Poker Basket

...

Goal

Drive DAU via Feed sends & clicks

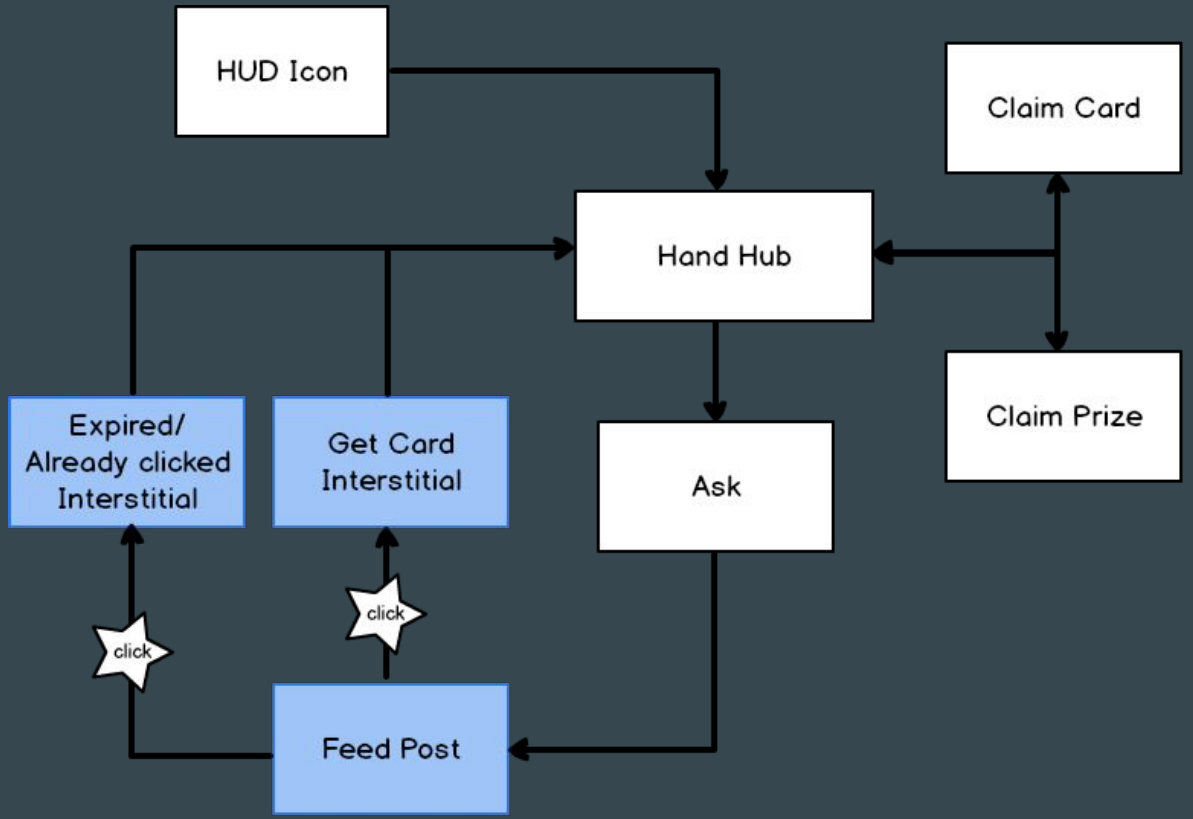
Farm 2 Basket

Feature

1. There's a Royal Flush you want to collect
2. You can collect the cards required one at a time
3. To get a card, you need to share a Feed post asking for help & get X friends to click on it
4. Each friend that clicks your feed post also gets progress towards their card
5. Once you have enough clicks, you can claim the card
6. Once you collect all the cards, you unlock an exclusive prize

zyngapoker
$129.0M
50% MORE
$25
Like
67m
$3,914,593
37
Get Chips & Gold!
Redeem
Level
33
Rounder
VIP
COLLECT A ROYAL FLUSH
Ask your friends for cards to win great prizes!
10
J
Q
K
A
5/5
0/10
ASK
RECENTLY PLAYED
MOST CHIPS
Send Free Chips
Invite
Invite
Invite
Jessica
$37.4M
1
Michael
$0
1
Amy
$86.7K
1
Berto
$3.5M
2
Meredith
$4.4M
1
Stacey
$4.5M
6.5

Full User Flow

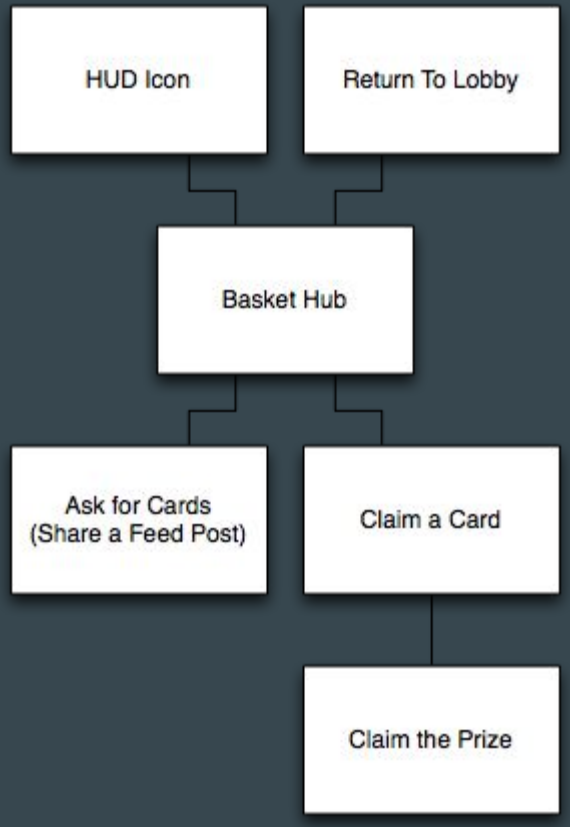


UI/UX - Sender

- Main HUD UI: Side Nav icon below Lucky Bonus
  - Badgable
- Basket Hub

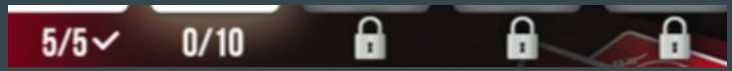
Close Hub & return to Lobby once Feed Post is shared

Return to Hub once prize is claimed



UI/UX - Basket Hub

- Viral CTA
  - Cooldown timer on button after posting
  - Replaced with “Claim” button when you satisfy requirements
- Animation when Claiming a card
- Clicks required for remaining cards are hidden
- Silhouette of Prize appended to right side of dialog
- Number of Royal Flush’s collected



UI/UX - Feed Post

- Image
- Header
- Body

UI/UX - Clicker

- Dialog on App Launch that rewards clicker
  - Flows to Basket Hub (to convert clicker into a sender)
  - When the clicker clicks the sender's feed post, both players get progress towards card UNLESS
    - The clicker already clicked that post
    - The post is expired
    - The post has reached it's gift limits (X clickers can get rewards)
    - The clicker clicks their own post
  - Sender & clicker's progress count increases by 1
    - Badge HUD icon

UI/UX - Clicker Holdout Flow

Use Case: Clicker is in experiment control. They don’t see the feature yet, but they click on the Feed post in the News Feed

- Reward Dialog says feature is coming soon
- Player gets their progress

The Prize

V1

- Chips for each card collected, exclusive table gift for completing a hand
  - Progressive prize. logarithmic growth of chips earned vs linear growth of virals required
  - Table gift for first 4 hands completed (one for each suit). After give chips only.

V2

- V1 + Loyalty Points, Gold, Tickets, Experience

V3

- V2 + rotating table gifts

Copy

https://docs.google.com/spreadsheets/d/1NPkxLm0OZA1oX56sknbWbu8oVB4dZKIp1klCYGIEpP0/edit#gid=0

Replay Value

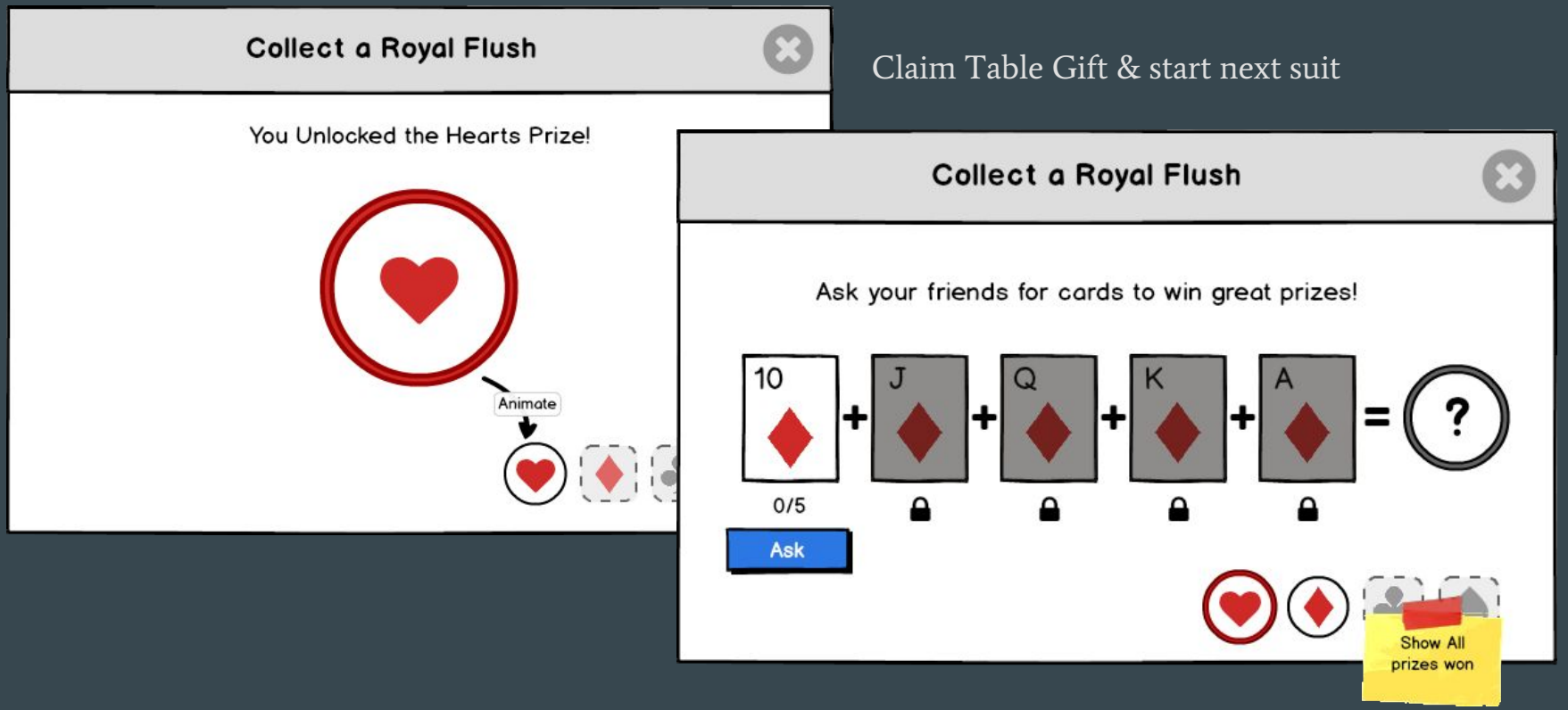
P1:

- Hub shows Number of Royal Flush's collected

P2:

- After the player collects their first prize, they move on to the next suit
- Hub shows number of Royal Flush's collected/Suits completed
- Requirements to collect cards becomes more difficult with each Prestige
- Exclusive Table gift each time you complete a hand

Replay Value



Claim Table Gift & start next suit

Taxonomy

- View Hub
- Share Feed Post
- Click Feed Post
- Claim Card
- Claim Prize
- Current progress status

EOS Variables

- Clicks required for each card
  - inventoryRequired (Array - 5)
- Additional Clicks required for each suit
  - inventoryRequiredMultiplier (Array - 5)
  - 5th entry repeats once all suits are completed once
- Chips granted for each card unlocked
  - chipReward (Array - 5)
- Additional Chips granted for each suit
  - chipRewardMultiplier (Array - 5)
  - 5th entry repeats once all suits are completed once
- Gold reward for each suit
  - goldReward (Array - 4)
- Enable Feature
  - isEnabled (Boolean)
- Show Gold prize amount
  - goldRewardAmountVisible (Boolean)

Variants

- Vary the difficulty & chips granted
- Average daily payout based off Lucky Bonus payout
  - By engaging the basket feature for *n* days, my daily payout should be *m* times Lucky Bonus.
- Both Variants give the same increasing Gold prize
  - Hearts: 40
  - Diamonds: 50
  - Clubs: 60
  - Spades: 70

CLICKS	10	J	Q	K	A
Hearts	1	2	5	10	20
Diamonds	2	4	10	20	40
Clubs	5	10	25	50	100
Spades	10	20	50	100	200

Config Docs.

Variant 1 - Small Reward

CHIPS	10	J	Q	K	A
Hearts	$150,000	$200,000	$200,000	$200,000	$250,000
Diamonds	$225,000	$300,000	$300,000	$300,000	$375,000
Clubs	$270,000	$360,000	$360,000	$360,000	$450,000
Spades	$300,000	$400,000	$400,000	$400,000	$500,000

Variant 2 - Large Reward

CHIPS	10	J	Q	K	A
Hearts	$450,000	$600,000	$600,000	$600,000	$750,000
Diamonds	$675,000	$900,000	$900,000	$900,000	$1,125,000
Clubs	$810,000	$1,080,000	$1,080,000	$1,080,000	$1,350,000
Spades	$900,000	$1,200,000	$1,200,000	$1,200,000	$1,500,000

Admin Variable Config

- Cooldown timer of Post
  - feedPostSendCooldownHours: 24.0
- Max limit on claims from a Feed post for clickers
  - feedPostClickClaimLimit: 20
- Max limit on claims from a Feed post for sender
  - feedPostSendClaimLimit: 5
- Expiry of feed post
  - feedPostClaimExpiryHours: 120
- Max limit on claims from clicks
  - maxClaimLimitDaily: 5

Expected Outcome

- +29,000 DAU
  - Assumption: 25% of Lucky Bonus Feed Post Senders
  - Assumption: Basket Conversion is between LB Conversion (28%) and FV2 Basket Conversion (58%)

	Lucky Bonus Feed	Basket Feed EO	Notes
DAU	949996	949996	Stats from 5/2-6/2
% DAU Sending Feed Posts	55%	14%	Assumption: 25% of LB Sends
Feed Post Senders	522646	130661	Stats from 5/2-6/2
Sends/Sender	1.2	1.2	
Sends	641156	160289	Stats from 5/2-6/2
Feed Post Clickers	98535	51649	Stats from 5/2-6/2
Clicks/Clicker	1.8	1.8	
Clicks	176580	92968	Stats from 5/2-6/2
Clicks/Sends (Conversion)	28%	42%	Assumption: FV2 Basket Conversion is 58%
% Clickers sourced as Feed DAU	78%	78%	
Feed Source DAU	76857	**29,173**	Stats from 5/2-6/2

Taxonomy

Counter	Kingdom	Phylum	Class	Family	Genus	Value
basket	royal_flush	hub	{open, close}			
basket	royal_flush	hub	share	click		
basket	royal_flush	hub	claim	{chips, gold}	{amount}	{card # ie 1,2,3,4,5,6,7,...}
basket	royal_flush	app_entry_dialog	{status}	view		
basket	royal_flush	app_entry_dialog	{go_to_hub, close}	click		
basket	royal_flush	status	current_progress	{clicks so far for this card}	{clicks needed}	{card # ie 1,2,3,4,5,6,7,...}

Taxonomy Doc

Costing

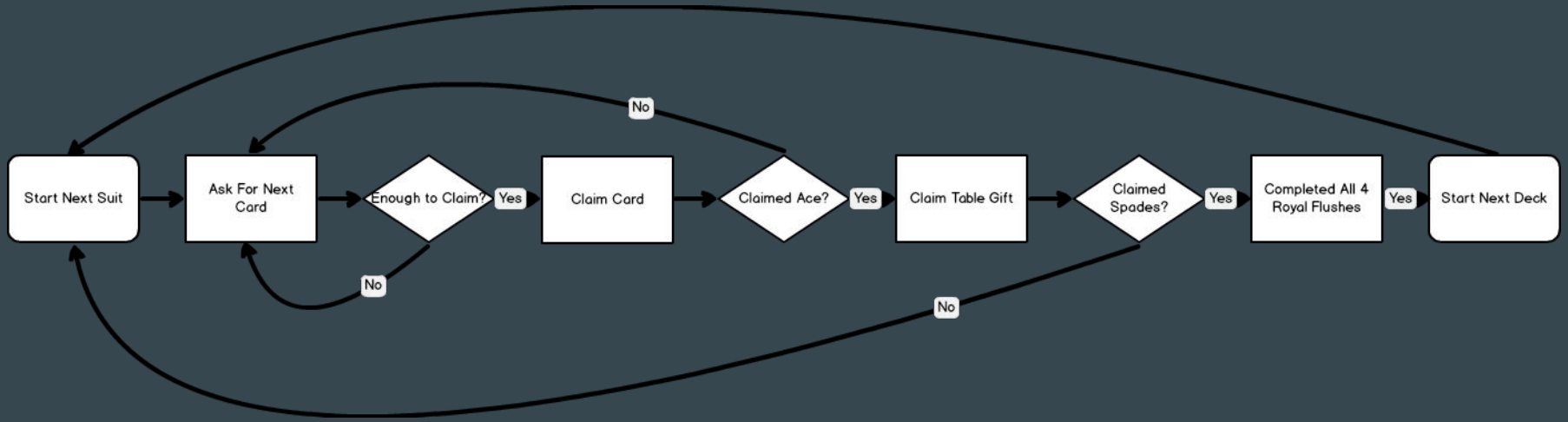
- SWAG: 2 Sprints

Chip/Gold Audit (Peak Daily Velocity)

	Easy	Hard
Low Reward	Chips: $4.8 Trillion Gold: 80 Thousand	Chips: $3.1 Trillion Gold: 67 Thousand
High Reward	Chips: $7.2 Trillion Gold: 200 Thousand	Chips: $6.2 Trillion Gold: 167 Thousand

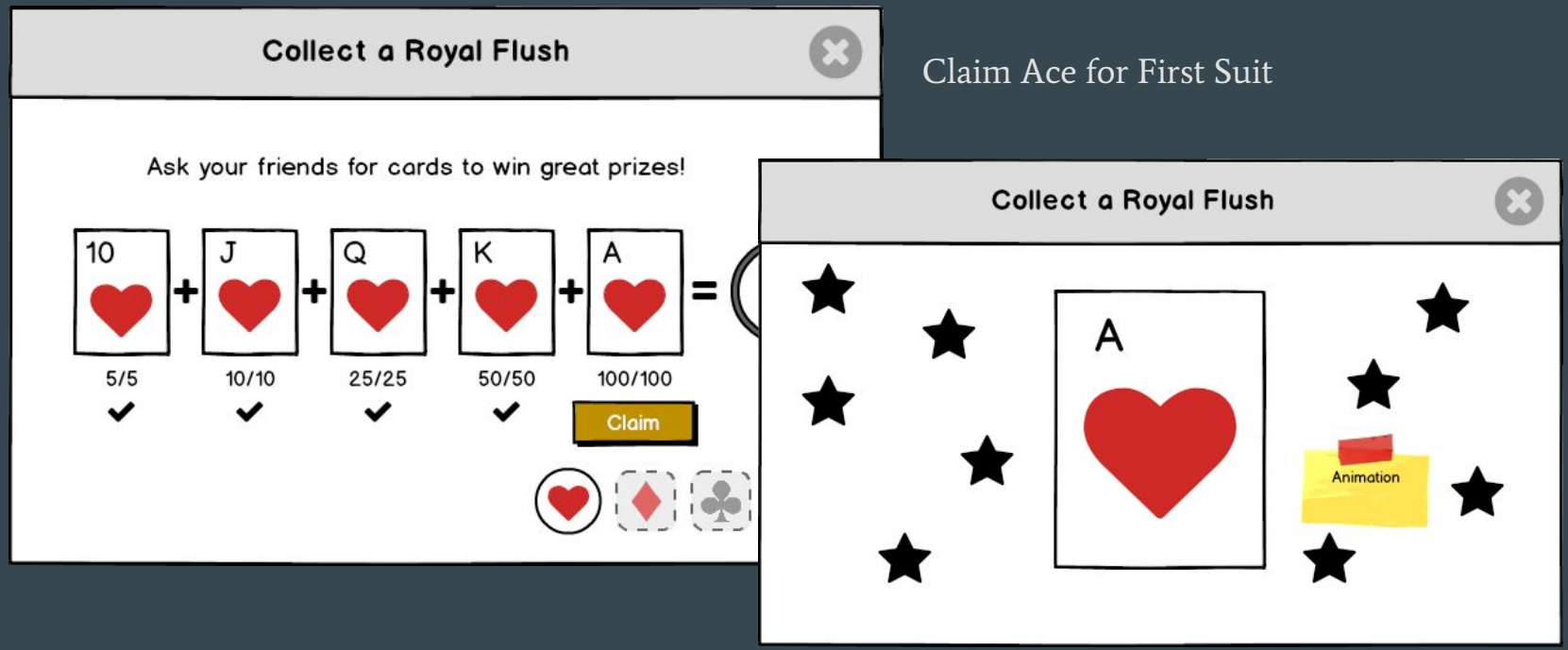
Appendix

Replay Value



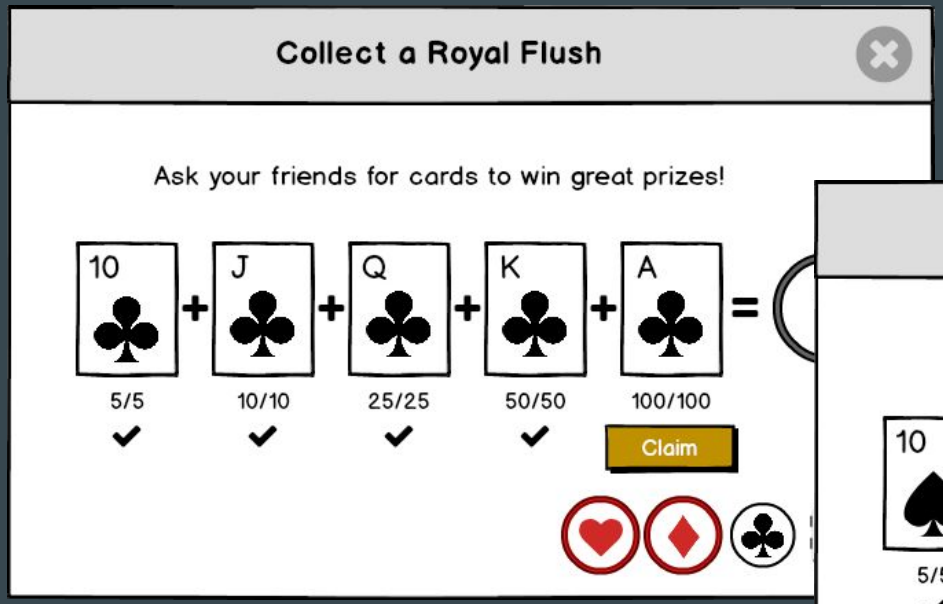
Demo PDF:
https://drive.google.com/a/zynga.com/file/d/0B4a7F5uABkJWOWRmNUxBMmNLbnc/view?usp=sharing

Replay Value

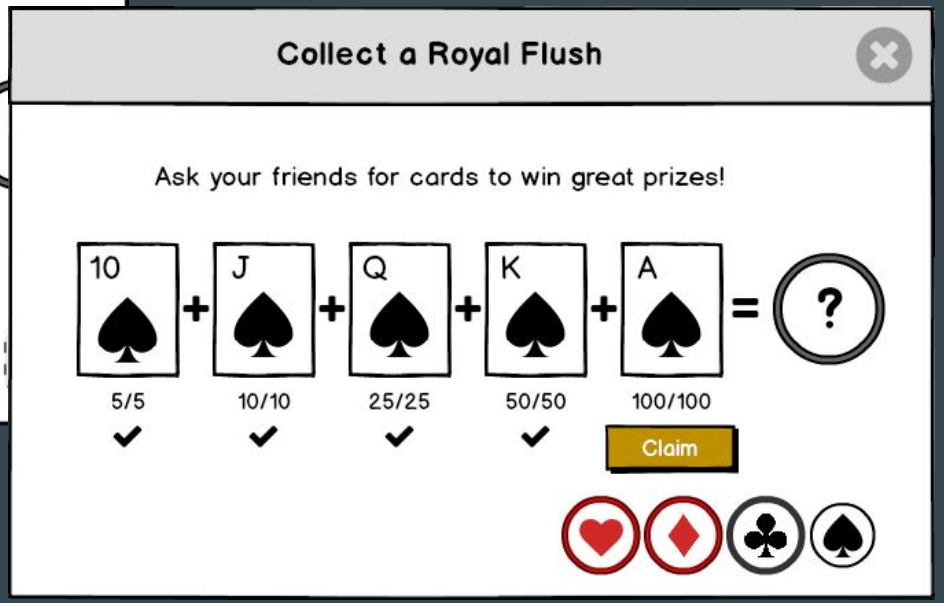


Claim Ace for First Suit

Replay Value



Repeat for all 4 Suits
(Note: numbers not final)



After Completing spades, players restart with a different coloured deck back, & need more shares for each suit

Replay Value - Napkin Math

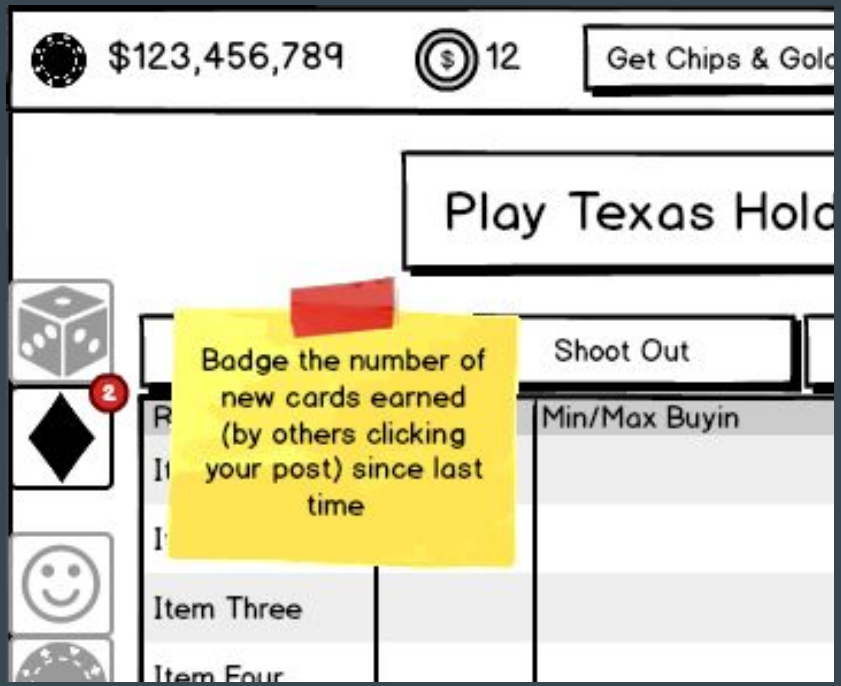
- 6120 clicks to collect all 4 Royal Flush's
- Max 5 clicks received per Feed Post
  - 1224 feed posts
- Expect each engaged player to click 2 feed posts/day
- 612 days (1yr 8mos) to collect all 4 Royal Flush's

Proposed Click Values:

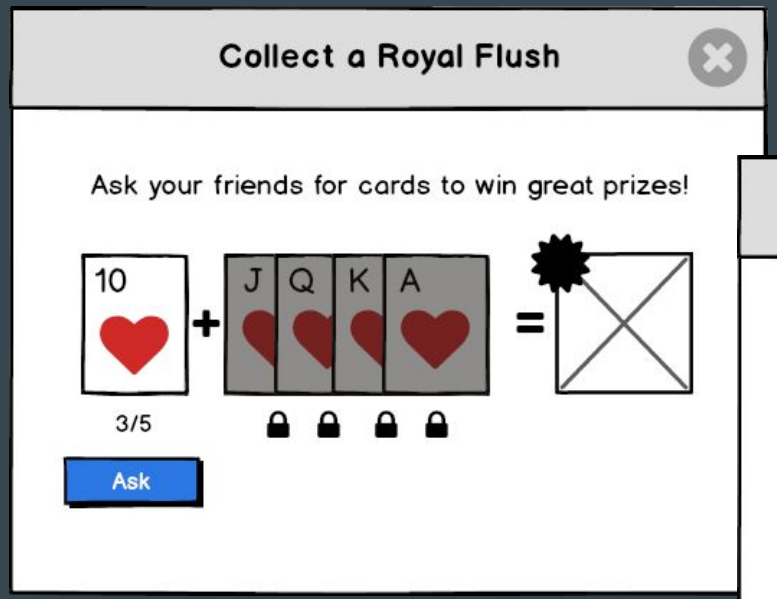
- Each Card needs 1x, 2x, 5x, 10x, 50x of the suit base value
  - Base Values: 5, 10, 25, 50
    - E.g. Hearts Needs 5 + 10 + 25 + 50 + 250 = 340 clicks
  - Total Clicks Needed: 340 + 680 + 1700 + 3400 = 6120 clicks to complete all 4 suits

UI Mocks

Lobby HUD Icon

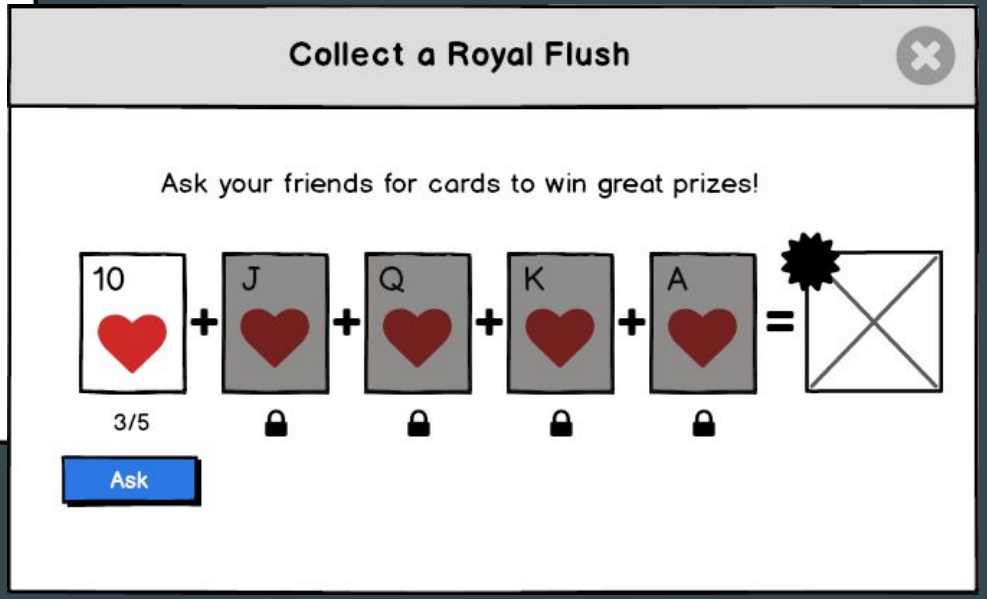


UI Mocks



Compact Hub

Hub

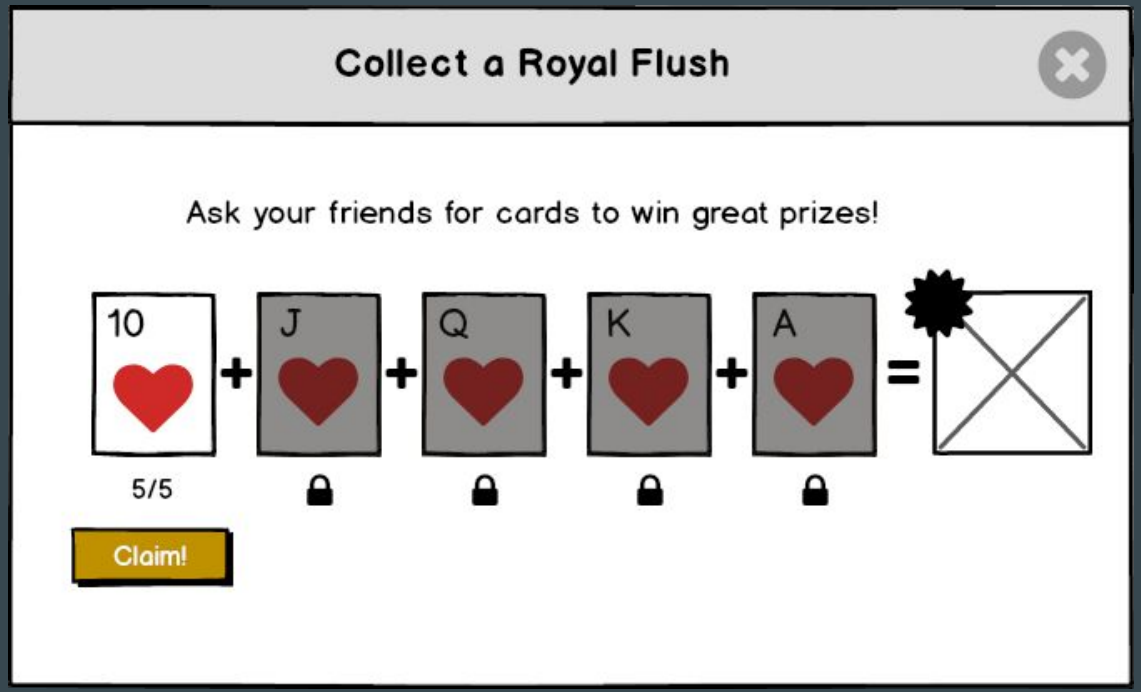


UI Mocks

Get Card Interstitial

UI Mocks

Claim Cards



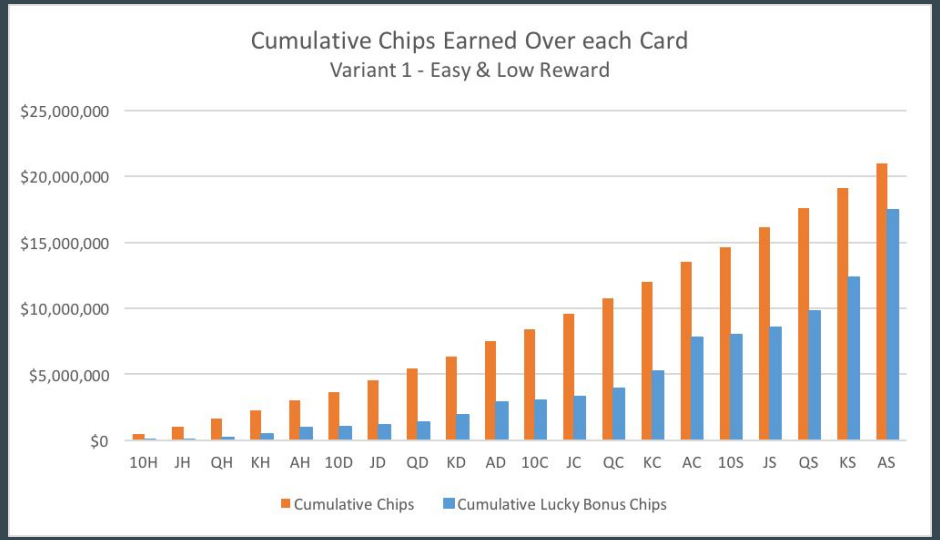
Lucky Bonus Feed Post

- Currently:
  - Sender receives Lucky Bonus multiplier
  - Clicker receives minor chip drip (500 chips)
- Also give clicker progress towards their card & flow them to the Basket Hub

Variants

- Vary the difficulty & chips granted
- Average daily payout based off Lucky Bonus payout

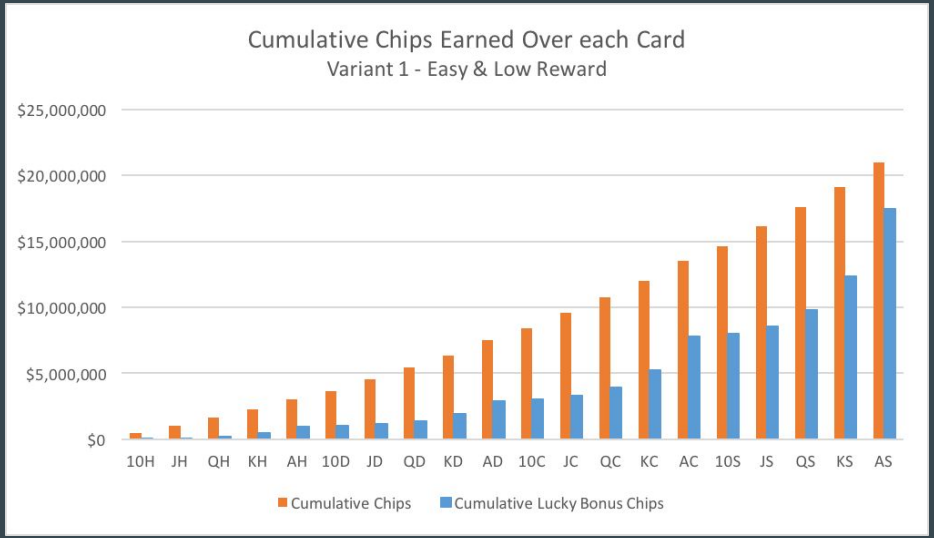
	Easy	Hard
Low Reward	Few “clicks” needed Low Chip reward (Similar daily payout to Lucky Bonus)	Many “clicks” needed Low Chip reward (Lower payout than Lucky Bonus)
High Reward	Few “clicks” needed High Chip reward (Better daily payout than Lucky Bonus)	Many “clicks” needed High Chip reward (Similar daily payout to Lucky Bonus)



Reading this graph:
For each Card in the feature, compare chips earned to the expected Lucky Bonus chips earned in the time it takes to unlock each Card.

Variant 1 : Easy-Low

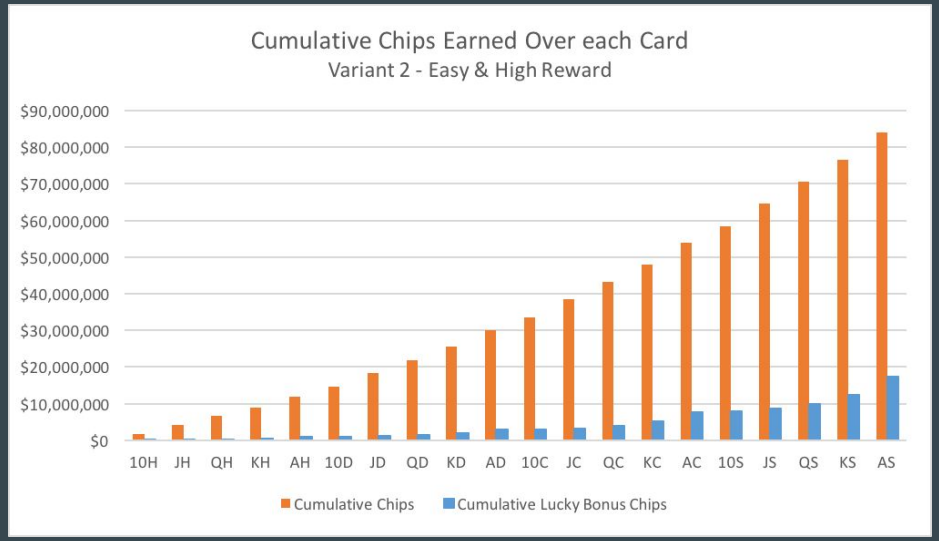
Clicks	10	J	Q	K	A
Hearts	1	2	5	10	20
Diamonds	2	4	10	20	40
Clubs	5	10	25	50	100
Spades	10	20	50	100	200



Chips	10	J	Q	K	A	Total
Hearts	$450,000	$600,000	$600,000	$600,000	$750,000	$3,000,000
Diamonds	$675,000	$900,000	$900,000	$900,000	$1,125,000	$4,500,000
Clubs	$900,000	$1,200,000	$1,200,000	$1,200,000	$1,500,000	$6,000,000
Spades	$1,125,000	$1,500,000	$1,500,000	$1,500,000	$1,875,000	$7,500,000

Variant 2 : Easy-High

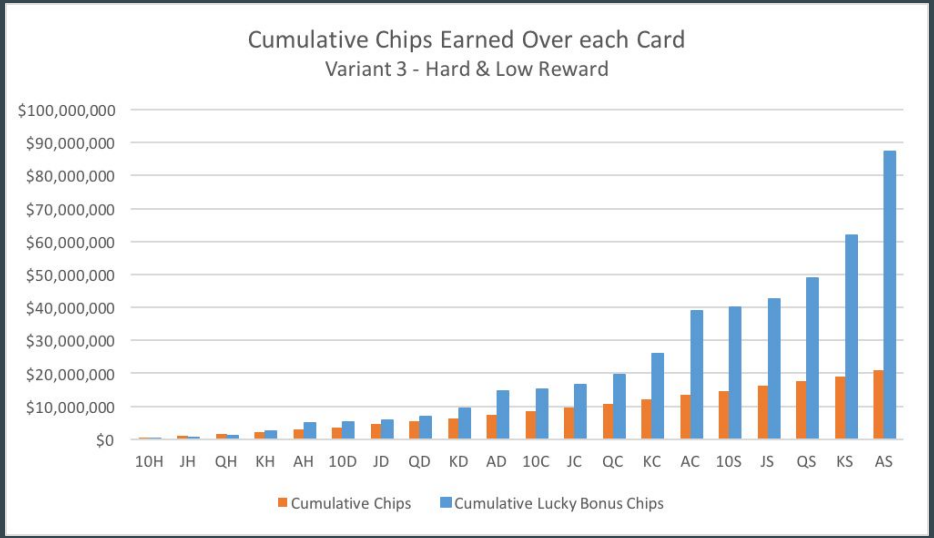
Clicks	10	J	Q	K	A
Hearts	1	2	5	10	20
Diamonds	2	4	10	20	40
Clubs	5	10	25	50	100
Spades	10	20	50	100	200



Chips	10	J	Q	K	A	Total
Hearts	$1,800,000	$2,400,000	$2,400,000	$2,400,000	$3,000,000	$12,000,000
Diamonds	$2,700,000	$3,600,000	$3,600,000	$3,600,000	$4,500,000	$18,000,000
Clubs	$3,600,000	$4,800,000	$4,800,000	$4,800,000	$6,000,000	$24,000,000
Spades	$4,500,000	$6,000,000	$6,000,000	$6,000,000	$7,500,000	$30,000,000

Variant 3 : Hard-Low

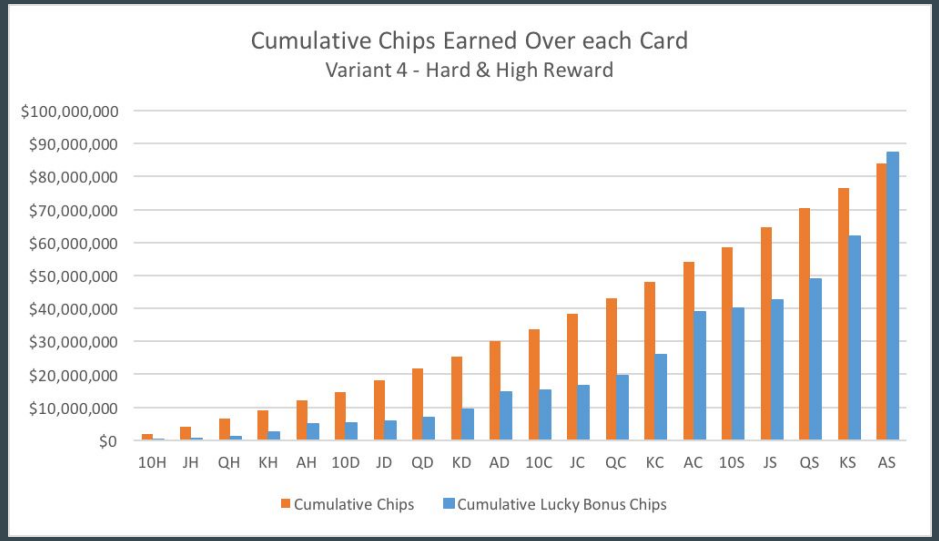
Clicks	10	J	Q	K	A
Hearts	5	10	25	50	100
Diamonds	10	20	50	100	200
Clubs	25	50	125	250	500
Spades	50	100	250	500	1000



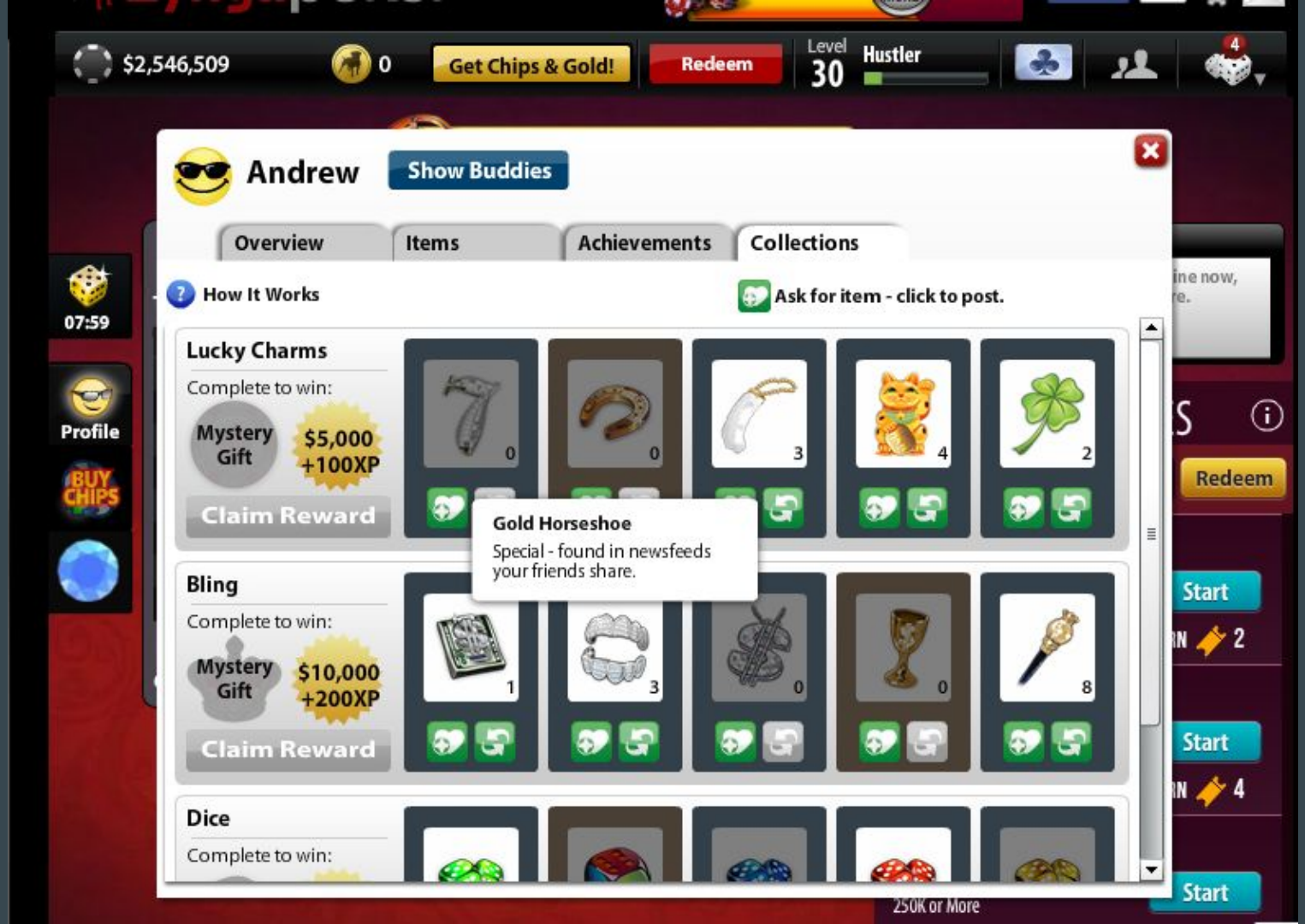
Chips	10	J	Q	K	A	Total
Hearts	$450,000	$600,000	$600,000	$600,000	$750,000	$3,000,000
Diamonds	$675,000	$900,000	$900,000	$900,000	$1,125,000	$4,500,000
Clubs	$900,000	$1,200,000	$1,200,000	$1,200,000	$1,500,000	$6,000,000
Spades	$1,125,000	$1,500,000	$1,500,000	$1,500,000	$1,875,000	$7,500,000

Variant 4 : Hard-High

Clicks	10	J	Q	K	A
Hearts	5	10	25	50	100
Diamonds	10	20	50	100	200
Clubs	25	50	125	250	500
Spades	50	100	250	500	1000



Chips	10	J	Q	K	A	Total
Hearts	$1,800,000	$2,400,000	$2,400,000	$2,400,000	$3,000,000	$12,000,000
Diamonds	$2,700,000	$3,600,000	$3,600,000	$3,600,000	$4,500,000	$18,000,000
Clubs	$3,600,000	$4,800,000	$4,800,000	$4,800,000	$6,000,000	$24,000,000
Spades	$4,500,000	$6,000,000	$6,000,000	$6,000,000	$7,500,000	$30,000,000


$2,546,509
0
Get Chips & Gold!
Redeem
Level 30
Hustler
Andrew
Show Buddies
Overview
Items
Achievements
Collections
How It Works
Ask for item - click to post.
Lucky Charms
Complete to win:
Mystery Gift
$5,000 +100XP
Claim Reward
Gold Horseshoe
Special - found in newsfeeds your friends share.
Bling
Complete to win:
Mystery Gift
$10,000 +200XP
Claim Reward
Dice
Complete to win:
07:59
Profile
BUY CHIPS
Redeem
Start
Start
Start
250K or More