



Zynga - Design Spec  
~Bubble Safari - Mobile~

## Push Notifications

---

*The following document details the push notifications available at launch*

- *Energy has been refilled*
- *A friend has passed a friend bubble to the user (starting or continuing)*
- *The user has not loaded the app within 48 hours*
- *On Install (and FB connect), all friends receive push notification*
- *On reactivation (haven't played in 7 days), all friends receive push notification*

{ Dev Team }

Developer Name| email@[zynga.com](mailto:email@zynga.com)



Zynga - Design Spec  
~Bubble Safari - Mobile~

## Feature Details

---

### 1. Push Notifications

- a. The following notifications will be available to the user:
  - i. Energy has been refilled
  - ii. A friend has passed a friend bubble to the user (starting or continuing)
  - iii. The user has not loaded the app within 48 hours
  - iv. On install (and FB connect), all friends receive push notification
  - v. On reactivation (haven't played in 7 days), all friends receive a push notification
- b. Push notifications will only be displayed to the user if they are not currently within the application (i.e. the user should never be within the app and receive a notification)
- c. All notifications will include the app icon
- d. Energy has been refilled
  - i. If a user has less than 15 energy (i.e. less than max energy), then the app will track when the user has recharged up to 15 energy
  - ii. Once the user's energy has been refilled to max (as a result of the recharge timer), the app will fire a push notification
  - iii. The push notification will read, "Your energy has been refilled in Bubble Safari! Start popping now!"
- e. A friend has passed a friend bubble to the user (starting or continuing)
  - i. The user must be connected to Facebook in order to receive a friend bubble
  - ii. If the user receives a friend bubble, then the app will fire a push notification
  - iii. The push notification will read, "<friend's first name> has sent you a bubble in Bubble Safari! Use it now to beat a level!"
- f. The user has not loaded the app within 48 hours
  - i. If the user has not loaded the app (where "loaded" is defined as tapping the icon on the home screen to initiate the load), fire a push notification
  - ii. The notification will read, "Come back to the jungle and help Bubbles save his girlfriend!"
- g. On install (and FB connect), all friends receive push notification
  - i. After the user has installed the app and connected to Facebook, a push notification will be sent to the user's friends who have also installed the application
  - ii. The push notification will read, "<User's first and last name> has just installed Bubble Safari! Send them a bubble today!"
- h. On reactivation (haven't played in 7 days), all friends receive a push notification
  - i. If the user has not played for a period of seven (7) consecutive days and then loads the app, fire a push notification to all of the user's friends who have also installed the app



Zynga - Design Spec  
~Bubble Safari - Mobile~

- ii. The push notification will read, "<User's first and last name> is back in the jungle of Bubble Safari! Can you beat their new scores?"



## Feature Requirements

---

This section breaks down the work by discipline and all requirements

### 1.0 Dev Requirements

- 1.1 Enumerated listing for dev

### 2.0 Art Requirements

- 2.1 Enumerated listing for art

### 3.0 SFX Requirements

- 3.1 Enumerated listing for audio

### 4.0 PM Requirements

- 4.1 Enumerated listing for PMs

### 5.0 Design Requirements

- 5.1 Enumerated listing for Design

### 6.0 Community & CS Requirements

- 6.1 Enumerated listing for Community (>>Joel)
- 6.2 Feature Walkthrough for Customer Service

### 7.0 QA Requirements

- 7.1 Enumerated listing for QA



Zynga - Design Spec  
~Bubble Safari - Mobile~

## Stats Tracking

---

[Link to taxonomy doc - Which may need to be updated when feature is developed](#)

### New Stats > Stat Name

Counter	Kingdom	Phylum	Class	Family	Genus	Notes



Zynga - Design Spec  
~Bubble Safari - Mobile~

## Feature Walkthrough

---

This section is for Front Facing Features expected flow for Customer Service



Zynga - Design Spec  
~Bubble Safari - Mobile~

## Question/ Comments

---