

User journey and access considerations:

New Users:

- Learn
 - cheezeofinsight.com/learn
 - New users can learn about CW by playing a test match for free, using any wizard!
- Play
 - cheezeofinsight.com/play
 - After trying out a few test matches, can invite other online players (e.g. their friends) to an online duel simulation
 - In this duel sim. mode, players are only able to duel with the wizards they currently own
 - Currently requires Twitter oAuth login but will add email login in the future
 - Required site login for this feature is used to enforce data security and protect user privacy

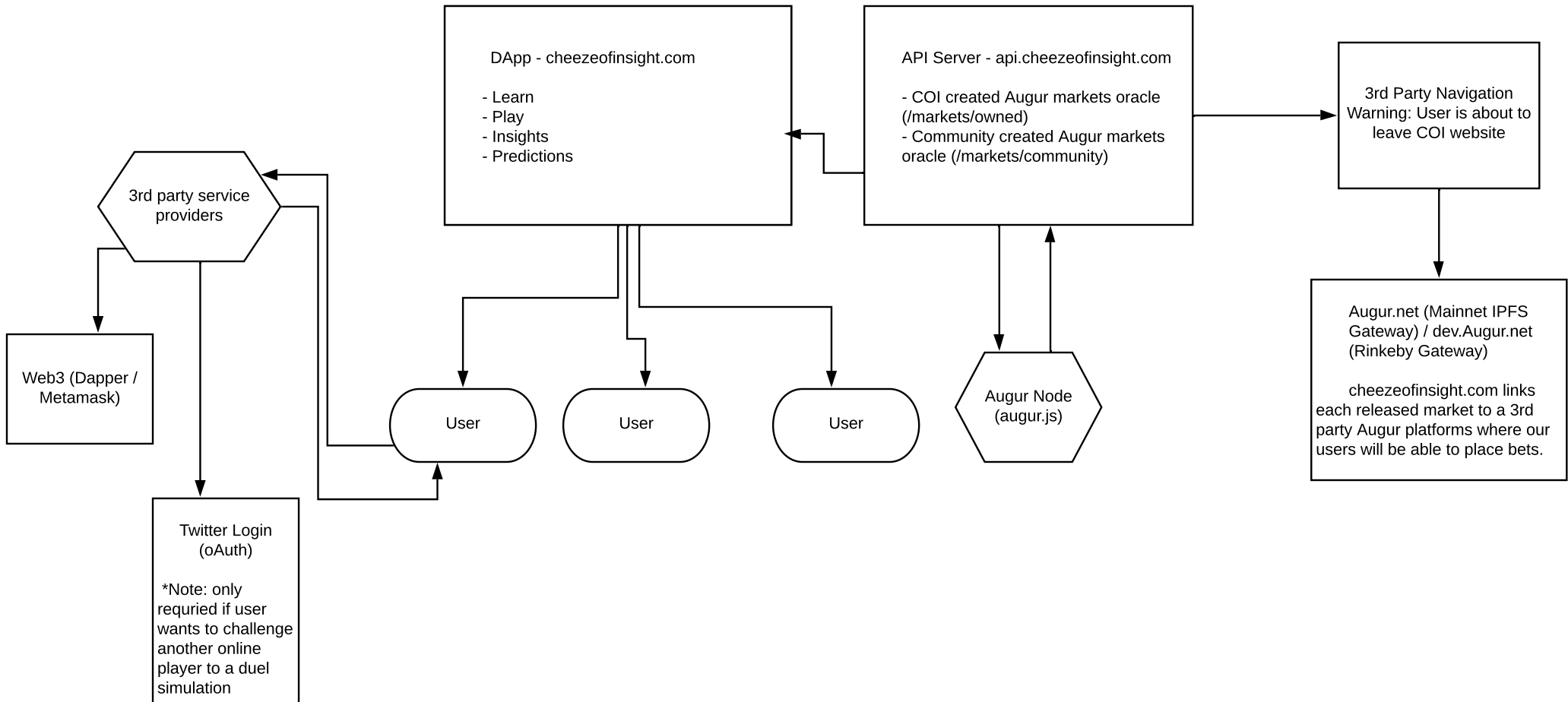
Advanced Users:

- Insights
 - cheezeofinsight.com
 - Does not require Dapper / Metamask
 - Advanced users who understand CW can get detailed tournament metrics
 - Metrics that can be viewed include: wizard performance metrics, duel history, and their common duel playing patterns for each turn index (e.g. turns 1 to 5)

Expert Users:

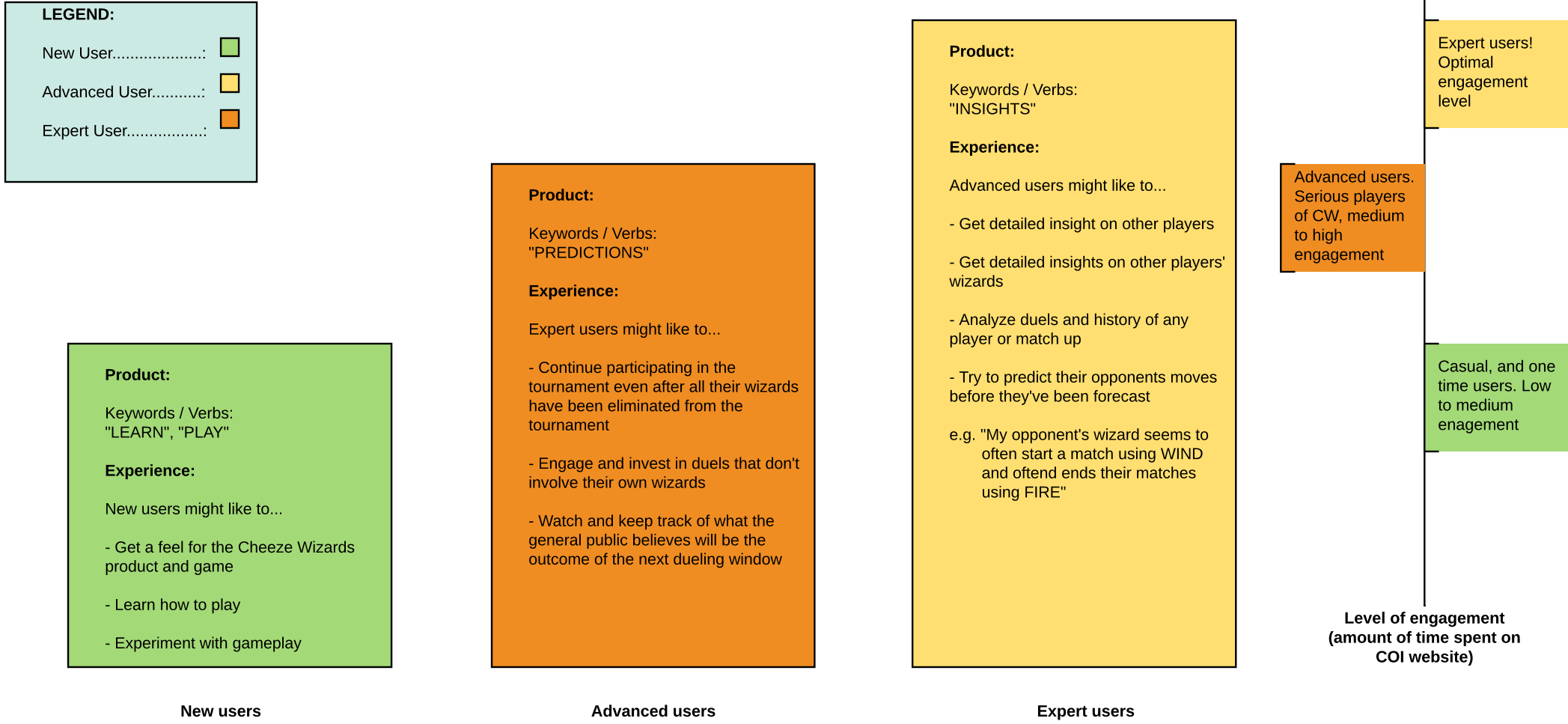
- Predictions
 - cheezeofinsight.com/markets
 - during Phase III of the CW tournament COI team will be releasing daily prediction markets on Augur so users can bet on the outcomes of events in each day's dueling window
 - Additionally COI team is open sourcing our in house market creation tool so that any user can create Augur prediction markets that will appear on our website. This market creator includes a 0x Instant widget as a user friendly way to buy Augur REP tokens while creating a new market and without needing to leave the market creation form.
 - Markets created by other users (not belonging to COI team) will appear in a separate area of cheezeofinsight.com/markets called "Community Markets"
 - No actual betting is conducted on cheezeofinsight.com. cheezeofinsight.com/markets links its users to a 3rd party website (run by the Augur team) where bets of ETH can be placed. For legal reasons, users are given clear and visible warning each time they are about to be navigated away from cheezeofinsight.com

COI TECHNICAL DIAGRAM:



Hypothethetical Product Engagement

Predicted level of engagement with COI website during an active tournament for each user type in terms of overall time spent using COI website



Hypothethetical Product Engagement pt. 2

Predicted level of engagement with COI website during an active tournament for each user type in terms of predicted overall numbers of each user type

Graph represents an inverse of the first graph, as the model, concept and stickyness of our website are being designed to promote a longer engagement period for user types that will have low total numbers

