Event Analytics Design for Prediction Markets

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| --- | --- |
| Project Doc Link | [Project Doc](https://docs.google.com/document/d/10YHbyp35u5ob7JFYvbLNG17E2GfvcIQQFaYftKZ6iyA/edit#heading=h.4sngrh77apqa) |
| Task Link | [Gitlab](https://gitlab.com/lunomoney/product-engineering/pods/activate-data-science/work/-/issues/576) |
| Designs Link | [Figma File](https://www.figma.com/file/7W1oLzl46gJpzqzNTcjNqh/%F0%9F%8E%B1-Prediction-Markets?type=design&node-id=862-58930&mode=design&t=nULJLERmkuUNREjD-0) |
| Date Prepared | 2024/01/09 |

# Introduction

The Prediction Markets project is aimed at driving behavioural intent in low intent markets, lower customer acquisition costs and create a strong hook back into the Luno app on a weekly basis. This initiative seeks to counteract the linear relationship between crypto market fluctuations and customer activation on the Luno platform. By leveraging prediction markets functionality, this aims to activate customers and guide them across the market downturn towards the upswing of both the crypto market and their personal liquidity.

# Business Goals

The aim of this document is to define screen/page titles and events for the Prediction Markets Launch dashboard. This will assist with tracking and analysing customer engagement with the Prediction Markets launch dashboard, identifying how many customers are brought in via Prediction Markets.

## 2.1 Business Questions

* How many customers are active due to Prediction Markets: New, Reactivated, Dormant etc.?
* What is the buy rate of Prediction Markets customers?
* What is the revenue generated from customers that use the Prediction Markets?

# Proposed Solution

## Event Design

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer clicks on the “Start the Bitcoin predictor challenge” card. | card\_click | name | Bitcoin Prediction Challenge | No |
| product\_group | Rewards: Prediction Markets |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Game Open” Landing screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Game: Time Running Out” state screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Game: Prediction Added” state screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Entries Closed” state screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Didn’t Win” state screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Won” state screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “No Winners” state screen. | screen\_view | screen\_name | Game Landing | No |
| A customer clicks on the “WEEKLY PREDICTION” card. | card\_click | name  product\_group | Weekly Prediction  Game | No |
| A customer clicks on the “MONTHLY PREDICTION” card. | card\_click | name | Monthly Prediction | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the Weekly Voting screen. | screen\_view | screen\_name | Weekly Voting: Landing | No |
| A customer types a prediction into the input box. | value\_input | name  product\_group | Weekly Prediction Input  Game | No |
| A customer clicks on the “Submit” button. | button\_click | name  product\_group | Submit  Game | No |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the Monthly Voting screen. | screen\_view | screen\_name | Monthly Voting: Landing | No |
| A customer types a prediction into the input box. | value\_input | name  product\_group | Monthly Prediction Input  Game | No |
| A customer clicks on the “Submit” button. | button\_click | name  product\_group | Submit  Game | No |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the Game Rules screen. | screen\_view | screen\_name | Game Rules: Landing | No |
| A customer clicks on the “Terms & Conditions” button. | button\_click | name  product\_group | Terms & Conditions  Game | No |
| A customer clicks on the “Back” button. | button\_click | name | Back | No |
| product\_group | Game |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Entered Prediction Market” Dialog screen. | screen\_view | screen\_name | Entered Prediction Market: Landing | No |
| A customer clicks on the “Okay” button. | button\_click | name  product\_group | Okay  Game | No |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Weekly Entries Are Closed” Dialog screen. | screen\_view | screen\_name | Weekly Entries Closed: Landing | No |
| A customer clicks on the “Okay” button. | button\_click | name  product\_group | Okay  Game | No |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Monthly Entries Are Closed” Dialog screen. | screen\_view | screen\_name | Monthly Entries Closed: Landing | No |
| A customer clicks on the “Okay” button. | button\_click | name  product\_group | Okay  Game | No |

| **Screen** | **Triggers when...** | **Event Name (snake case)** | **Parameter Name (snake case)** | **Parameter Values (case sensitive)** | **Implemented Previously?** |
| --- | --- | --- | --- | --- | --- |
|  | A customer lands on the “Entries Are Closed: Winner Announced” Dialog screen. | screen\_view | screen\_name | Winner Announced: Landing | No |
| A customer clicks on the “Okay” button. | button\_click | name  product\_group | Okay  Game | No |

# 5.Sign-off

| **Department** | **Name** | **Signed-off (Yes/No)** | **Comment** |
| --- | --- | --- | --- |
| Backend | [Sandile Mtolo](mailto:smtolo@luno.com) | Yes |  |
| iOS |  | No |  |
| Android | [Gerhardt Bruwer](mailto:gerhardt@luno.com) | Yes |  |
| Web |  | No |  |
| Design | [Brad Stricker](mailto:bstricker@luno.com) | Yes |  |
| Product | [Landi Groenewald](mailto:landi@luno.com) | Yes |  |
| Data | [Chimoné Naudé](mailto:chimone@luno.com) | Yes | Looks good to me. |

# Sanity Checks

* Once signed off, create tasks for relevant competencies in pod to implement events as specified in this doc.
* Once implemented, provide proof of tests of implemented events in relevant tasks before the issue is closed. Refer to the debugging guidelines specified [here](https://www.notion.so/luno/Debugging-Guide-b2307b865b4d452c968bf6c42fbf43b9) to assist with testing.