



Zynga - Design Spec
~Bubble Safari - Mobile~

In-App Purchases (IAP)

The following document describes the flows and instances in which IAP applies. Although this document should cover all existing flows currently in the application, it should be coded in such a way to support additional flows to be added at a later date.

{ Dev Team }

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Feature Details



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1. In-App Purchases (IAP)

- a. There are currently five (5) existing scenarios where a user can trigger an IAP
 - i. Attempting to refill energy (but without sufficient Safari Cash)
 - ii. Attempting to purchase a powerup (but without sufficient cash/coin)
 - iii. Attempting to purchase through one of the Desperate Buy flows (but without sufficient Safari Cash)
 - iv. Buying Safari Cash from the main HUD
 - v. Buying Safari Coins from the main HUD
- b. Attempting to refill energy
 - i. If a user has insufficient energy when attempting to perform an energy-consuming action (e.g. starting a level), they will see an out of energy dialog (OOE).
 - ii. The user can refill their energy by:
 - 1. Asking for more energy from friends
 - 2. Buying more energy
 - iii. If the user attempts to buy more energy but has an insufficient number of Safari Cash, they will see the out of currency dialog (OOC)
 - 1. OOC dialogs are related to their respective currency; i.e. if a user attempts to use Safari Cash but does not have enough, they will see a Safari Cash version of the OOC; same is true were they to try with Safari Coins.
 - iv. If the user clicks "Get more <currency>" on the OOC dialog, they will be taken to the corresponding currency screen (coin or cash - in the case of energy, it is cash)
 - v. The user may then select one of the currency packages listed, which will prompt the IAP dialog.
- c. Attempting to purchase powerup
 - i. If the user attempts to purchase a power up but has insufficient amount of currency (coin or cash), they will see the OOC dialog
 - ii. If the user clicks "Get more <currency>", then they will be taken to the corresponding currency screen (coin or cash - in the case of powerups, it can be both)
 - iii. The user may then select one of the currency packages listed, which will prompt the IAP dialog.
- d. Attempting to purchase through one of the Desperate Buy flows
 - i. The Desperate Buy flows constitute the following dialogs:
 - 1. Bubbles remaining
 - 2. Out of bubbles
 - 3. Not enough points
 - 4. Hit a poacher trap
 - 5. Each of these flows is described in the Appendix below.



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- ii. Similar to the energy and powerup scenarios called out above, if a user attempts to purchase a Desperate Buy with insufficient cash, they will be shown the OOC dialog
- iii. If the user clicks “Get more <currency>” then they will be taken to the corresponding currency screen
- iv. The user may then select one of the currency packages listed, which will prompt the IAP dialog.
- e. Buying Safari Cash from the main HUD
 - i. The user may click on the Safari Cash icon at the top of the main HUD to access the cash packages screen
 - ii. When the user access the cash packages screen they will see a list of Safari Cash packages displayed
 - 1. Next to each package will be a price listed in currency
 - 2. Each package will include a varying number of Safari Cash
 - 3. The cash packages will be data driven, so the screen must support dynamic text/pricing for buttons and amounts

iii.



- f. Buying Safari Coins from the main HUD
 - i. The user may click on the Safari Coins icon at the top of the main HUD to access the coin packages screen
 - ii. When the user access the coin packages screen they will see a list of Safari Coins packages displayed
 - 1. Next to each package will be a price listed in currency
 - 2. Each package will include a varying number of Safari Coins
 - 3. The coin packages will be data driven, so the screen must support dynamic text/pricing for buttons and amounts



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iii.



- g. In all cases, if the user closes out the IAP dialog, they will be returned to the screen from which they tapped the IAP dialog.



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



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Stats Tracking

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

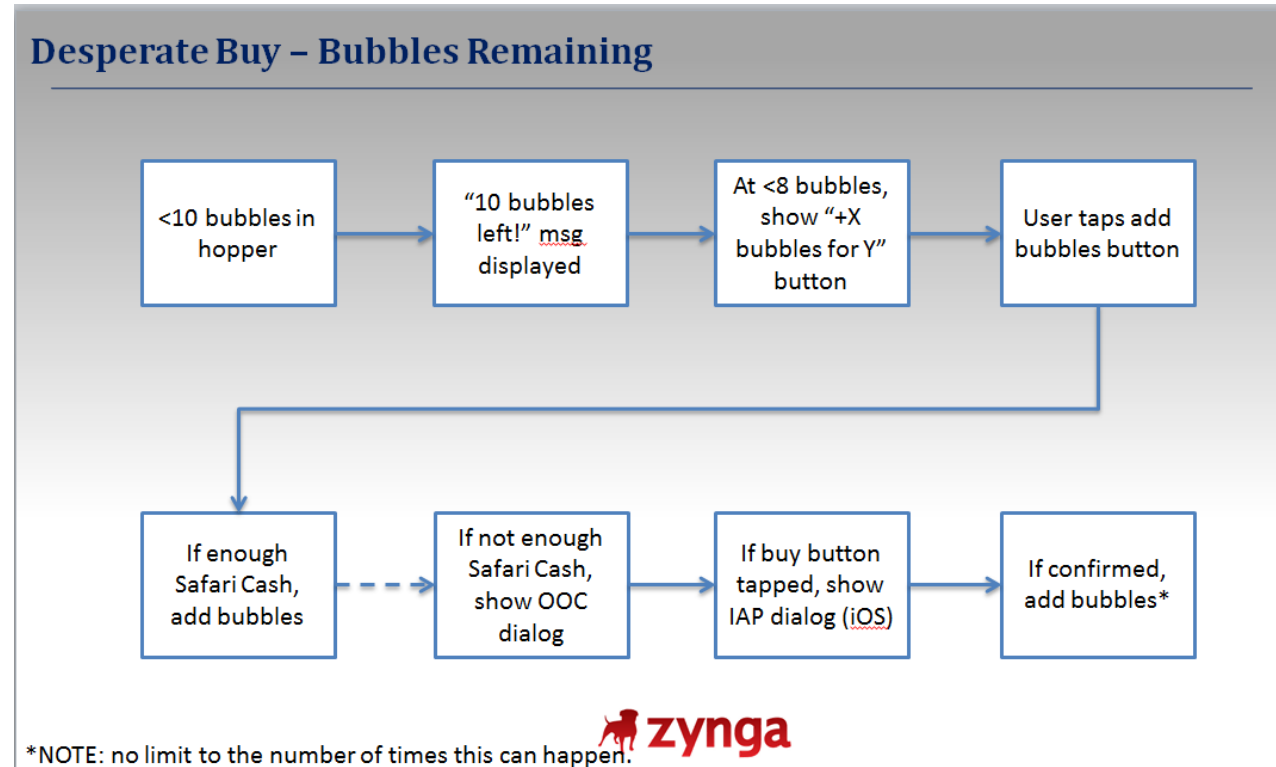
New Stats > Stat Name

Counter	Kingdom	Phylum	Class	Family	Genus	Notes



Appendix

Desperate Buy - Bubbles Remaining

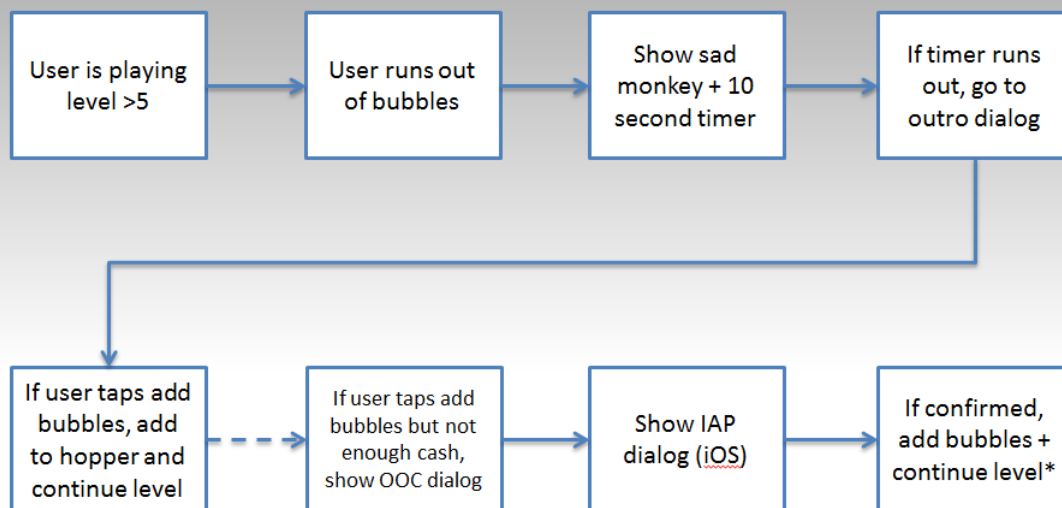


Desperate Buy - Out of Bubbles



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Desperate Buy – Out of Bubbles (“Continue”)

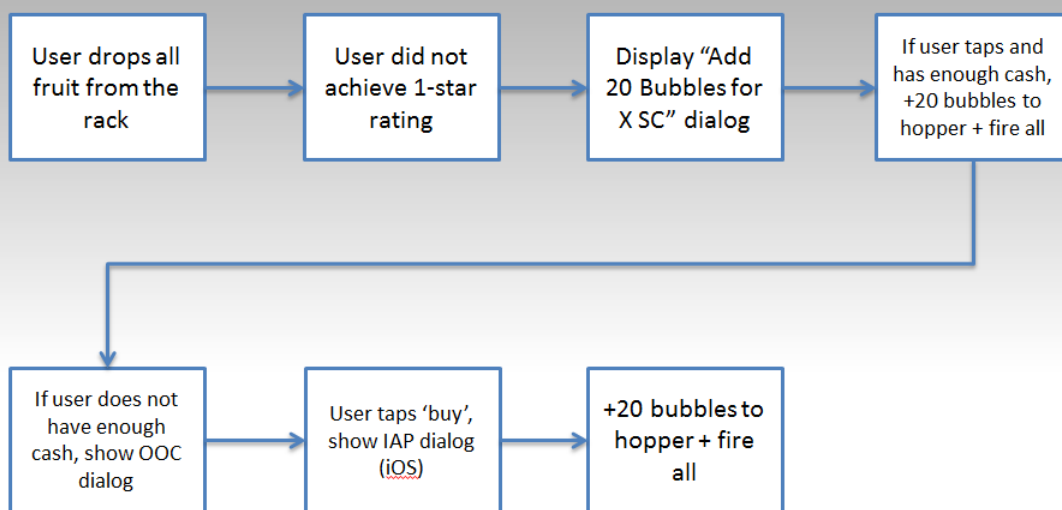


*NOTE: no limit to the number of times this can happen.



Desperate Buy - Not Enough Points

Desperate Buy – Not Enough Points



*NOTE: no limit to the number of times this can happen.

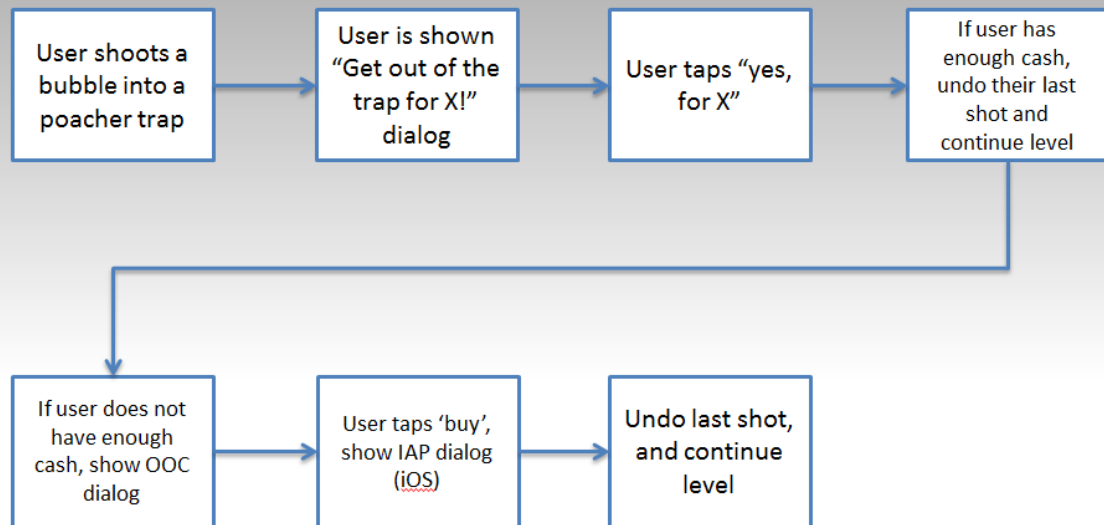




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Desperate Buy - Hit a Poacher Trap

Desperate Buy – Poacher Trap



*NOTE: no limit to the number of times this can happen.





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Question/ Comments

1. Need to make sure to include IAP dialog views in stats