Plans Adjustment:

- Align on and support key partnerships for user acquisition via documentation and user flows
- Content creation workflows will be optimized to minimize media backlogs going forward
- Bring on key roles to support higher throughput of Babka product, content & feature development
- Continue building internal marketing capacity for increased efficiency and effectiveness of ad spends

Archived RE Plans

⌄ March 16th 2023

KR-2620 - Babka User Acquisition

The key result for Babka Brand is 20 million users with Babka accounts by the end of 2023. As of March 15th according to Babka Metrics dashboard we have 667,846 users with a Babka account. MAU and DAU targets will be set in Q2 after the launch of updated 🐱 Babka and Babka Overlay.

Plans

- Launch Babka and Nushi as virtual influencers at GDC
- Go from zero to one million followers on their socials via viral activations + media + influencer spend
- Launch the new 🐱 Babka + UI overlay to coincide with Metasites soft launch on April 15th (live demos available soon)
- Integrate a user-friendly non-custodial crypto wallet to Babka Account. In combination with Babka Pay, our wallet system will be a very attractive option for gamers who want to transact across Web2 and Web3
- Many integrations in the pipeline across Loonshots, XLA, XTRA & Xsolla ecosystems that will result in accelerated rates of user acquisition in Q2 and beyond
- Update user acquisition strategy for Q2 and beyond

What's Working

- Collaboration with stakeholders across Xsolla + Loonshots to coordinate Babka & Nushi's presence and social media campaign at GDC (*they send their thanks in advance for helping prepare for their arrival!*)
- Good coordination and communication with business heads to align products on a strategic level, between tech teams to align products on a technical level
- Published integration guides for Babka Login, soon delivering for Babka Wallet and Gold/Blue Orbs (within ecosystem)
- Integration of Magic Link web3 wallet in progress with no blockers, aligning for Q2 plans of integration of NFT standard and RSCs natively supported within and throughout Babka account.

What's Not Working

- There are different publisher accounts used for Babka Pay and 🐱 Babka users. Problems with linking these account databases of Babka users is a blocker for Q2 and needs to be resolved, resulting in risks of non-compliance around user data access (GDPR, CA regulations).
- Some legacy technical decisions, technical debts and product alignments still create some friction to progress on the product side, which we should prioritize in order to scale our UA effectively. nothing we cannot resolve.

Plans Adjustment:

- Prioritize Babka Metrics dashboard design and development, add analytics through the B2C lens, not just internal but also develop advanced social analytics - very important for Babka Brand, basically starting now at

GDC.

- Revamp our GTM Plan based on our results of our activation at GDC

- Keep the momentum going strong into Q2.

Babka.com RE Plan

Last updated: May 5, 2023	Confluence: 📄 Babka Account	RE Keeper: @Ishan Shapiro
Update sent to RE: May 5, 2023	Jira:	Product Owner: @Ishan Shapiro
	🔗 BABKA	Major Stakeholders: @Rachel Joy Victor , @Nikolay Bondarenko , @Elena Krivtsova , @Sergey Shaposhnikov
	▣ INITIATIVE-950: Babka.com Account & Login **IMPLEMENTING**	

Objective:

Build an exciting and engaging core user experience of the Babka brand at 🐱 Babka . Build the ultimate gamer's account with the character of Babka front and center as the metaverse guide.

In Q1 2023 we redesigned and built out 🐱 Babka account's main management interface, Babka.com, including an improved Login flow, a Babka Wallet with Web2 and Web3 capabilities, Orbs Flow with Auto Top-Up, a Backpack for a user's items inventory, and a placeholder for the Keychain (coming soon). The Account includes a safe, non-custodial crypto wallet, Babka Pay. The Backpack has a configurable hex-grid UI and includes digital items and Web3 items.

Overall, the goal is to provide a core product that manages Identity, Inventory, Payment, and Support all in one place, and which is compatible with all of our new metaverse and web3 oriented products.

Plans:

- Solicit feedback on live demo of 🐱 Babka from leadership: LINK
- Target launch of Babka.com on May ____
- Q2 Planning Deck: LINK
- Q2 User Stories:
  🔵 Sign in to access Google Drive Document
- Transition Babka.com 'ownership' from Babka Pay tech team to Babka Core tech team
- Refresh design and copy of all Babka associated emails
- Continue developing seamless Babka Login flow

What's working:

- Demo of Babka.com in staging area, available without VPN: LINK
- Loom Video of end-to-end Babka.com user flows: LINK
- Core features developed in Q1 can be seen in the Babka Feature Board: LINK
- NFT Checkout team is now Babka Core tech team, @Sergey Shaposhnikov and @Brandon Goh Kin Shaun lead
- Sprillow continues to support as outsource development agency on Babka.com to increase capacity for new feature development

What's not:

- Lack of technical ownership over Babka.com in Q1 resulted in tech teams not coordinating on release
- End to end testing in working staging environment still not available

- Coordinate quarterly PI planning better between between tech teams with product interdependencies
- Transfer of ownership of Babka.com from Babka Pay to Babka Core takes away capacity from each this quarter and will take more next quarter for the full backend ownership transfer.
- We need more development capacity to keep pace with feature development and integrations

Plans Adjustment:

- Create a proper staging environment for all Babka product testing for internal and external stakeholders
- Hire more capacity, both internally and with Sprillow on Babka.com

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⌄ March 15th RE plan

Objective:

Build a highly creative, engaging, core consumer experience of the Babka brand by creating the ultimate gamer's account at 🐱 Babka .

In Q1 2023 we have redesigned and built out 🐱 Babka , including an improved Login flow, Wallet, Orbs Flow with Auto Top-Up, Backpack, and Keychain (coming soon). The Wallet includes a safe, non-custodial crypto wallet, Babka Pay, an various 3rd party PSPs and currencies. The Backpack has a hexagonal grid UI and includes digital items as well as Web3 items. The Backpack project involves Inventory and RPBL.

Plans:

- Currently on track to deliver updated 🐱 Babka by April 10th. Current designs being finalized here: 🎨 https://www.figma.com/proto/3ZsnRc2ncdp7AP5BJSvqjH/Babka.Com-Site-Updates?node-id=72%3A56211 - Connect your Figma account
- Core features include:
    - Major UX refresh
    - Updated login flow and gradually improved SMS delivery rate
    - Web3 wallet enabling users to hold NFTs
    - Purchase of blue + gold orbs
    - Auto top-up functionality for Orbs
    - Backpack as digital items inventory
    - Keychain as placeholder (feature coming soon)
    - Store & mint digital items to choice of blockchain (in combination with NFT Checkout)
    - Deployment of Strapi CMS
- Untangling user journeys and stories between 🐱 Babka , NFT Checkout and Drops to provide smooth and user-friendly UX
- Integration underway of Magic Link web3 wallet at 🐱 Babka and in the Metasite UI Overlay. The wallet will be rolled on April 10th with all other updates.
- Start Q2 planning of 🐱 Babka feature releases

- @Marina Solokhina 's Drops tech team to implement subscriptions, drops, collections. at ❌ Drops
- @Pavel Zaharov RPBL tech team implementing web3 wallet solution on 🐱 Babka
- @Elena Krivtsova 's Babka Pay tech team to provide light development and support for deployment to 🐱 Babka
- @Rachel Joy Victor from Babka Core team responsible for Product Design, user flows and experience at 🐱 Babka

- @Pierce Myers from Babka Core team is responsible for roadmap and planning for 🐱 Babka

What's working:

- @Kirill Rakutin and @Sergey Shaposhnikov are helping effective communication and are aligning work on 🐱 Babka and work on Babka Overlay for Metasites
- Product & tech teams are working hard on delivering scope, far above their usual capacity of story points.
- Sprillow outsourcers onboarded to help deliver Q1 scope and relieve pressure on Xsolla product tech teams.
- We are designing a sound integration of the minting flow from NFT Checkout and Drops from 🐱 Babka . We are finding the best combination of these business objectives to make sure they do not compete but align.

What's not:

- We are facing challenges with Inventory management across multiple projects because all items are stored within the same Xsolla Inventory.

Plans Adjustment:

- Alignment of goals and business objectives between NFT Checkout and Babka in terms of which wallets can users bring to Babka. This will be reconciled in Q2.
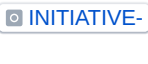

⌄ Jan 16th RE plan

Objective:

Build a highly creative, engaging, core consumer experience of the Babka brand by creating the ultimate gamer's account at 🐱 Babka .

In Q1 2023, build out core functionality of 🐱 Babka of Web3 wallet, Keychain and Backpack.

Plans:

- Organize, move and link relevant JIRA tasks and roadmap for 🐱 Babka into the new Jira Epic: ⊡ INITIATIVE-950: Babka.com Account & Login IMPLEMENTING
- Deliver 🐱 Babka wireframes and user journeys for Q1 to Product teams for PI Planning
- Design high-resolution mockups of updated 🐱 Babka
- @Marina Solokhina 's Drops tech team to implement subscriptions, inventory, etc. at 🐱 Babka
- @Thinagaran K Haridass 's Login tech team to provide supporting front/backend development on 🐱 Babka
- @Pavel Zaharov RPBL tech team to implement web3 wallet solution on 🐱 Babka
- @Elena Krivtsova 's Babka Pay tech team to provide light development and support for deployment to 🐱 Babka
- @Rachel Joy Victor from Babka Core team responsible for Product Design, user flows and experience at 🐱 Babka
- @Pierce Myers from Babka Core team is responsible for roadmap and planning for 🐱 Babka

What's working:

- Babka Core team is integrating with PI planning, and coordinating with @Nikolay Bondarenko and product owners for overall PI planning for Q1
- Babka Core team getting onboarded to Product team processes and SAFe Framework

- Development resources are being coordinated from multiple product and tech teams

What's not:

- N/A

Plans Adjustment:

- N/A

Babka Integrations RE Plans

- Babka Overlay for Metasites RE Plan
- X.LA <-> Babka Integration RE Plan
- LTG <-> Babka Integration RE Plan

Babka Overlay for Metasites RE Plan

Last updated: Mar 3, 2023	1. Jira Initiative	RE Keeper: @Ishan Shapiro
	2. YO Jira Initiative	Product Designer: @Rachel Joy Victor
	3. Project Space	Project Manager: @Kirill Rakutin
	4. Confluence	Major Stakeholders: @Aleksey Savchenko , @Ellie Harisova @Pavel Elizarov @Nikolay Bondarenko
	5. Kanban Board	
	6. Figma Design	Informed: @Eugene Maleev @Anton Zelenin
	7. Roadmap	
	8. Demo videos	
	9. Kick-off meeting follow-up	

Objective:

Create a modular Babka Account Overlay that can be integrated into Metasites and Cloud Gaming. The Overlay facilitates on-site management of identity, currency, inventory and support as new products launch in early Q2.

Plans:

- Finish the Integration and Testing of the Babka Overlay for Metasites
  - Currently in de-bugging and testing phase by Login and Metasites teams
  - Demo recordings can be found here
  - Fine tuning user experience flows and design mechanics
- Create live demo for testing & feedback by stakeholders
- Update terms and conditions for the Babka account and UI overlay
  - coordination with Legal in process
- Launch Babka UI overlay for Metasites for Soft Launch on April 10th
  - core functionality in scope for Q1 reflected in current Figma Design

What's working:

- All tech teams across Xsolla & XTRA are coordinating and communicating, balancing planning & priorities with the direct support of @Nikolay Bondarenko , @Petr Tugolukov and @Alexander Tokarev and on XTRA side @Ellie Harisova @Pavel Elizarov and @Maksim Shiyanov
- @Sergey Shaposhnikov is tech lead for 🐱 Babka development, with very positive impact on communication, capacity, efficiency and productivity
- User stories have been fully implemented by tech teams (Babka Pay, Login, NFT Checkout, Metasites) according to design and specification of Babka Brand team, barring end-to-end testing
- We have a Babka Core team to help deliver on Q2 scope
- Coordination between development teams and distribution of tasks has been accomplished
- Alignment has been made on the technical side between Babka.com and Babka UI overlay and Cloud Gaming
- **Cloud Gaming will share the same Modular Framework of the Babka Overlay Package.**

What's not:

- No blockers - we are on track for delivery of Babka UI overlay Q1 scope for Metasites soft launch, and risks for delivery are being minimized.
- We are in need of a dedicated Project Manager for Babka Overlay.

Plans Adjustment:

- Create deeper alignment between XLA, Babka, and Metasites teams
- Begin to plan the integration of the 3D rigged Babka character into Metasites

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⌄ Initial RE: Plan

Objective:

In Q1, integrate Babka account into Metasites as a UI overlay that manages identity, currency and inventory in metasites for demo at GDC.

Plans:

- Onboarding @Thinagaran K Haridass 's Login team for development w/ Metasites team
- Finalize wireframes, user flows
- Deliver high resolution designs
- Login team will handle frontend development
- Metasites team will handle backend development and integrations (IGS, Pay)

What's working:

- Weekly sync set between Babka Core team, Metasites team (@Ellie Harisova , @Maksim Shiyanov & @Pavel Elizarov), will add @Thinagaran K Haridass .
- Xsolla login already in use by Metasites team
- Planning conversations happening between Metasites team, IGS, Babka Login for integrations
- Xsolla legal support on gold orbs from @Daria Klimkovskaia

What's not:

- Max capacity of peak load of Inventory API doesn't suffice for Metasites concurrent usage (need 10x capacity) - no dev resources on IGS team available without detracting from revenue, it's not small work, and is necessary to scale
- still need to figure out technically how users buy items with gold orbs within a metasite and do settlements to merchants.

Plans Adjustment:

- Metasites to develop clever solution to circumvent peak load issue, if they are not to find dev resources that can support scaling Inventory in Q1.

X.LA <-> Babka Integration RE Plan

Last updated:	Confluence:	RE Keeper:
Update sent to RE:	Jira:	Major Stakeholders:
First sent to RE:		

> **Key Outcome - Focus**
>
> **Key Reference:**

Objective:

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Plans:

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What's working:

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What's not:

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Plans Adjustment:

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