

1. Overview

1.1. Objective

The objective of the Spin the Wheel game feature is to create an engaging and interactive experience for users, allowing them to spin a wheel to win prizes, discounts, or rewards. This feature will be integrated within a mobile or web platform, providing users a fun, chance-based game that enhances user engagement and increases retention.

1.2. Purpose

The Spin the Wheel game is designed to boost user activity on the platform, offering an incentive through gamification. It will also encourage users to return daily or complete specific actions to earn additional spins. This feature is also intended to drive conversions, such as redeeming discounts or making purchases through rewards.

1.3. Success Metrics

- 25% increase in daily active users interacting with the Spin the Wheel game.
- 20% increase in the redemption of rewards or discounts won through the game.
- 15% boost in user retention over a 30-day period post-launch of the game.
- 10% increase in conversions (e.g., purchases, sign-ups) linked to rewards.

2. Scope

2.1. In-Scope

- Implementation of a spin-the-wheel game within the platform's user interface.
- Customizable wheel segments with varying rewards or outcomes.
- Daily spin limit for users (e.g., 1 free spin per day with options to earn more spins).
- Integration with user accounts to track spins, wins, and rewards.
- Animation for the wheel spinning and reward announcement.
- Backend system for adding or modifying rewards and managing wheel settings.

2.2. Out of Scope

- Complex skill-based or multi-player game mechanics.
- Integration with external payment systems for purchasing spins (could be a future enhancement).
- Real-time multiplayer or leaderboard features.

3. User Stories

3.1. As a user, I want to...

- Spin the wheel daily for a chance to win rewards so I can feel motivated to engage with the app.
- See a visual representation of the wheel spinning and landing on a reward, so the experience feels exciting.

- Redeem my rewards easily, whether it's a discount, free item, or other prize.
- Earn extra spins by completing certain actions (e.g., sharing the app, making a purchase).
- Be notified when I have a spin available or when my rewards are about to expire.

3.2. As an admin, I want to...

- Configure the wheel, setting different rewards and probabilities for each segment.
- Set daily limits on how many times users can spin the wheel.
- Track and analyze user engagement, spin counts, and prize distribution.

4. Functional Requirements

4.1. Game Interface

- **Spin Wheel Design:**
 - The wheel must have between 6 and 12 segments.
 - Each segment will be assigned a unique reward or outcome (e.g., "10% discount," "Free Item," "Try Again").
- **Spin Button:**
 - A visible "Spin" button that initiates the wheel animation.
 - Button becomes inactive after the spin until certain conditions (e.g., a new day or additional spin credits) are met.

4.2. Game Mechanics

- **Daily Free Spin:**
 - Users receive 1 free spin per day at a set time (e.g., midnight).
- **Additional Spins:**
 - Users can earn extra spins by performing certain actions such as:
 - Referring a friend.
 - Making a purchase over a certain amount.
 - Sharing the app on social media.
- **Spin Limit:**
 - Users can spin up to 5 times per day, including free and earned spins.

4.3. Rewards

- **Reward Types:**
 - Discounts (e.g., 5%, 10%, 20% off).
 - Free products or services.
 - Extra spins.
 - "Better Luck Next Time" or "Try Again" non-reward segments.
- **Redemption Process:**
 - Users should be able to redeem rewards directly through the app, which can include applying discount codes at checkout.
 - Reward expiration: Some rewards (like discounts) will expire after a set period (e.g., 7 days).

4.4. Wheel Animation

- The wheel must spin with smooth animation and slow down naturally before stopping on a reward.

- The user should see a celebratory animation (e.g., confetti, sound effects) when a reward is won.

4.5. Notifications

- Users will receive a notification when their daily free spin is available.
- Users will be reminded about rewards that are about to expire through push notifications.

5. Non-Functional Requirements

5.1. Performance

- The wheel animation should be smooth and responsive, completing within 5 seconds.
- Spin results and rewards should be processed and displayed to users within 1 second after the wheel stops.

5.2. Scalability

- The system should handle up to 1 million concurrent users spinning the wheel without lag or server downtime.

5.3. Security

- All user data, including spin counts, rewards, and personal information, must be securely stored and encrypted.
- Only authenticated users should be able to participate in the Spin the Wheel game.

5.4. Compatibility

- The feature should be compatible with Android, iOS, and web platforms.
- The UI should be responsive and work well across various screen sizes.

6. Dependencies

- **Reward System API:** For tracking and managing user rewards and redemptions.
- **User Profile API:** To track daily spin limits and any additional spins earned through specific actions.
- **Notification System:** To send reminders about free spins and expiring rewards.

7. Acceptance Criteria

- **Spin Mechanics:**
 - Users should be able to spin the wheel once daily, with the option to earn additional spins through set actions.
 - The wheel must land on a segment, and the corresponding reward should be instantly provided.
- **Reward Redemption:**
 - Users should be able to redeem their rewards through the app, and the system should apply discounts or free items as appropriate.
- **Notifications:**

- Users receive notifications for new spins and expiring rewards.
- **Admin Configuration:**
 - Admins can configure the wheel segments, set the probability of each outcome, and track spin activity.

8. Risks and Assumptions

8.1. Risks

- **Server Load:** High traffic during promotions or special events could overload the servers.
 - **Mitigation:** Implement load balancing and caching mechanisms.
- **User Exploitation:** Users might try to manipulate the system to get additional spins unfairly.
 - **Mitigation:** Implement safeguards, such as limiting the actions that generate extra spins and monitoring unusual activity.

8.2. Assumptions

- Users will have the latest version of the app installed for compatibility.
- Users will engage with the Spin the Wheel feature regularly if given attractive rewards.

9. Future Enhancements

- Implementing a **leaderboard** for users who have won the most rewards.
- Allow users to purchase additional spins using in-app currency or real money.
- Introduce **seasonal themes** or limited-time rewards for special events (e.g., holidays, promotions).