

Product Planning and Priorities

- [Babka Q1 Flow Priority](#)

Babka Q1 Flow Priority

Backend Integrations that are required across Babka are:

- Babka Pay
- Babka Login revised flow to account for Magic Link (re-skinned Xsolla Login)
- Babka Integrated Login for Magic Link
- NFT Inventory + NFT Standard
- Digital Items Inventory (Backpack/Garage/Library/etc)
- Orbs System - Orbs as a payment mechanism, Orbs Payouts
- Subscriptions?
- Support Ticketing
- Low Priority: Avatar customization framework
- Low Priority: Revenue Share visualization portal

Metasites UI Overlay

Backend completed by metasites team, Frontend Resources from Babka Login team

- Babka/Xsolla login - changes now with Magic Link
- Xsolla inventory - add items to inventory from the scene
- Xsolla inventory - place items from inventory within scene
- Orbs purchase
- Orbs collection
- Orbs within payment flow
- Babka Pay integration, with Web 3 wallet
- Low Priority: Integrated NFT minting

Babka Integrated Login

XLADrops integrated signup flow based on Magic Link - Dev Resources from Babka Login team

Story3 integrated signup flow based on Magic Link - Dev Resources from Babka Login team

Metasites integrated signup flow based on Magic Link - Dev Resources from Babka Login team

Babka Pay integrated signup verification - Dev Resources from Babka Login team

Home

- Inventory can be sortable by the IP property (ie. specific game or metasite) that an asset is applicable to
- Unique Character ID is visible

- In the future, users will use this tab to view and equip their Metasites avatar
- Users will be able to see their Babka Level and XP points

Required Integrations:

Wallet

Orbs

Inventory

Flows by order of priority:

High Priority: Search for inventory

Wallet

- Users can see their Gold and Silver currency levels
- Users can explore the breakdown of their other orbs currency
- Users will be able to exchange items between relevant currency types
- Users will be able to see breakdowns of currency and metrics by game/experience/metaverse
- May also include information about overall ownership metrics within their inventory
- In the future, users may be able to use the exchange to send currency or items to other Babka users

Required Integrations:

Wallet

Orbs System

Flows by order of priority:

High Priority: Save Card Flow

Medium Priority: Purchase Orbs Flow

Medium Priority: Payouts Flow?

Low Priority: Orbs Exchange Flow

Low Priority: Orb Log Page

Backpack

- If an item is equipped within the backpack page, it can also be equipped in associated metasites or game properties with Babka integrations.
- Low Priority: For each asset, users can see equivalent orbs + fiat conversions
- For each asset, users can also link out to the worlds that they can use the assets within
- The page will have light skeumorphic design that alludes to the backpack
- In the context of Babka's metasite world, 3D backpack items that are Babka specific, or designed to be portable (in terms of metasite design or LTG/other game integration) can be placed within their area of the world. Game-specific items will not be placed except within the context of a 2D Vault space.

Required Integrations:

Inventory

Launcher

Wallet

Flows by order of priority:

High Priority: Item Pop-Up

High Priority: Item Use Flow

Low Priority: Item Equipping Flow

Keychain

- The keychain gives a scope of options that are available for where players can explore
- As a baseline for page functionality, users should be able to sort and search the available game experiences
- Keychain accounts for game keys or metasite addresses
- When clicking into a specific experience or world, users will not only be able to see a more granular view of their in-game currencies and assets for a given world, but also see their character progression, avatar designs, and equip their items before they launch the experience or world

Required Integrations:

Launcher

Orbs System

Inventory

Flows by order of priority:

Game Launching Flow

- High Priority: Orbs Purchasing Flow
- Low Priority: Item Equipping Flow

Q1 Medium Priority Account Page Changes

Support

- In the support page, users should be able to resolve their issues with currency. They are able to access the personality of Babka for help.
- Initially, the support page functionality will only allow specific questions/the chat log will be built on top of a simple decision tree. The flavor of responses will showcase Babka's personality.

- Eventually, users will be able to query Babka through NLP inputs. This future version of Babka will be more relational, allowing users to learn more about Babka based on the way they query her.
- Existing documentation via [\[WIP\] Babka Components](#): [Babka](#) (articles and instructions to help players with transactions and purchased games, merchandise and subscriptions)

Required Integrations:

Support Ticket

Flows by order of priority:

Track ticket flow

Purchases

- Users will also receive an overview of their active and inactive subscriptions in order to track how many times, for instance, they have paid into a subscription. “Babka’s Stall” page, however, will showcase a more interactive visualization of active subscriptions that require renewal.
- [Babka](#) (viewing the history of account transactions (connection via master-id) and adding transactions, the ability to request a refund and detailed view (via [\[WIP\] Babka Components](#))
- [Babka](#) (view active and inactive subscriptions on the account (connection via master-id)).

Flows by order of priority:

Integrate Purchases and Subscriptions

Sort Purchases Flow

Purchase Page

Subscription Page

Q1 Low Priority

Settings

- [Babka](#) (request collected account information, account deletion, social media connection) (via [\[WIP\] Babka Components](#))

Passport

- Passports will also hold POAPs that showcase experiences and locations that users have participated in
- Users can see their achievements across games
- Users can see their top rankings within games
- Within metasites, users can see recordings of important moments through using in-experience tracking

Mailbox

- Mailbox provides a page for users to explore their purchases and items in an interactive way and keep up with active opportunities across their ecosystem.
- The tab showcases live opportunities within the Babka Commerce Ecosystem across Drops, Subscriptions, Quests, Rewards, and other Babka Recommendations
- Babka recommendations are customized to each user and shaped by the types of engagement that they have prioritized, by Babka XP, and by the orbs they own
- As the user makes decisions here (ie. to claim a reward) the items procured and updated will update within their Inventory.
- Can showcase activation level of items or progression of an NFT
- Users will be able to see subscriptions that are expiring
- Users will be able to see drops that they are eligible to claim

Babka Metrics

Current Metrics

Elements of Babka that are currently live are:

- Babka Pay integration within PayStation
- Babka as Xsolla Support
- Babka Account

Babka Pay

Current metrics for Babka are centered around Babka Pay, with metrics on users, activated users, returned users, and other acquisition and analytics data. This can be found here:

https://datastudio.google.com/reporting/bbcb8eb0-3fdb-4aba-88ec-be1e7bad1dd2/page/p_pnavopaexc

Babka as Xsolla Support

User reactions to Babka as the shared character across Xsolla support provide a helpful perspective on how to represent virtual identity:

 [Reactions to Babka](#)

Future Metrics

Our goal for UA over 5 years is 1B Babka Account users, at a \$0.05c user acquisition cost. As a part of that overarching strategy, we will define progress and success metrics for each product, for each Quarter.

	Now	Q1	Q2	Q3	Q4
Total Users					
Monthly Active Users (MAU)					
Users Via Drops, # of Drops					
Metasites Orbs volume					
# of Babka Integrations					
Babka Pay					
Total Revenue					

Meeting Notes

In the future, this will become a repository for important Babka-related meeting notes.

- [Meetings Template](#)
- [12-13-22 / Payments for XLA Metasites](#)

Meetings Template

Date

Participants

-

Goals

Discussion transcript (available via Otter)

Action items

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Decisions

 Core decisions made during the meeting

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12-13-22 / Payments for XLA Metasites

Date

Tue, Dec 13, 2022 10:38am PST

Participants

- *Ishan Shapiro*
- Eugene Maleev
- Ellie Hartsova

Goals

Clarity around payments on XLA Metasites

Discussion transcript:

[↗ Payments for XLA Metasites](#)