3. Settings icon opens the left menu bar
4. Animation mocks for transitions



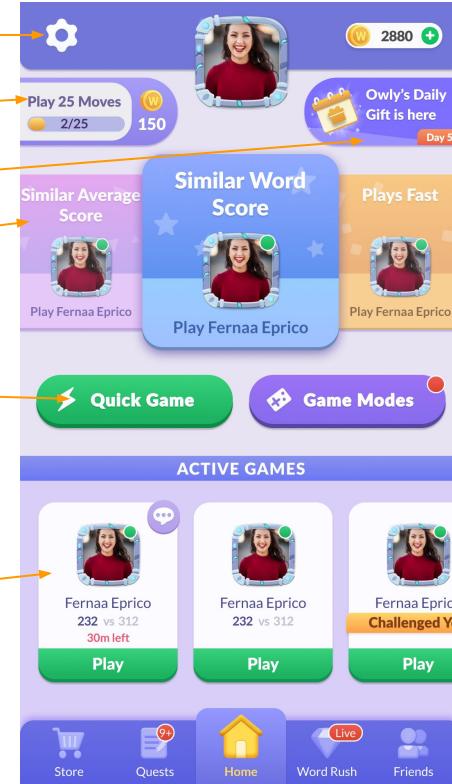
# Home screen

- 1 HUD
- 2 Quests section: Surface for daily quest
- 3 Promo section: Surface for DLR, Xpromo, IAP deals
- 4 Carousel section

Game start section:

1. Random match starts a bot game(based on existing logic)
2. Game modes takes the player to L2 screen which lists other games

- 5 Active games section includes
  1. Your move
  2. Challenges(Requests)
  3. Results(player didn't see the outro)
  4. Their move



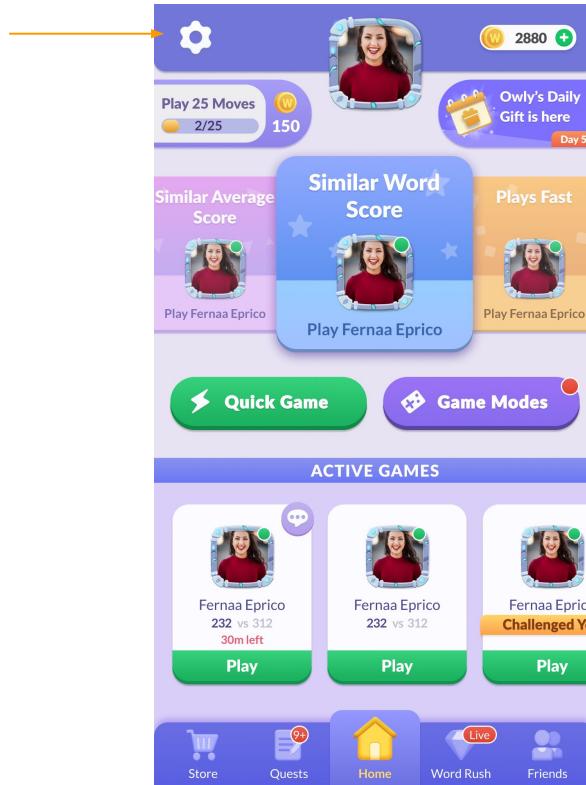
[Figma link](#)

\*Supporting data

1

# Home screen: HUD

1. HUD section will be decluttered
2. In the new UI it will contain:
  - a. Settings: clicking on it will open current options menu which is opened through hamburger icon
  - b. Profile: clicking on profile will open profile dialog
  - c. coin counter: clicking on coin counter will open store
3. In future when we have collectables we will have it in place of settings

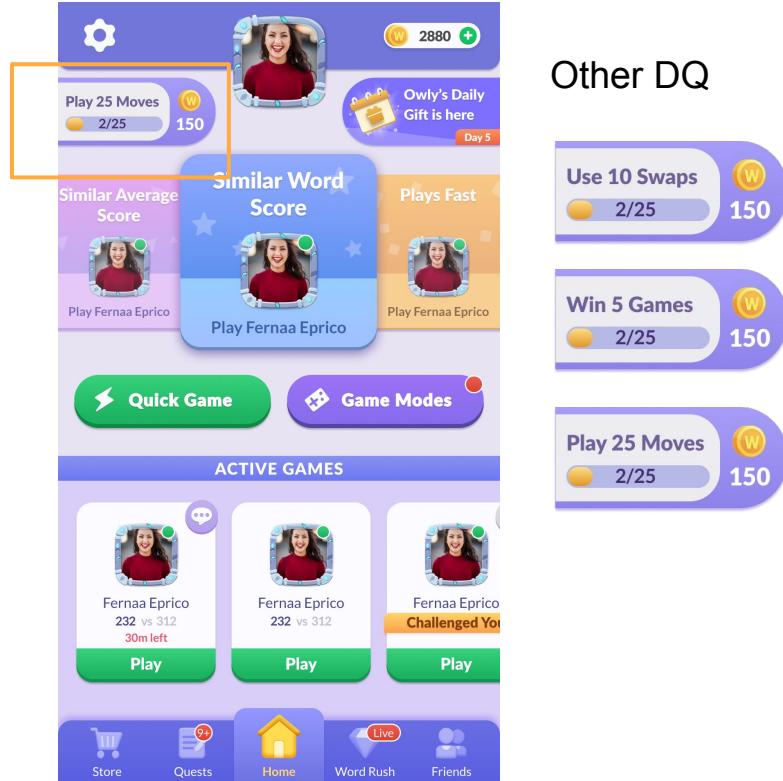
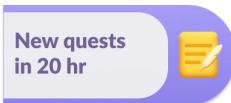


\*Supporting data

2

# Home screen: Quests section

- At a time the card shows one incomplete daily quest
- Once a quest is complete but reward is unclaimed, the next incomplete daily quest will be shown and a jewel notif appears on the quest icon on the bottom nav (for unclaimed reward) (mock)
- In case all daily quests are complete the card only shows quest icon and states “ New quests in xx hrs”/ “New quests in xx min” in case it’s less than an hour(mock link)



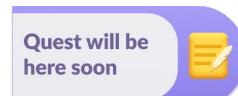
## Home screen: Quests (Logic)

Priority to surface tasks in daily quest section will be based on user cohorts as flowing:

- D0- tasks are unlocked based on runtime *dqud* (*currently =1*), if for the user daily quests are not unlocked we will be showing unlocks in <time>
- D1 users- dq\_engagement\_swaps > dq\_engagement\_wins > dq\_engagement\_moves
- D2-7 users- dq\_engagement\_moves > dq\_engagement\_wins > dq\_engagement\_swaps
- D8+ users- dq\_engagement\_swaps > dq\_engagement\_wins > dq\_engagement\_moves

### Edge cases:

In case user is not assigned DQ: It will show “Quests will be here soon”



DQ not unlocked on D0: It will show “Quests unlocks in xx hrs” or “Quests unlocks in mm min”

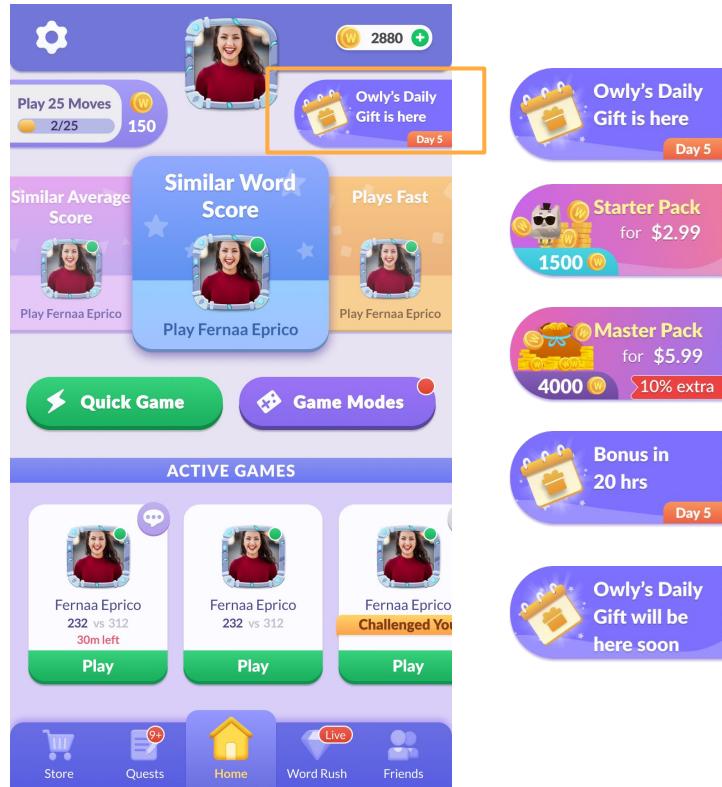


In case Quest center is not loaded: It will show “Quests will be here soon”

3

# Home screen: Promo space

1. The right side can either surface DLR if unclaimed or else promotional space
2. Promotional space can be used to promote IAP deals, other game modes in the game or other games
3. Currently we will only be using it for IAP deals



3

# Home screen: Promo space (Logic)

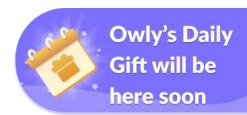
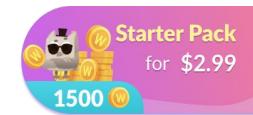
1. Currently in game we have Starter pack and master pack as special IAP pack. And depending on scenarios they can available at the same time
2. We will be using promo space for surfacing these deals
3. Also DLR is not claimed will be shown in this section

New Logic in order of priority

1. If DLR is unclaimed show DLR
2. If master pack available show master pack
3. If starter pack available show starter pack
4. If no master and starter pack then show DLR timer for next day
5. If DLR is not active (Control of DLR) and packs are unavailable

On Click behaviour

1. For 1 and 4(DLR) it opens the DLR pop-up
2. For 2 and 3(IAP packs) it should start the purchase flow on the home screen itself.



1

2

3

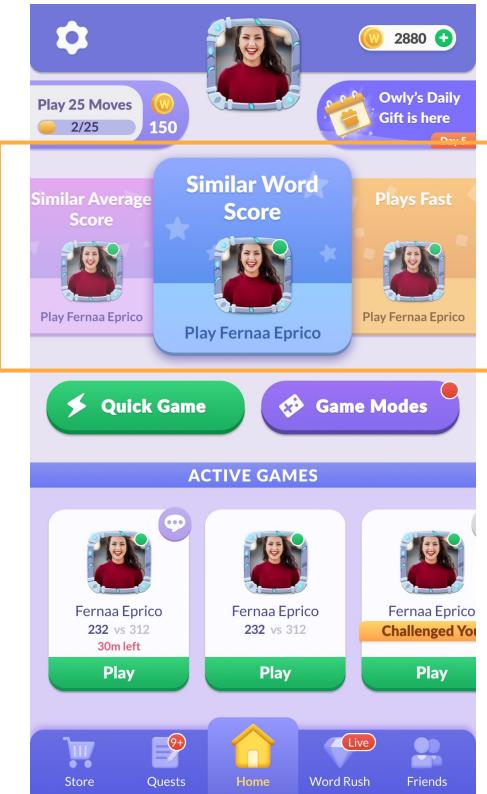
4

5

4

# Home screen: Carousel section

1. The carousel will behave like a cyclic scroll  
- [animation link](#)
2. Carousel will have total 8 cards. Refer below for types of [cards and layouts](#)
  - a. Best match (5)
  - b. MOTD(1)
  - c. Invite a friend(1)
  - d. WOTD(1)
3. Logic in further slides



# Carousel Section: Carousel cards

Type	Best match	MOTD	Invite friend	WOTD
On click	Starts a game with the best match as per existing logic	Starts the MOTD match with the player. MOTD logic remains same	Opens the native share drawer to share the deep link	Opens the word pop-up, pop-up behaviour remains the same

Other Best match cards	 Similar Average Score Play Fernaa Eprico	 Plays Fast Play Fernaa Eprico	 Similar Best Word Score Play Fernaa Eprico
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\*Note: In case the name of the player is too long for the card we will show the partial name with “...”

## Current best match logic

- There are 30 cards in best match.
- 3 cards are reserved for FB friends if FB connected
- Remaining cards 27 or 30 (FB connected or not) are split into 50:50 for bot and real player games
- Real players are fetched from current, recent and past buckets in backfill ratio of 50:25:25 (this logic is on backend, not on unity side. Can't be changed on client)
- Another condition is player should not have any open game with the user that is fetched
- These 30 cards are refreshed every 3 mins

4

## Carousel Section: New best match card fetching logic

- Now we only have 5 cards in best match
- Based on existing ratio we will be dividing these cards in 3 real players and 2 instant bots
- In the new logic 3 players will be fetched at random from all buckets ~~current bucket~~. In case ~~where current bucket is not able to give 3 players, players will be fetched from recent and past bucket~~
- In case when less than 3 real players are fetched we will have a combination of real player and MP bots. When no real player is fetched we will have all 3 as MP bots (all subsequently mentioned uses of these 3 real players will be replaced by these mp bots)
- This list will be refreshed in every 3 mins as per the current logic
- Online notif logic for real players and bots will remain the same

## Carousel Section: New tags on best match cards

- 2 instant bot games that are fetched will have “Plays fast” tag
- For real players(mp\_bots in case of no real player) default tag will be “Similar Average score”
- Default tag will be overwritten in case of following conditions are met:
  - Priority 1:“Similar Best word”
  - Priority 2:“Similar average word score”
- Priority 1:“Similar Best word”: In case when the opponent has best word score in the range of plus or minus **8** (Runtime controlled: score\_range\_best\_word) of the player at max one of the card will change to “Similar Best word”
- Priority 2:“Similar average word score”: In case when the opponent has average word score in the range of plus or minus **11** (Runtime controlled: score\_range\_average\_word) of the player at max one of the card will change to “Similar average word score”
- “Similar Best word” and “Similar average word score” can occur simultaneously as well but these cards will not be shown on more than one card

## Carousel Section: Order for carousel cards

Order for carousel cards will be as follows:

- Bot game - Real player game - MOTD - Real Player - Bot game - Invite - Real player - WOTD
- Here real player game on the second position will be at the center of the carousel
- The above position will be called *idle position*
- Whenever player switches the screen and comes back, cards will be come back to idle position
- On every screen switch Bot game can be any bot game available at the time and need not be the same bot game shown previously
- Similarly, for real player game if the user sees a game with a player named *Anna*, on screen switch it can be another real player game with another player
- When the app is launched from WOTD notif, WOTD card will be in the center while the order remains

## Carousel Section: MOTD card

- Currently MOTD game is shown in your move section with a banner and coin counter
- We will be moving this game to carousel section with the new card design
- Until the user starts the MOTD game, plays 1 move and receives the coin grant the MOTD card will stay in the carousel section
- Once the user has done the above mentioned action MOTD card will disappear from the carousel section and appear in active games
- Card for MOTD game in carousel section will be same as any other card based on state of the game



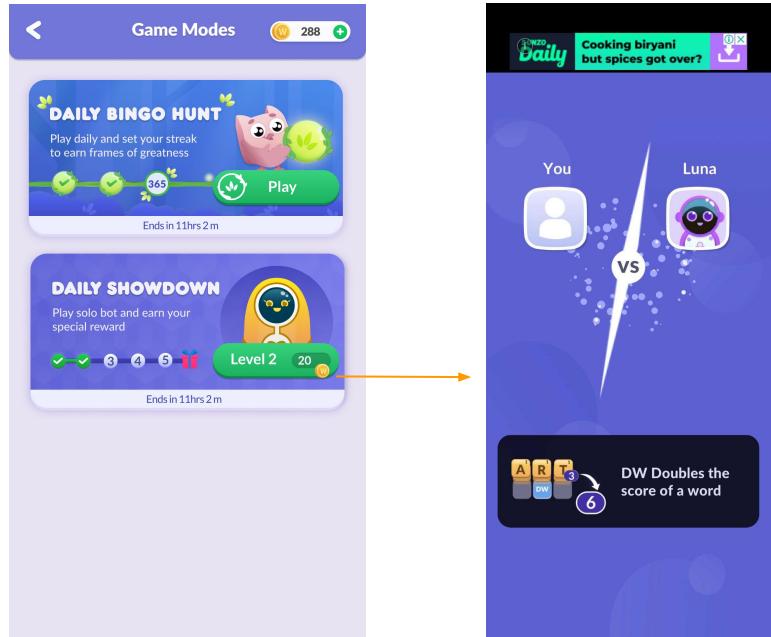
# 5 Home screen: Game start section

1. Game start section contains 2 CTAs as follows
  - a. Quick game: This starts the instant bot game with the existing logic itself
  - b. Game modes: Open a level 2 screen which lists other games. L2 screen on next slide



# Home screen: Gamemodes L2

1. On clicking on game modes, the player is taken to the second screen which lists other games
  - a. Daily bingo Hunt
  - b. Daily Showdown
2. Clicking on the card or cta should start the game/open the gameboard to where they left off. If the game was already started, solo series will have “Play” cta
3. Each card will show either the streak(DBH) info or the level progression(Daily Showdown)
4. On clicking Daily showdown (solo series) the user will be directly taken to solo series game start screen and skip solo landing screen with exists in the game

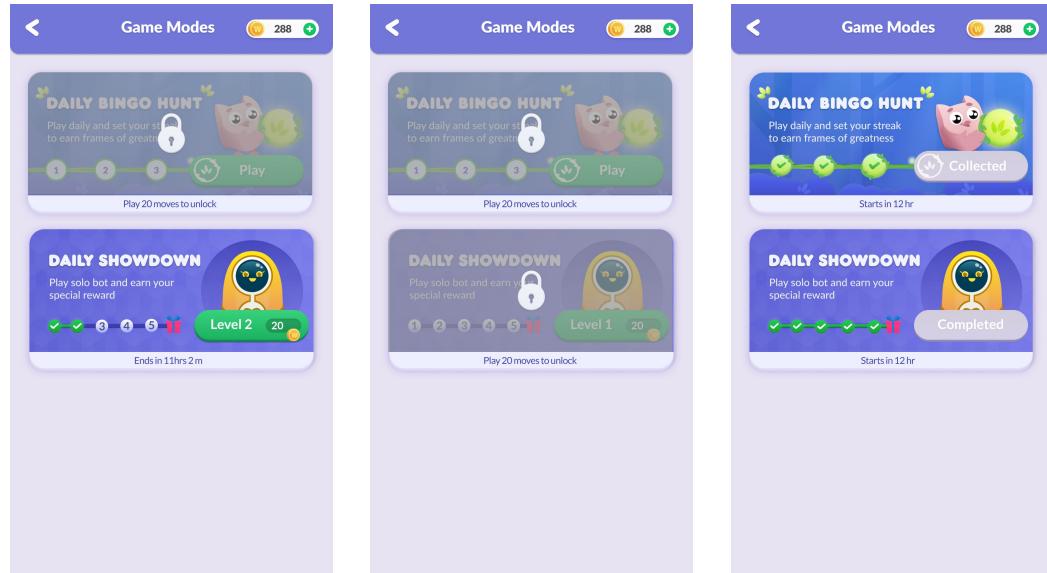


Note: When the user completes one game in solo series he will land on the **solo series landing screen** as per the current logic

# Home screen: Gamemodes L2

## Locked states

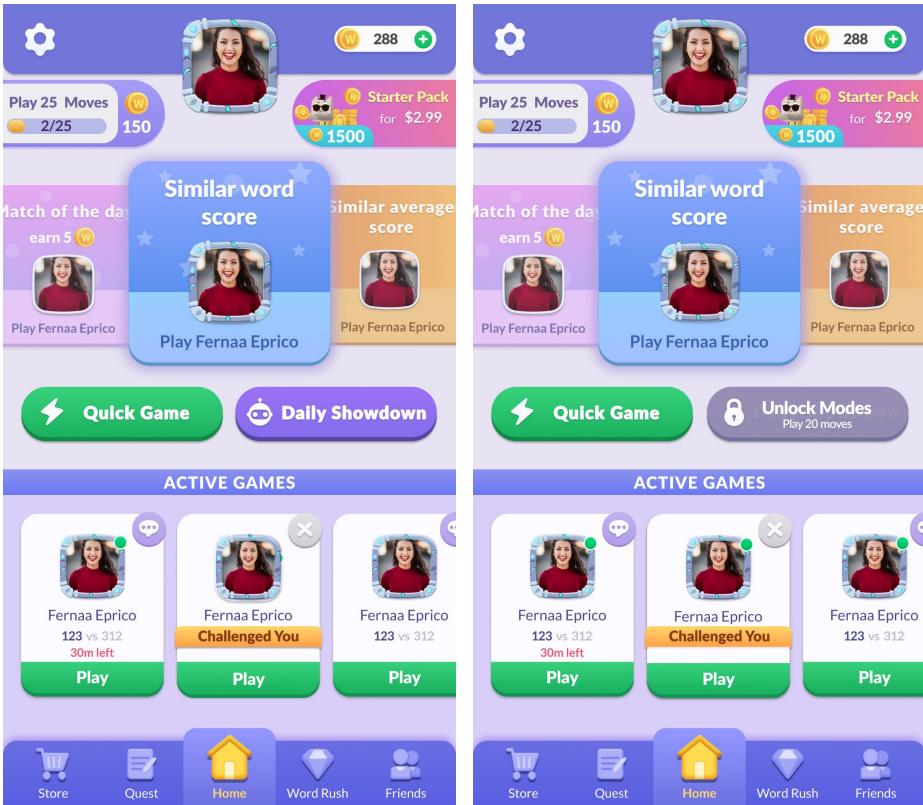
1. In case any one or both DBH and solo series are locked, the L2 screen will show locked states and inform user to “play x moves to unlock”
2. In case where one or both the game modes are completed for the day it will show completed
3. These cards will be in locked state and no action will happen on clicking them



# Home screen: Gamemodes L2

## DBH experiment control:

1. In case the player is in control for DBH experiment then the game modes button says Daily showdown
2. Clicking on this CTA will land the player on solo series landing page that is already existing in the game
3. In this case daily showdown button will also have a locked state if it is not unlocked by the user
4. In case user completes Daily showdown then button states changes to complete: [Mock](#)



# Home screen: Gamemodes L2

When daily showdown or dbh unlocks

1. A text jewel notif appears on the button saying new
  - a. For player in control for DBH experiment
  - b. When any new game mode unlocks in game modes section



# Home screen: Gamemodes L2

Jewel Notif on Game Modes icon:

In case of game modes icon we will be having a jewel notif on the game modes icon

Logic for Jewel notif will be as follows:

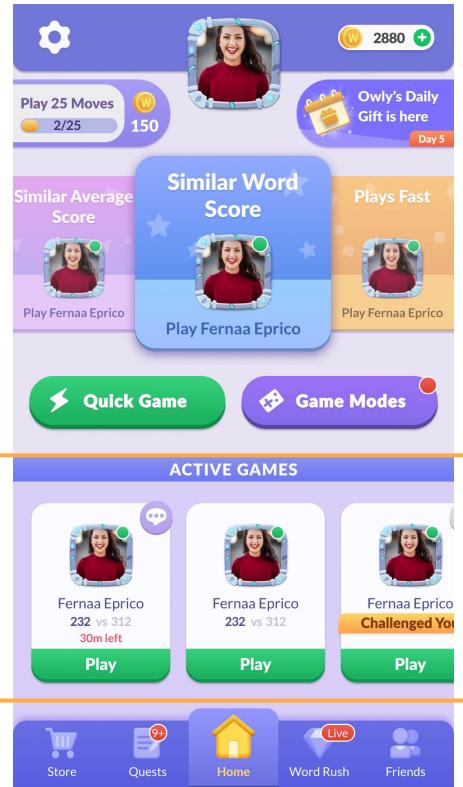
1. Jewel notif on game modes icon will be there till the user visits the game modes screen once a day.



## 6

# Home screen: Active games

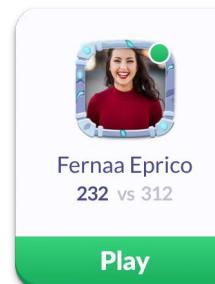
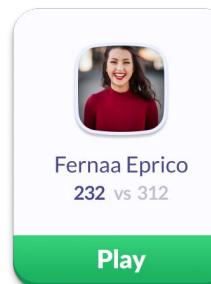
1. Active games section lists all open games in the following order
  - a. Your Move
  - b. Challenges(New Requests)
  - c. Results
  - d. Their move
2. The player can scroll horizontally to see more cards
3. This section should hold 30 cards, and can scroll to load more all available cards
4. When player comes back to the screen the scroll comes back to position zero and the order refreshed if he played any moves or new results have come in, and so on
5. The order of games in your move and new requests will be same as existing logic



6

## Active games: Your Move

1. Clicking on the card the player is taken to the game board(existing logic)
2. If the player clicks on the chat icon it opens the gameboard with chat window open
3. Turn animation will be played once the user closes the chat window
4. The timeout indicator only appears when the game timeout in **24hrs or less**



Chat notif and player is online and timeout alert

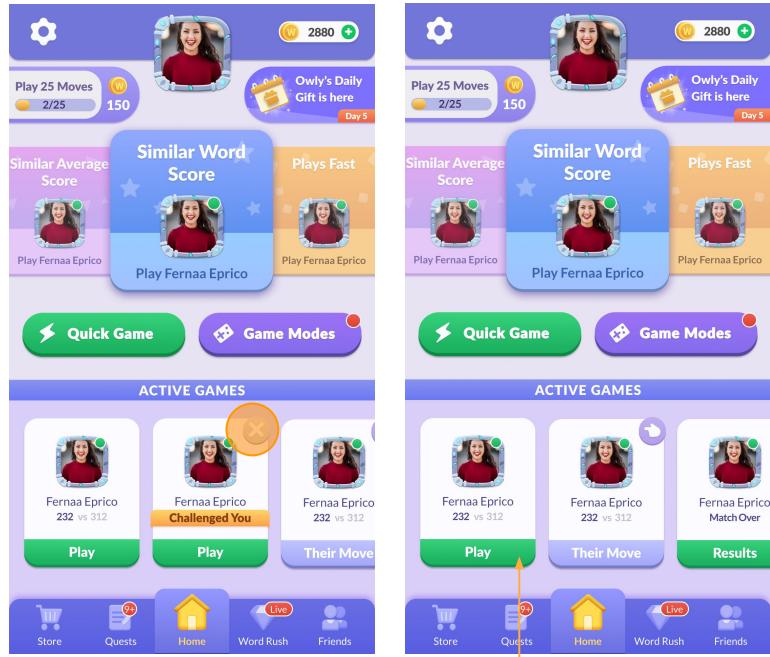
Player is online

## 6

# Active games: Challenges

1. Clicking on the card accepts the challenge and takes them to the game board (existing logic)
2. To reject the player can click on the cross icon, this eliminates the card from the active section (existing logic), and opponent receives a feedback that the player declined.
3. [Card eliminating micro-transition](#)

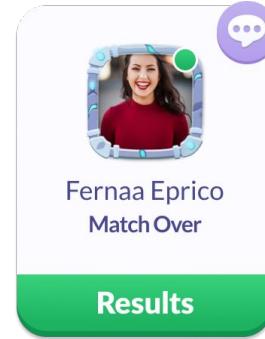
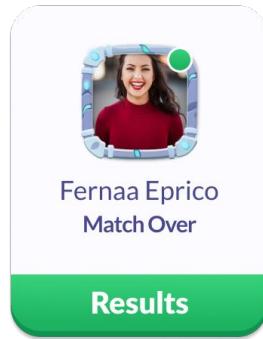
Note: The rejected card do not appear in results for the player



Card eliminated

# Active games: Results

1. Order in results section will be as flows:
  - a. Completed
  - b. They timed out
  - c. They resigned
  - d. They declined
  - e. You timed out
2. All results card look the same no matter what the actual result, other than the chat notif
3. If a user clicks on a result card and goes to game over screen upon returning that card will disappear and will not be shown
4. Once the user visited home screen all results cards available on that screen will disappear on day change irrespective of whether the user clicked on it or not



Chat notif on result card

6

## Active games: Their Move

1. Order of their moves games will be based on existing logic
2. On clicking on the card the player is taken to the game board(existing logic)
3. ~~On clicking on nudge icon show a toast message that “player name” was nudged, and the nudge icon becomes disabled~~
4. If chat notif is available on their move, then that takes priority over nudge icon
5. nudge icons will all be enabled again as per existing logic
6. Nudge Button micro-interaction: [Animation Link](#)
7. If player clicks on disabled nudge icon the in game notif appears for nudge(same as existing)
8. When TM card moves to YM - [Animation Link](#)



Chat notif takes priority over nudge



Fernaa Eprico  
232 vs 312

Their Move



Fernaa Eprico  
232 vs 312

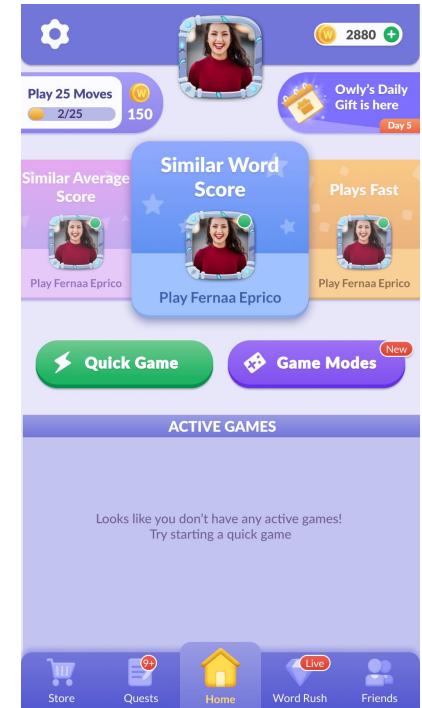
Their Move

Nudged feedback 1

6

# Active games: Empty state

1. In case there are no games in active games section then there is text - “**Looks like you don’t have any active games! Try starting a quick game**”
2. In case the button is “Random opponent” instead of “Quick game” the copy says- “**Looks like you don’t have any active games! Try playing with a random opponent**”



[Figma link](#)

# Edge Cases

1. For DBH experiments, players in control would see Daily showdown button instead of game modes as mentioned in earlier slides
2. For Login Flow, home screen prompt UI the messaging and prompt remain the same, just the placement and pointer changes- [UI Mock](#)
3. For login flow, prompt in control- [UI Mock](#)
4. For Quest prompt on home screen- [UI Mock](#)
5. Bot response has a random match button that should be incorporated
6. Pressing back(including device back) on solo series gameboard, dbh gameboard and solo series landing page will land the player on Game Modes screen. (This case will only be true for DBH var1 and var2)
7. Currently DLR pop up on dismiss moves towards DLR icon on HUD. In the new variant DLR pop up dismiss will have no transition.
8. In case of Bot Response experiment, “Quick game” will be “New Game” instead of Random opponent- [UI Mock](#)

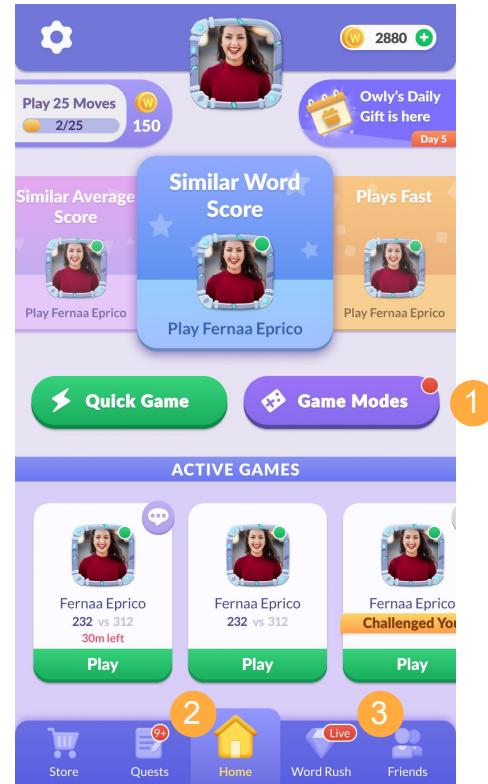
# Guidelines

Defining usage of components, with  
different cases

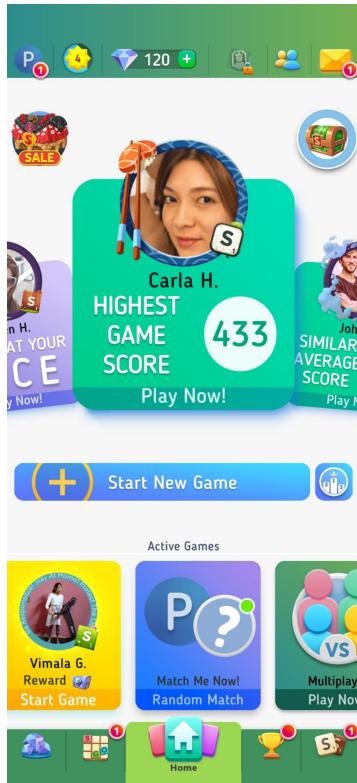
# Guidelines: Jewel Notifs

Three Types of jewel Notifs:

1. Dot notif:
  - a. Used to draw attention to generic pending information
  - b. For eg. on game modes when the player has not played DBH or solo series for the day
2. Numbered notif
  - a. When there are multiple pending information, example in quest
  - b. If number of pending info is less than 9 show exact number, if its double digit it will show as 9+
3. Text notif
  - a. When there is a change of status in a section that needs to be drawn attention to
  - b. Example wordrush goes live, or a new section is added, new game mode is added etc



# Guidelines: Promo Section



# UI, Art and animation requirements

UI	<ol style="list-style-type: none"><li>1. Home screen</li><li>2. HS- Carousel cards(best match(5), WOTD, MOTD, Invite)</li><li>3. Active games(YM(timeout, online, chat notif), challenge, Result, TM(nudged state, chat notif)</li><li>4. Nav states</li><li>5. Game modes screen</li></ol>
Art	<ol style="list-style-type: none"><li>1. Navigation icons (5 X 2 states)</li><li>2. Promo art (TBD)</li><li>3. Invite friend art</li></ol>
Animations	<ol style="list-style-type: none"><li>1. Bottom and top nav micro-interactions on changing tabs</li><li>2. Carousel micro-interaction</li><li>3. Micro-interaction for when player rejects a challenge</li><li>4. Nudge button micro-interaction</li></ol>

# Experiment and runtimes

## Experiment

- Home screen and Navigation changes will be a dashboard experiment
  - Control: Older UI
  - Variant 1: New UI
- Allocation 50%

## Runtimes

- `score_range_best_word`: score range for best word in which the best match card in new best match will be show as “Similar Best Word Score”. Default value=8
- `score_range_average_word`: score range for best word in which the best match card in new best match will be show as “Similar Average Word Score”. Default value=11

# Tracking Requirements

Detailed tracking [here](#)

# Expected outcomes

	Current starts/dau	Impact	Moves/starts	Impact in moves
Game starts from random match may increase	0.282	230%	4.70	3.05
Game starts from BM will increase	0.237	50%	4.33	0.51
Motd may take a hit and solo series may go down	0.294 1.6	0% -30%	4.54 4.81	0.00 -2.31
				1.25
Active games		Null	90% of interaction happen on first 3 cards	
Match requests		Null		
Solo w2e impressions/dau	0.42			
w2e ecpms	35			
Rev from solo w2e	0.015			
Impact on solo series		-30%		
Rev impact		-0.004		
Increase in moves total		1.25		
Increase in RR		120		
LTV upside		4.31%		
*Impact on starts from other screens are not considered				
**drop in Match request accepts are not considered				

# Hypothesis and Analysis plan

1. Clicks on store icon in bottom nav will stay the same.
2. Match request accepts will stay the same
3. Clicks on YM games will not be affected
4. Game starts from BM and Quick game button will increase
5. MOTD will not take a hit
6. Solo series in case of presence on L2 screen will take a hit

# Research and Analysis

UX heuristics analysis and  
competitor research

# Heuristic Evaluation

Home and Navigation



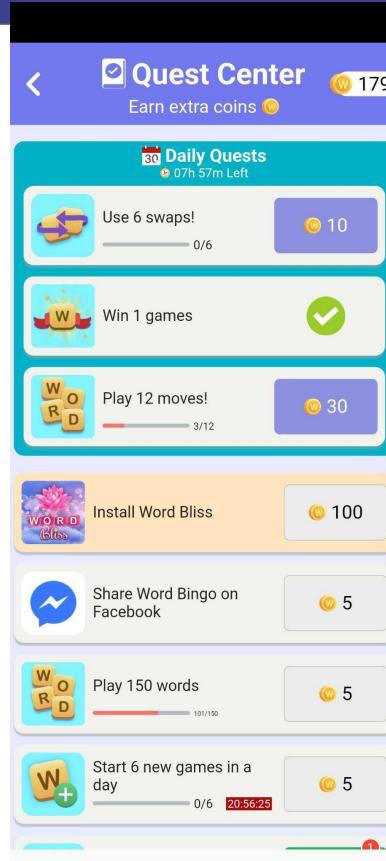
## App launch

feedback/loading animation on app launch screen if its delayed

UI      app launch

Visibility of system status

While the splash screen can have delays due to app load-up time, to avoid frustrating the user, its good to give **loading feedback** through animation or copy.



## Navigation

Carousels in Home Screen, CTAs should be on right

UI

Home Screen

Consistency and standards

**Inconsistent bottom and top nav** between main screens(QC, LB); Section names, and **icon styles are not consistent** within the two navs itself

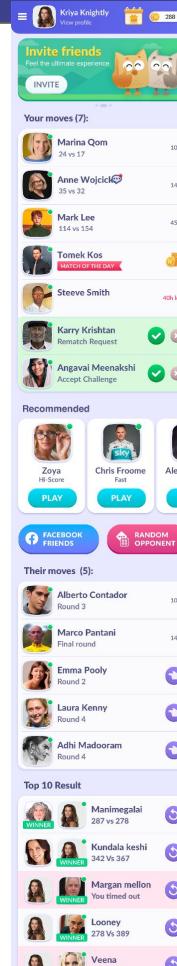
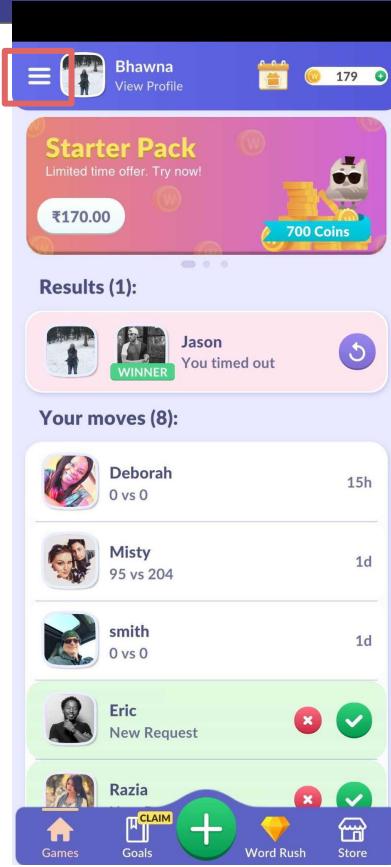
The **options is similar to gameboard**, but menu is different, which can lead to confusion and frustration

Missed visual hierarchy

Both the bottom and top nav **have similar treatment**, while top bar provides nav + system statuses

System status

Claim and deal banners on dq and store create some expectation, but it breaks when the player navigates and is unclear of what the deal is.



## Home

Carousels in Home Screen, CTAs should be on right

UI

Home Screen

### Decision Fatigue

With **so many new games and requests**, the user might get overwhelmed at first glance when they haven't played the game for a while.

### Confused Priorities

And the priority of **results vs your moves** is against promoting game starts (1st shot)

### Optimising list view

List view allows user to scan easily, but it can be overwhelming when there are too many new games, requests etc. Further pushing the different sections down and making them **harder to discover and access**

Kriya Knightly  
View profile 288

**Invite friends**  
Feel the ultimate experience

INVITE

Your moves (7):

- Marina Qom 24 vs 17 10m
- Anne Wojciech 35 vs 32 14m
- Mark Lee 114 vs 154 45m
- Tomek Kos MATCH OF THE DAY
- Steeve Smith 40h left
- Karry Krishnan Rematch Request

Karry Krishnan Rematch Request ✓ ✘

Angavai Meenakshi Accept Challenge ✓ ✘

**Recommended**

- Zoya Hi-Score PLAY
- Chris Froome Fast PLAY
- Alex Mc Fast PLAY

**FACEBOOK FRIENDS** RANDOM OPPONENT

Their moves (5):

- Alberto Contador Round 3 10m
- Marco Pantani Final round 14m

ROUND 3

Marco Pantani Final round 14m

Emma Pooly Round 2

Laura Kenny Round 4

Adhi Madooram Round 4

**Top 10 Result**

- Manimegalai 287 vs 278 WINNER
- Kundala keshi 342 Vs 367 WINNER
- Margan mellon You timed out WINNER
- Looney 278 Vs 389 WINNER
- Veena They timed out WINNER

Round 2

Laura Kenny Round 4

Adhi Madooram Round 4

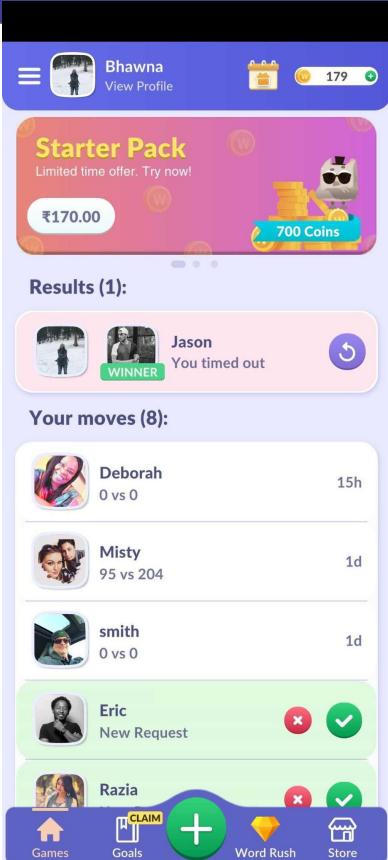
**Top 10 Result**

- Manimegalai 287 vs 278 WINNER
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- Veena They timed out WINNER

**Navigation Icons:**

- Games
- Quest
- Friends
- Store

3 and a half page scrolls to explore home page. This can be optimised by better bucketing and prioritising, creating more quick access sections



# Home

Banner Blindness

The visual treatment on the carousel creates a banner/ad like feel

- **Ad-specific placement**, like the top of page or the right rail
- **Ad-like visual treatment**, such as animation
- **Proximity to actual ads** or promotion

Recognition rather than recall

For new requests, the icons do not suggest a start game, especially since it sits in your moves section(confused naming convention)

Further the decline seems to have similar emphasis as accept

# Supporting data

Home and Navigation

# Clicks don't happen on Create screen and their move section, only first 3 games are clicked in YM

Post a game finish when players click on home for outro

Sections	CTA	Share of clicks	Combined share
HUD	settings	0.96%	4.7%
	profile	3.70%	
	daily_bonus	0.05%	
Carousel	wotd	0.13%	0.31%
	dq_carousel	0.04%	
	master_pack	0.02%	
	starter_pack	0.07%	
	invite	0.05%	
YM	your_move	38.04%	48.3%
	motd	5.86%	
	solo_series	4.36%	
Best match	best_match	3.92%	3.9%
Random opp	instant_game	8.57%	8.7%
	fb_connect	0.02%	
	friends	0.16%	
TM	their_move	1.53%	2.0%
	nudge	0.50%	
Results	completed	7.41%	12.3%
	result	3.73%	
	rematch	0.12%	
	completed_options	1.09%	
Bottom Nav	quest_center	6.10%	13.9%
	create	1.26%	
	leaderboard	4.34%	
	store	2.19%	
Drop off	(null)	5.80%	5.8%

After launching game actions done by the player on home screen

Sections	CTA	Share of Clicks	Combined Share
HUD	settings	0.9%	1.7%
	profile	0.7%	
	daily_bonus	0.1%	
Carousel	wotd	0.3%	1.1%
	dq_carousel	0.0%	
	master_pack	0.2%	
	starter_pack	0.5%	
	invite	0.1%	
YM	your_move	40.3%	56.7%
	motd	5.0%	
	solo_series	11.4%	
Best Match	best_match	3.4%	3.4%
Random Opp	instant_game	3.3%	3.6%
	fb_connect	0.0%	
	friends	0.2%	
TM	their_move	1.7%	2.1%
	nudge	0.3%	
Results	completed	0.6%	6.1%
	result	5.0%	
	rematch	0.4%	
	completed_options	0.1%	
Bottom Nav	quest_center	3.6%	14.8%
	create	3.4%	
	leaderboard	4.6%	
	store	3.1%	
Droff off	(null)	10.6%	10.6%

## Player intxn with YM

	interacted with ym at least once	interacted with ym at least twice	interacted with ym at least thrice
%users ( overall )	52.6%	38.7%	29.5%
%users clicked 1st panel	26.4%	16.9%	12.6%
%users clicked 2nd panel	10.5%	10.5%	8.7%
%users clicked 3rd panel	5.3%	4.1%	3.2%
%users clicked 4th panel	4.3%	3.0%	2.1%
%users clicked 5th panel	2.3%	1.5%	1.0%
%users clicked 6th panel	1.4%	0.9%	0.6%
%users clicked 7th panel	0.7%	0.5%	0.3%
%users clicked 8th panel	0.4%	0.3%	0.2%

# BM games assessment

	Absolute	% of total game starts	% of total real game starts
Games from main screen	2.05	27.15%	
Games from main screen BM	0.177	2.34%	
Real	0.056	0.74%	4.19%
Instant	0.079	1.05%	
MP bot	0.043	0.57%	
Total game starts	7.551		
Total real game starts	1.338	17.7%	

- BM games contribute to 2.34% of total game starts of which 58% are completed
- With better value proposition and prime real estate this number should go up
- MP bot games completion rate is really poor for that reason we are removing them from new best match section

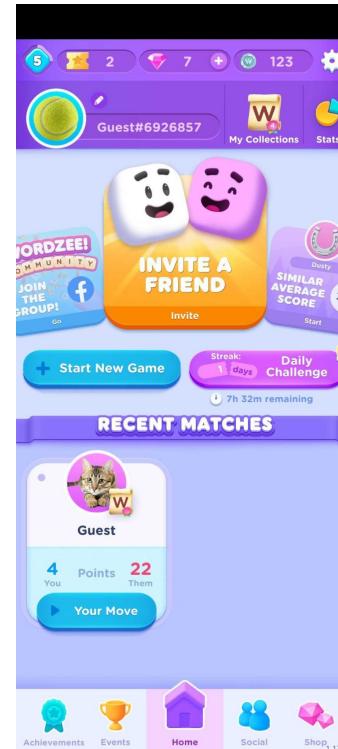
Game type	BM games finish rate
instant_bot	95%
mp_bot	23%
real	34%
Overall	58%

# Competitor Analysis

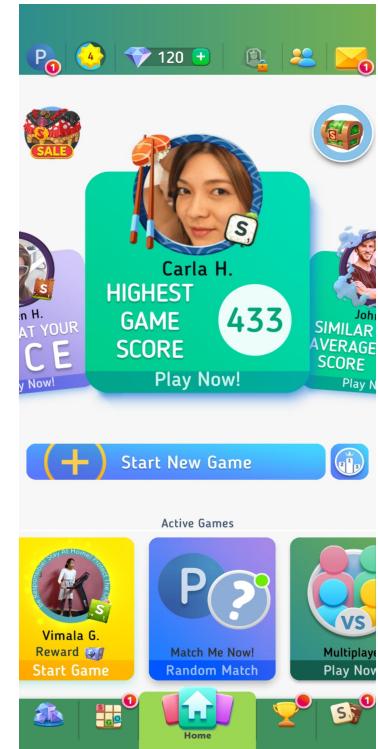
Home and Navigation

## Navigation

1. Bottom tabs are used as primary navigation. The top section gives more system status and feedback on their progress(score, coins, badges etc)
2. Suggest where you are in the navigation currently by increasing the icon size and text, makes it very prominent and obvious.
3. The center being the home/games section- the hub for player to quickly start games
4. Some games have also grouped their social sections on one side(events, friends, social, etc) and their collectibles and shop towards the other side.



Wordzee



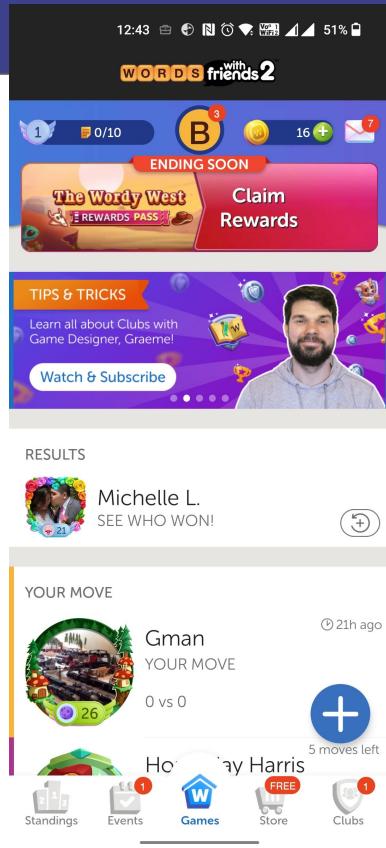
Scrabble GO



Clash Royale



Word Domination



Words with friends



Match Masters

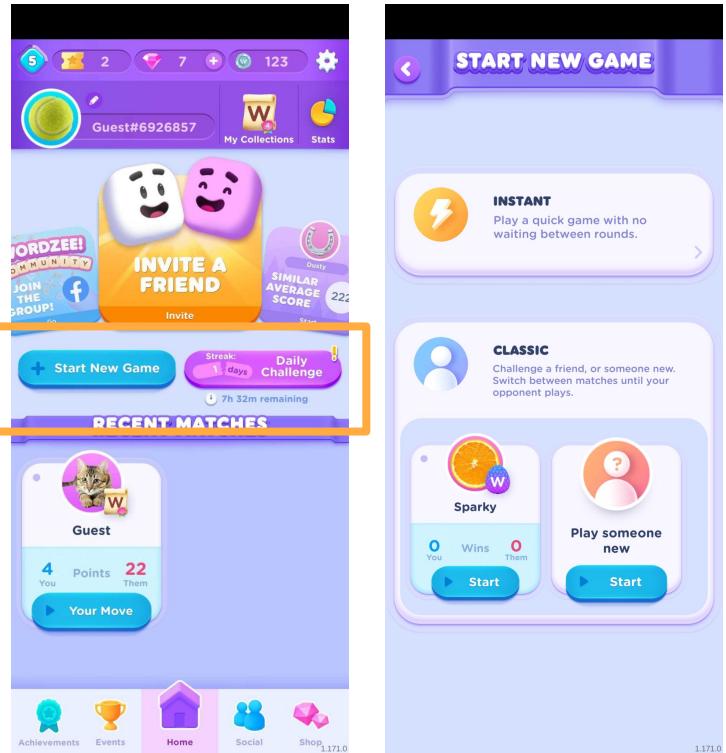
## Home- Primary game start CTA

A primary CTA to direct players to start game

This provides one direct entry to the game board.

Helps users who maybe confused with the multiple choices of games. While a secondary level choice is given to the user on the type of new game they want to play.

This can be used to promote the different games or reinforce instant games that players seem to play more often. Further this section could show quick game starts with friends. In short this is the hub to start a new game



Wordzee



Word domination



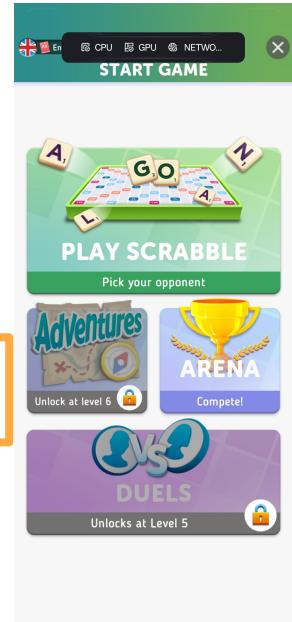
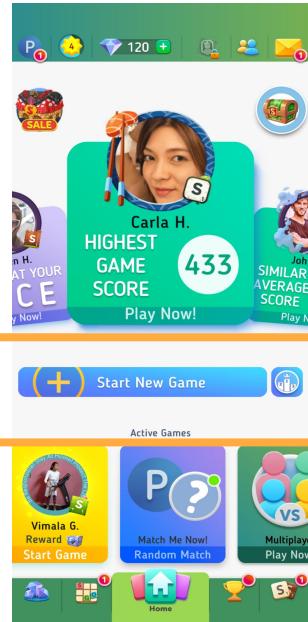
Match masters



Clash Royale



Scrabble GO



## Home- Primary game vs secondary game CTAs

The 2 game CTAs for completely different game types  
This creates 2 easy choices for the player to make  
between the clear CTAs but having secondary  
information on the buttons doesn't help ease the  
choice. Rather increases the cognitive load since now  
the 2 options are not directly comparable. Unless  
creating an urgency the extra information may create  
aversion to the 2 choices.



Wordzee



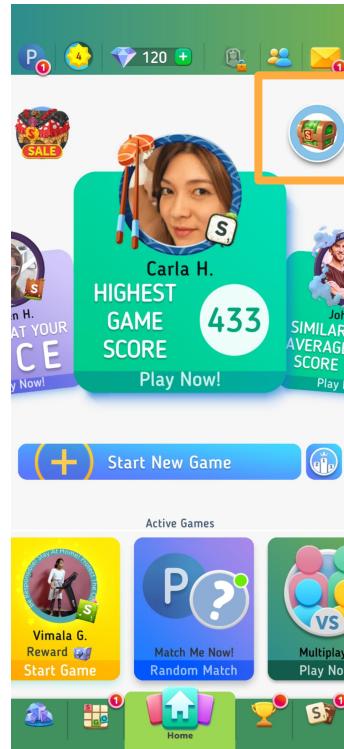
Clash Royale

## Home- Progression/quest based Rewards

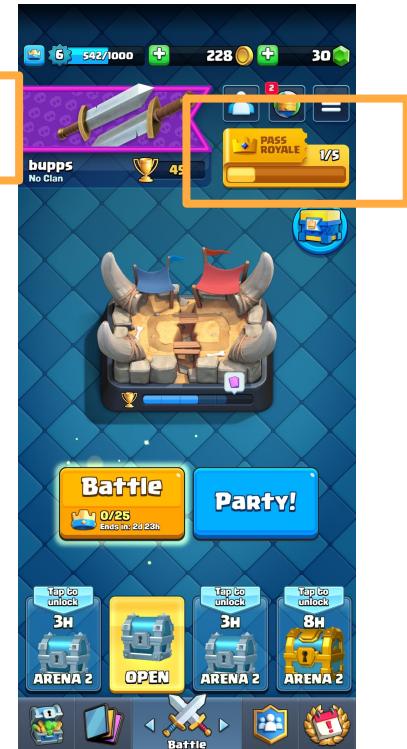
Create a hook/goal to start the game

Although scrabble go does not do it as well as clash Royale, both create a hook for the player by showing some unfinished progress. These can be made more actionable by adding a continue playing button of sorts so players can go back to the game board and try to finish their quest.

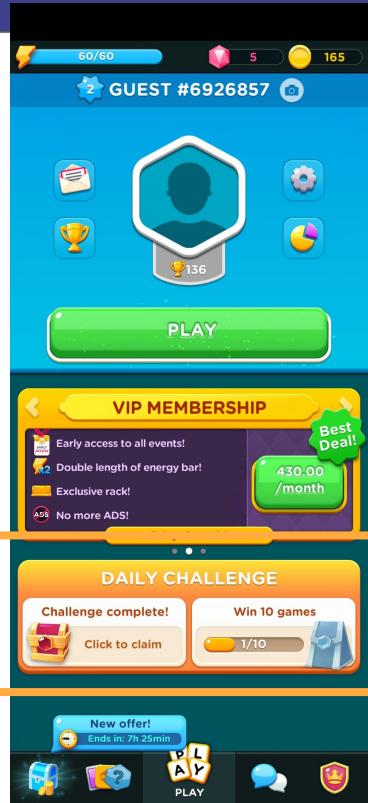
Clash royale does it well because it's very clear that i need to collect the crowns and how many i have vs how many more a i need so that player knows how close he is to the goal before he decides to abandon and exit the game



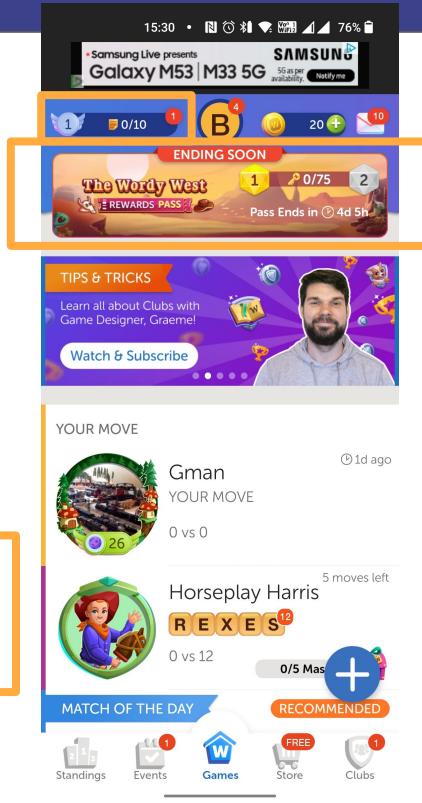
Scrabble Go



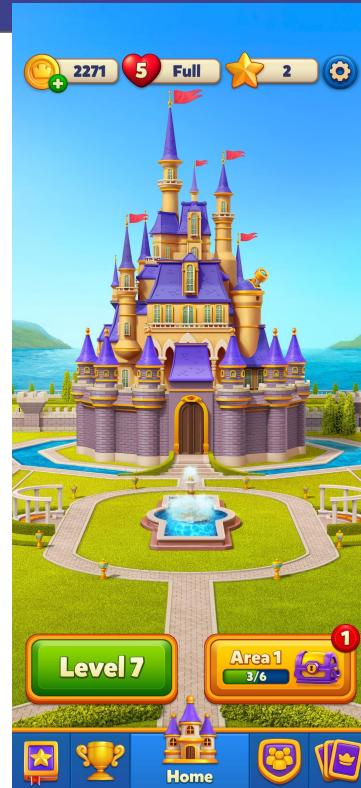
Clash Royale



Word domination



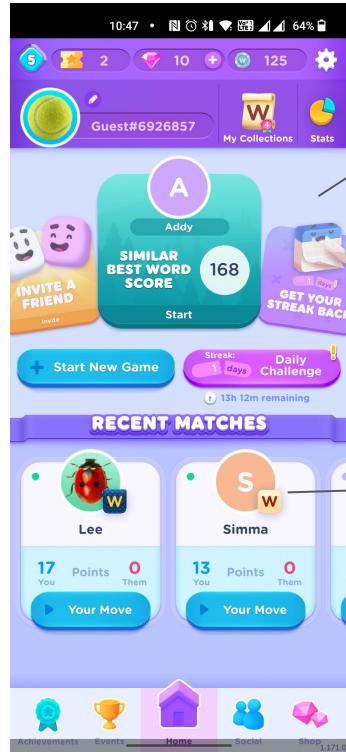
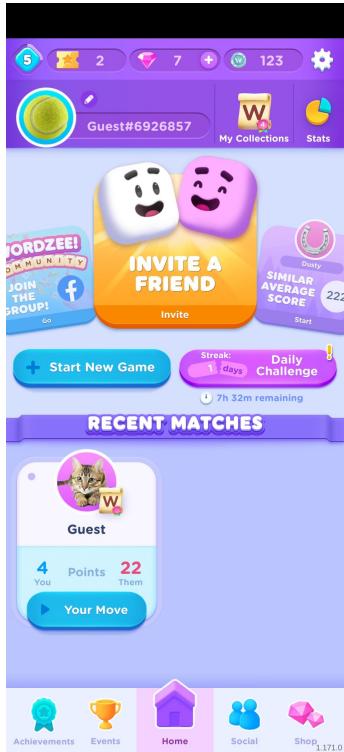
Words with friends



Royal Match- goal to continue playing



## Home- Carousal horizontal rows approach



This starts all new games, whether within events or as best matches(in the form of stats)

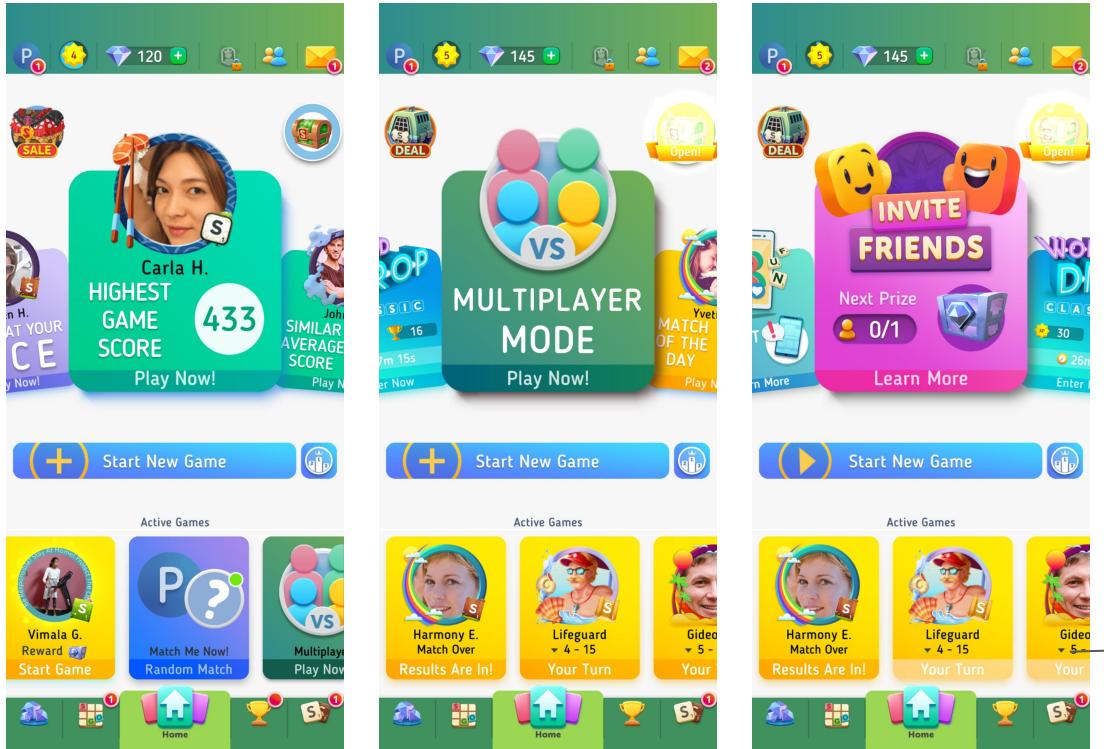


This section is all games active, whether requests, your move, results or their move

decision based on whether he wants to finish open games vs if they are bored or stuck in the active games they can play the events or these recommended matches.

The extra event progression or stats on recommended helps create a motivation or expectation of what it would be like playing the opponent

## Home- Carousal horizontal rows approach



Scrabble Go

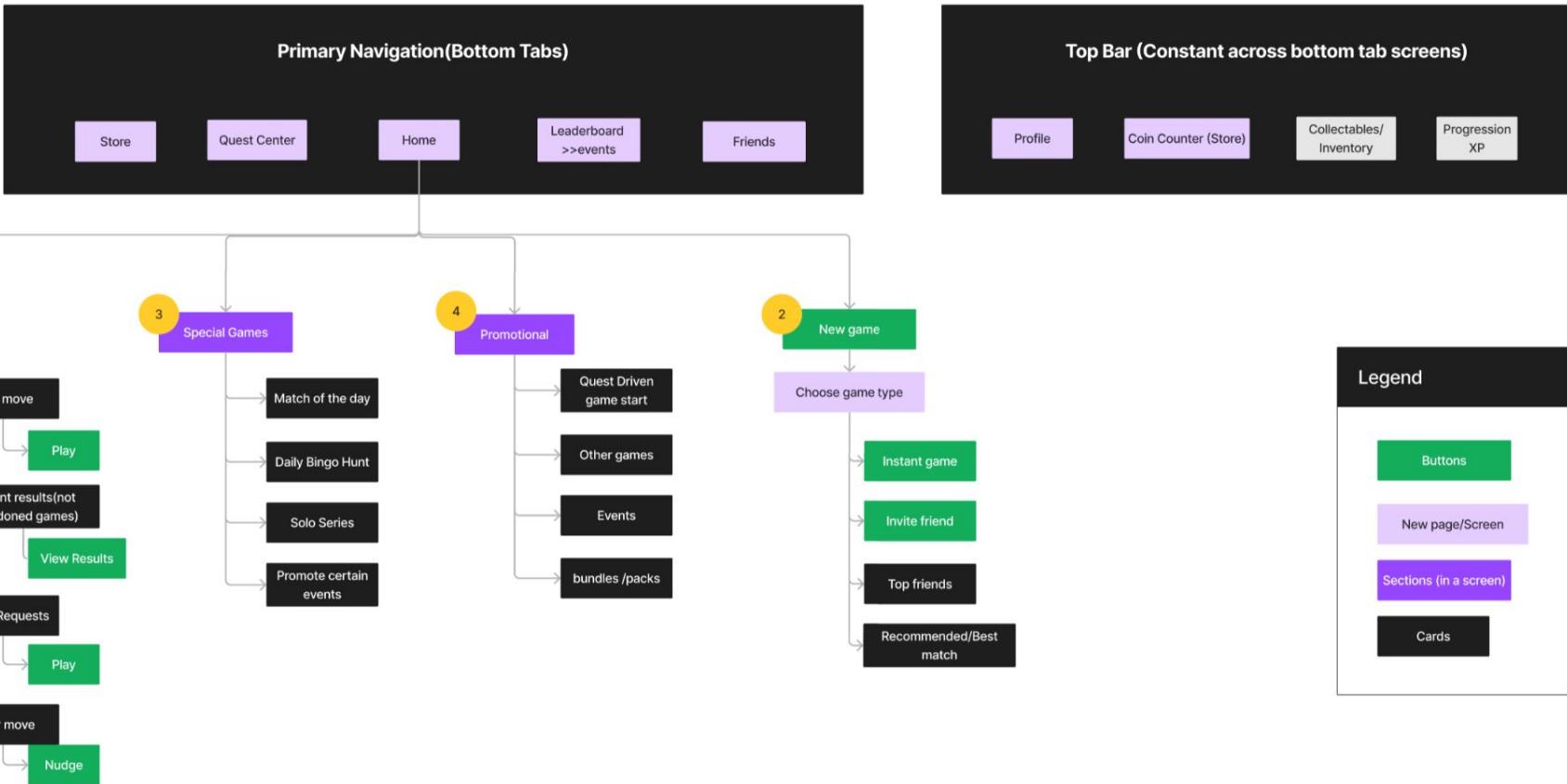
Scrabble go has a similar horizontal row interaction but the options in each row is mixed hence the intentional decision making might be missing

This is a mix of active games+ random match + multiplayer and more

What are the different ways a player can get to gameboard?

1. Open Active games
  - a. Your move
  - b. Match requests
  - c. Their move
  - d. Recent Results
2. New Games
  - a. Instant game
  - b. Recommended/best match
  - c. Invite friends
  - d. Friends(top)
3. Special games/Reward oriented(here progress, additional reward info is important)
  - a. MOTD
  - b. Solo Series
  - c. Daily Bingo Hunt
  - d. Mini Games

# Information Architecture- o.1



# Home & Navigation- Next steps



Product: Zaid | UX: Bhawna | Design: Abhishek | Devs: Axay, Mukul, Dhruv, Sachin | QA: Vishnu, Arpitha, Nowman

# Findings from experiment reads

1. More user initiated starts are happening
2. Major increase in starts is from Main screen and next game panel
3. There is an increase in MP\_bot /Real player game starts while there is a decrease in Instant bot game starts
4. Increase in slow game starts are increasing the number for games in your move section
5. There is an increase in DBH players but there is also a decrease in Solo players
6. We are seeing increased new payer conversion from starter pack
7. There is a drop of w2e coming from both solo series and coin sink
8. Largely user behavior bets that we took by changing layout are in line with expectations
9. We will be changing a few things in to mitigate above mentioned concerns

Engagement: D2+		Organic-gp			
		Control	Var1	Control vs Var1	%Conf
Start	Actions per DAU	7.54	7.63	1.07%	79.90%
	Actions per User	8.33	8.41	0.96%	71.60%
	Users per DAU	90.51%	90.64%	0.14%	No
Game Finish	Actions per DAU	6.68	6.56	-1.77%	82.80%
	Actions per User	7.97	7.94	-0.38%	No
	Users per DAU	83.80%	82.71%	-1.30%	99.00%

# Changes to be implemented

Following changes will be implemented as a part of *Variant 1* in `home_screen_revamp` experiment:

1. Best match card order in new home screen
2. Order of cards change in next game panel
3. Order of cards change in game modes dialog
4. UI change for w2e on store screen

# Best match card order in new home screen

1. Current order of cards in BM section is as follows:

***Bot game - Real player game - MOTD - Real Player - Bot game - Invite - Real player - WOTD***

2. New order for cards in BM will be as follows:

***Real player game - Bot game - MOTD - Real Player - Bot game - Invite - Real player - WOTD***

3. This condition will be runtime controlled (bm\_card\_order; default value: 0)
  - a. bm\_card\_order=0 : new Best match order (point number 2)
  - b. bm\_card\_order=1 : Old Best match order (point number 1)

# Order of cards change in next game panel (More games)

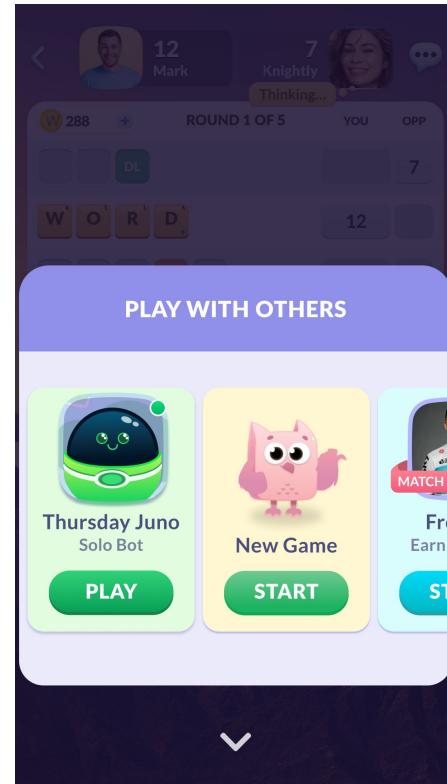
1. In case when there are no games in your move section next game panel has following order of cards

**Solo series - motd - 4 best match cards - dbh - New game**

2. Above order will be changed in home\_screen\_revamp experiment to:

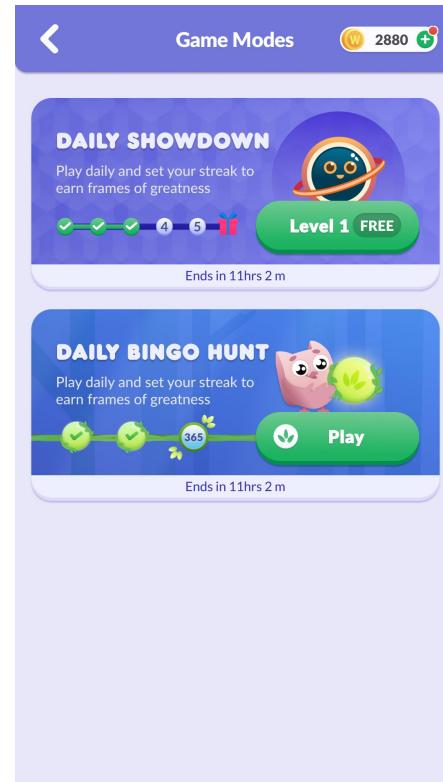
**Solo series - New game - motd- dbh - 4 best match cards**

\* In case solo is started by the player it will move to last position in both the scenarios



# Order of cards change in game modes dialog

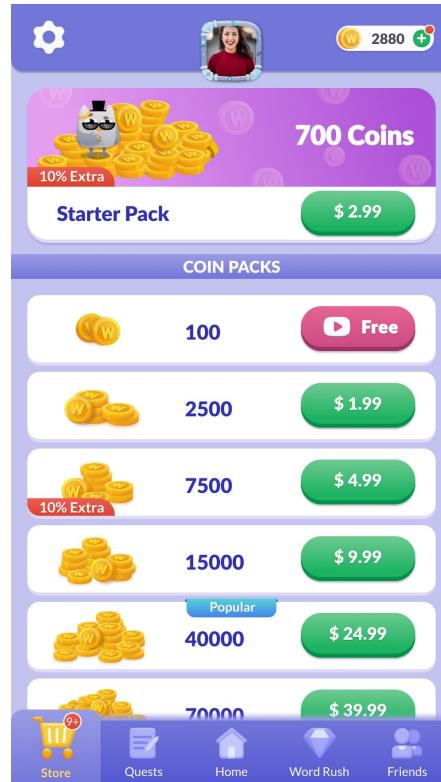
1. Current order of cards in BM section is DBH  
then daily showdown
2. This order will be reversed to Daily showdown  
then DBH



UI Mock

# UI change for w2e on store screen

1. Button for w2e on store screen and mini store will be changed in color as shown in mock
2. In case of user reaches store for 1st time in the day and w2e is available then w2e icon will have a pulsating animation (stock Unity animation)



UI Mock