FTUE Dashboard

Introduction

This page acts as a complete guide for using and tracking the **First-Time User Experience (FTUE) Dashboard**. The dashboard gets refreshed daily at 2 PM UTC and once refreshed the latest date for which complete data is available is one day prior to the current date. By default, all the filters are selected for 'All' values and the default date range selected is last 90 days. Please note that for FTUE Funnel Variations view, the data has been taken since 3.3.0 (3 /7/2024). However, it can be modified later as per need. The primary objective of this dashboard is to provide insights into the following aspects:

1. **Orientation Funnel Progress**: How far users progress in the orientation funnel on D0 and by D7? Additionally, we measure the time it takes for users to reach various orientation steps after registration.
2. **Initial Gameplay**: At a high level, how many users successfully move from the registration stage to playing their first few matches on D0 and D7? Furthermore, we assess the typical time it takes for users to engage in gameplay after registration.
3. **Identifying Drop-Off Points**: Closely monitoring the funnel to identify key points where users drop off to address retention issues, if any.
4. **Product Performance**: Monitoring and evaluating the Product performance in critical areas related to the First-Time User Experience.

Dashboard Link - https://tableau.activision.com/#/site/Mobile/views/WZMFTUEDashboardDRD/FTUE_1?:iid=2

Dashboard Layout

Dashboard Views: The dashboard tabs represent distinct views, each containing its own charts and information

Filters - All the views include relevant filters on the right side of the pane. The filters are not shared among tabs.
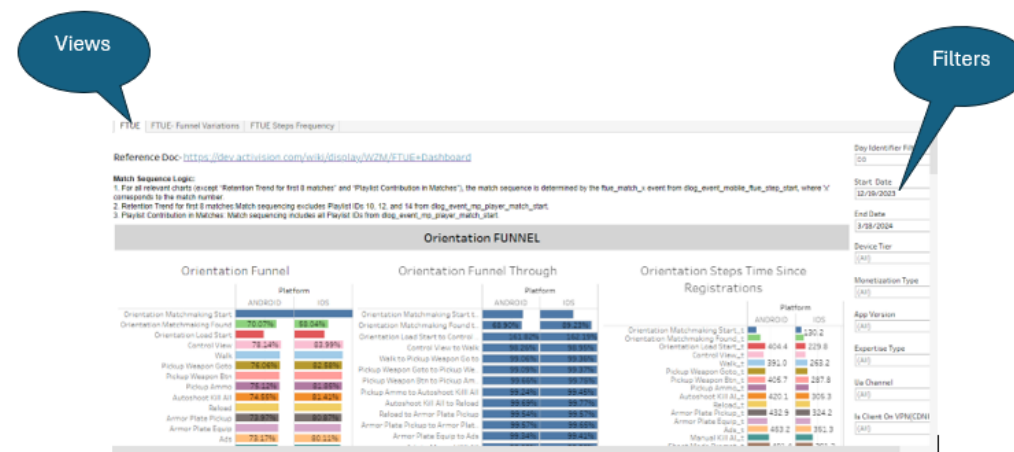

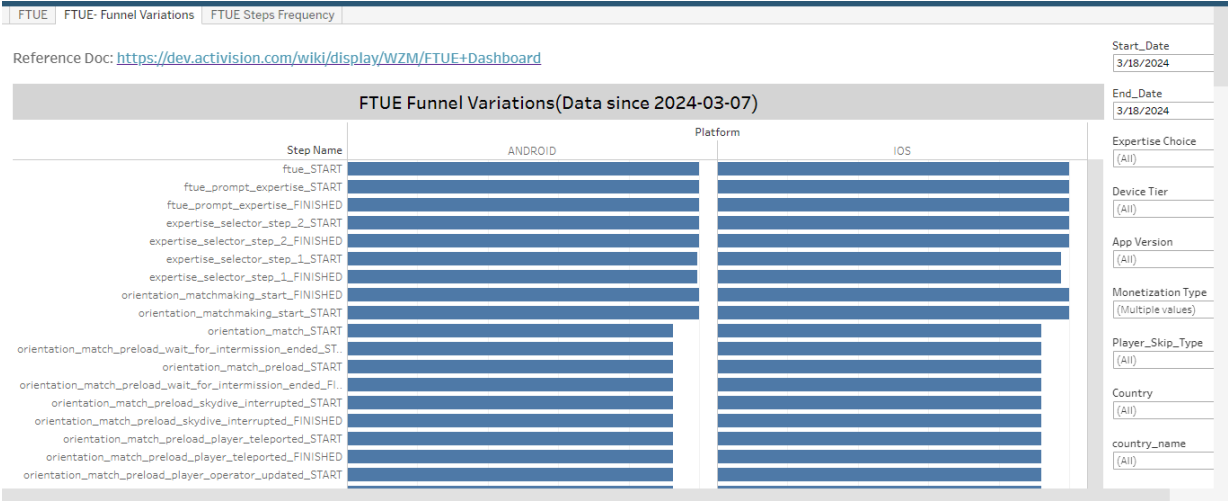The dashboard has three separate views:

FTUE : **Link**

- This view is focused on providing:
  - 1. An overall picture for the FTUE funnel from Orientation Matchmaking Start to the user completing the final stage of Orientation-'Victory Kill All'. The steps covered are :
    - Orientation Matchmaking Start
    - Orientation Matchmaking Found
    - Orientation Load Start
    - Control View
    - Walk
    - Pickup Weapon Goto
    - Pickup Weapon Btn
    - Pickup Ammo
    - Autoshoot Kill All
    - Reload
    - Armor Plate Pickup
    - Armor Plate Equip
    - Ads
    - Manual Kill All
    - Shoot Mode Prompt
    - Victory Kill All
  - 2. Progression of users at a high level from Registrations to 8th Match. The steps covered are:
    - Registrations
    - 1st Match Start

- Main Hub after 1st Match
- 2nd Match Start
- Main Hub after 2nd Match
- 3rd Match Start
- Main Hub after 3rd Match
- 4th Match Start
- 5th Match Start
- 6th Match Start
- 7th Match Start
- 8th Match Start

- It consists of the following charts:
  - Orientation Funnel:
    1.Funnel Rate: Taking Orientation Matchmaking Start users as base this chart shows the funnel rate for various orientation steps.
    2.Funnel Through Rate: Using the previous step's users as a base, this chart displays the percentage of users progressing to the next step.
    3.Time Since Registration: This chart depicts the average time taken in seconds by users to reach various orientation steps.
    4.Orientation Completion Trend: It shows the percentage of Orientation Matchmaking Start users reaching 'Victory Kill All'.
    5.Orientation Funnel Trend: Taking Orientation Matchmaking Start users as base this chart shows the funnel rate trend for various orientation steps.
  - High Level View:
    1.Funnel Rate: Taking Registered users as base this chart shows the funnel rate for various steps at a high level up to 8th match.
    2.Funnel Through Rate: Using the previous step's users as a base, this chart displays the percentage of users progressing to the next step.
    3.Time Since Registration: This chart depicts the average time taken in seconds by users to reach the respective step.
    4.Funnel Over Time: Helps us visualize the trend of funnel rates over time.
    5.High Level Steps D1/D7 Retention Trend: Reflects the D1/D7 retention trend corresponding to the respective steps.
    6.High Level Steps D1/D7 Retention: Provides an overview of overall D1/D7 retention for users at each high level step.
    7.D1/D7 retention Trend for first 8 matches: Gives the D1/D7 retention trend for users corresponding to Match1,Match2,...,Match8.
    8.FTUE Rewards Funnel: It shows the number of users going through various FTUE Rewards stages.
    9.FTUE Rewards Funnel Over Time: It shows the trend chart corresponding to the number of users going through various FTUE Rewards stages.
    10.Playlist Contribution in Matches: It shows playlist composition for the first 8 matches.
    11.% of users along expertise group: This stacked bar chart highlights the contribution of Beginner, Mobile Shooter, WZ Familiar and Expert type users in daily registrations.
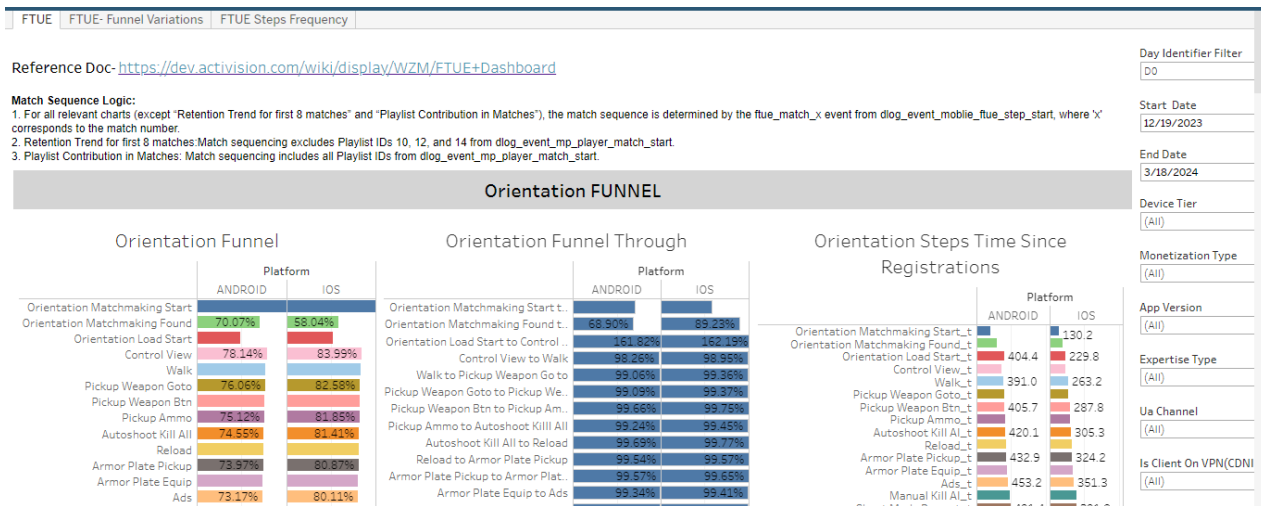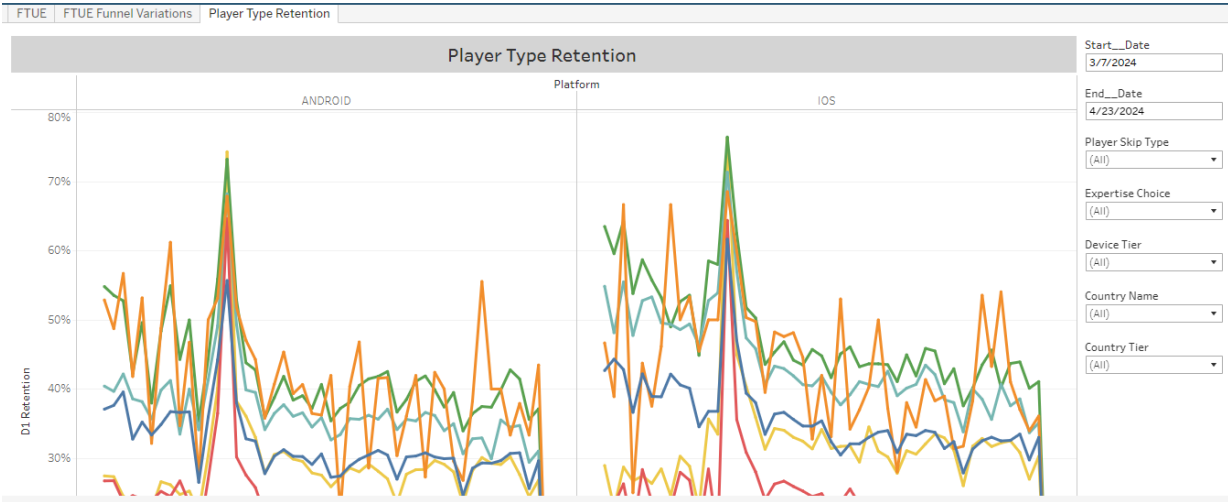

FTUE Funnel Variations: Link

- This view depicts the FTUE funnel variations of players categorized on the basis of whether they skipped the Orientation and/or Training Match (For detailed definition of this categorization please refer to the 'Filter Reference' section). It consists of the following charts:
  - FTUE Funnel Variations
  - FTUE Funnel Variations Trend
  - FTUE Steps Frequency: It shows FTUE steps along with their count, unique sessions, and unique users and FTUE steps per user.

Reference Doc: https://dev.activision.com/wiki/display/WZM/FTUE+Dashboard

FTUE Funnel Variations(Data since 2024-03-07)

| Start_Date |
| 3/18/2024 |

| End_Date |
| 3/18/2024 |

Expertise Choice
(All)

Device Tier
(All)

App Version
(All)

Monetization Type
(Multiple values)

Player_Skip_Type
(All)

Country
(All)

country_name
(All)

Platform

Step Name	ANDROID	IOS
ftue_START		
ftue_prompt_expertise_START		
ftue_prompt_expertise_FINISHED		
expertise_selector_step_2_START		
expertise_selector_step_2_FINISHED		
expertise_selector_step_1_START		
expertise_selector_step_1_FINISHED		
orientation_matchmaking_start_FINISHED		
orientation_matchmaking_start_START		
orientation_match_START		
orientation_match_preload_wait_for_intermission_ended_ST..		
orientation_match_preload_START		
orientation_match_preload_wait_for_intermission_ended_FI..		
orientation_match_preload_skydive_interrupted_START		
orientation_match_preload_skydive_interrupted_FINISHED		
orientation_match_preload_player_teleported_START		
orientation_match_preload_player_teleported_FINISHED		
orientation_match_preload_player_operator_updated_START		

Player Type Retention: **Link**

- This view presents a single chart that displays the D1 Retention Trend of players categorized on the basis of whether they skipped the Orientation and/or Training Match(For detailed definition of this categorization please refer to the 'Filter Reference' section).

Player Type Retention

| Start__Date |
| 3/7/2024 |

| End__Date |
| 4/23/2024 |

Player Skip Type
(All)

Expertise Choice
(All)

Device Tier
(All)

Country Name
(All)

Country Tier
(All)

Platform

Metric Definitions

Filter Reference

Segment	Source Table /Dlog Event	Type	Definition
Registration Date	dlog_event_session_start	Direct	UTC calendar date when the user registered
Device Tier	tableau.fact_mgl_active_user_metrics	Derived	WZM - Device Tier Categorization
App Version	tableau.fact_mgl_active_user_metrics	Direct	App version of the Install

Is Client on VPN	dlog_event_cdni_system_start	Direct		

Values	Definition
-1	Unknown, We do not know if this device was connected to VPN or not
0	Client is not connected to VPN
1	Client is connected to VPN

is_suspicious_traffic	dlog_event_cdni_system_start, tableau.fact_mgl_mm_user_attributes	Derived	If a device is known to be on VPN based on Client side instrumentation as part of CDNI events (Check **is_client_on_vpn** above/here) and have failed to make a match search, we believe the user is likely not a legitimate user from our SL geos. Such users are tagged as Suspicious traffic users

Value	Defnition
True	Client on VPN and Failed to make a match search
False	All installs excluding the above
Null/Unknown	Historical data - When the info is not available to determine VPN attribute from client side

Expertise Choice	dlog_event_mobile_ftue_expertise	Direct	Expertise choice selected by the users during FTUE

Expertise Choice	Definition
A	Beginner, No Shooter on Mobile experience, No warzone experience
B	Mobile Shooter - No Warzone experience
C	Warzone Familiar - Player has Warzone Experience but no mobile shooter experience
D	Expert - Have played warzone and have played mobile shooter

MM Bad Confab Type	tableau.fact_mgl_mm_user_attributes	Derived

Confab Type	Definition
Always Good	All the MM Search from the device fall in "GOOD" pool i.e. they are not originating from a VPN IP OR their latency is under 100ms
Always Poor	All the MM Search from the device fall in "BAD" pool i.e. they are originating from a VPN IP AND their latency is over 100ms
Switcher	Devices where the Searches registered has shown the behavior one that of Good Pool and Bad Pool as well fall into this category
MM Requested - No Search Registered	Devices where client tried looking for a match however the search was not registered due to latency criteria of <= 160ms was not met for any of the live Game servers
Null or Unknown	Client never made an attempt to search for a match (Unfinished installs also mapped as "Unknown" confab type

Country	tableau.fact_mgl_active_user_metrics	Direct	Country code for the country where the user installed the app
Country Name	mat_wzm.dim_country	Direct	Actual name of the country where the user installed the app
Country Region	mat_wzm.dim_country	Direct	Region to which the country where the user installed the app belongs
Country Tier	mat_wzm.dim_country	Direct	Country Tier corresponding to the country where the user installed the app
Monetization Type	tableau.fact_mgl_active_user_metrics	Derived	

Monetization Type	Definition
Customer	If the user has made a spend at least once up to the considered date
Non Customer	If the user has not made any spend up to the considered date

Player Skip Type	FTUE Funnel Variations	dlog_event_mp_player_match_start	Not Skipped Orientation Not Skipped Training	Users who have played at least one match with any of the Playlist IDs 10,12,14 and also at least one match with Playlist IDs 85 or 86
			Not Skipped Orientation Skipped Training	Users who have played at least one match with any of the Playlist IDs 10,12,14 and also at least one match with Playlist IDs other than 10,12,14, 85,86 but none with Playlist IDs 85 and 86
			Not Skipped Orientation Yet to Play Training	Users who have played at least one match with any of the Playlist IDs 10,12,14 but none with any other Playlist ID
			Skipped Orientation Not Skipped Training	Users who have not played any match with Playlist IDs 10,12,14 but who have played at least one match with Playlist ID 85 or 86
			Skipped Orientation Skipped Training	Users who have not played any match with Playlist IDs 10,12,14,85,86 but who have played at least one match with Playlist IDs other than 10,12,14,85,86
			Yet to Play Orientation	Users who have not played any match with any Playlist ID

Measure	Chart Name (s)	Source Table /Dlog Event	Definition			KPI Documemtation	Validation
Funnel Rate	FTUE View • Orientation Funnel, • Orientation Funnel Over Time • High Level Funnel • High Level Funnel Over Time	dlog_event_mobile_ftue_step_start	Orientation Funnel	Taking users starting Orientation Matchmaking in the considered time period as base, the percentage of users progressing to the corresponding Orientation step		TBD	
			High Level	Taking users Registering in the considered time period as base, the percentage of users progressing to the corresponding step			
Funnel Through Rate	FTUE View • Orientation Funnel Through • High level Funnel Through	dlog_event_mobile_ftue_step_start	Orientation Funnel Through	Starting with "Orientation Matchmaking Start" users and culminating in "Victory Kill All" reaching users, the percentage of previous step users progressing to the respective step		TBD	
			High Level Funnel Through	Starting with users making Registrations and culminating in Match 8 reaching users, the percentage of previous step users progressing to the respective step			
Time Since Registration	FTUE View • Orientation Steps Time Since Registration • High Level Time Since Registration	dlog_event_mobile_ftue_step_start	The duration, measured in seconds, from registration to reaching the corresponding stage.			TBD	

D1/D7 User Retention Rate	FTUE View • High Level Steps D1 /D7 Retention Trend • D1/D7 Retention Trend : First 8 Matches • High Level Steps D1 /D7 Retention	tableau.fact_mgl_active_user_metrics	Percentage of active users that first registered into WZM one day prior are D1 retained users. Similarly, percentage of active users that first registered into WZM seven days prior are D7 retained users. The day users register into WZM for the first time is their D0.	KPI-D1 Retained User Logins	
Playlist contribution in matches	FTUE View • Playlist Contribution in Matches	dlog_event_mp_player_match_start	Overall percentage contribution of Playlists in 1st,2nd,...,8th match of concerned users	TBD	
FTUE Steps Non Unique	FTUE Steps Frequency	dlog_event_mobile_ftue_step_start	cumulative total of the number of times each FTUE step is reached by all users	TBD	
Unique Sessions	FTUE Steps Frequency	dlog_event_mobile_ftue_step_start	Number of distinct sessions corresponding to the respective FTUE step	KPI-Login Sessions	
Unique Users	FTUE Steps Frequency	dlog_event_mobile_ftue_step_start	Number of distinct users corresponding to the respective FTUE step	TBD	

FAQ

Q- How has the match number(Match1,Match2 etc.) been determined in various charts in the FTUE View?

A- For the charts in FTUE view, the match number has been determined in the following ways:

1. For all relevant charts (except "Retention Trend for first 8 matches" and "Playlist Contribution in Matches"), the match sequence is determined by the ftue_match_x event from dlog_event_moblie_ftue_step_start, where 'x' corresponds to the match number.
2. Retention Trend for first 8 matches: Match sequencing excludes Playlist IDs 10, 12, and 14 from dlog_event_mp_player_match_start.
3. Playlist Contribution in Matches: Match sequencing includes all Playlist IDs from dlog_event_mp_player_match_start.

Q- In this dashboard, has a user been considered only corresponding to the last step reached by the user or at each step that the user passes through?

A- A user is accounted for in each step they have passed through, not just the last one. For instance, a user reaching "Pickup Ammo" step during Orientation will be counted in all the previous steps of orientation the user has been through.

Q-When we use the D7 (Day Identifier) filter, does it provide the values related to the steps taken by users specifically on D7, or does it provide the values related to the steps taken by users from D0 through D7?
A- The D7 filter provides the values corresponding to all the steps taken by users from D0 through D7, not just the steps taken on D7.

Change Log

Calendar Date	Update Summary	Comments	Owner
2/23/2024	• Added Dashboard Documentation link at the top of each view		Devesh Dinker
4/24/2024	• Added FTUE Rewards Funnel and FTUE Rewards Funnel Over Time charts to FTUE View, also added Player Type Retention view		Devesh Dinker