

BD Babka Playbook

User Engagement Mechanics

- Identity
- Currency
- Inventory

In Progress Babka Consumer Life Cycle

Aware	Created New Account	Repeat User	Active User of specific Babka Product	Trying other Babka products	Active user of Babka account
Babka presence at events	<p>Participation in live event</p> <p>At events, guests will need to create a Babka Account in order to access activations like the Lemonade and Babka Stand, or to participate with voting in Orbs Racing.</p> <p>Account creation as a gating mechanism for engaging with activations can be less effective for those who are not as invested, and may lead to account sign-ups that don't have further engagement.</p>	<p>Especially at events, we have the ability to build on account creation, through "teaching" re-engagement with Babka by showcasing the utility of orbs and easily accessible inventory items.</p> <p>We can do this through allowing the utilization of orbs, progression of identity, or collection of specific inventory items to unlock specific rewards or unique experiences within events.</p>	<p>Orbs</p> <p>Inventory</p>		
	Drops	<p>Multiple Drops</p> <p>Users who have participated in a drop should be notified of additional relevant drops.</p> <p>They may also be able to opt into other non-drop communication from the companies or individuals that participated in the drop</p> <p>They should also be notified when there are interesting things to purchase with the Orbs that they've accrued.</p>	<p>Drops Subscription</p> <p>-What is the additional convenience offered by this?</p> <p>Achievements</p> <p>Participation in drops can have associated Passport achievements. If users have participated in their second drop, or their fifth drop, they may earn one of these achievements and can be notified of any associated rewards they have earned.</p>	Inventory, Orbs	
Social Media	Orb Giveaways				
	To access Xsolla Support	Conversion: Save purchases directly to Babka account			
<p>Option within</p> <p>Conversion:</p> <p>beyond seamless checkout.</p> <p>-Support and quick refunds on transactions</p> <p>-Collect loyalty (green orbs)</p> <p>-Organize purchases via inventory</p>	Within Babka Pay	Show loyalty orbs earned through previous transaction and offer an automatic discount via orbs on next purchase.			
	Metasites				
	Long Tail Games	//	Required to play the game, linked to		
	Story3				

Re-Engagement Mechanics

Unlike other wallet systems, Babka has the ability to lean into its systems to drive retention and re-engagement. Because Babka has an underlying narrative/interactive layer, it should lean into these elements when creating sticky mechanics. On a baseline level, there are three Babka systems that can be used to create feedback loops for users:

Engagement Mechanisms

While a user can take advantage of mechanics built around Identity, Currency, and Inventory within [Babka.com](#), that assumes that they are spending time there in the first place. Instead, creating mechanisms for engagement that showcase key elements of [Babka.com](#) and drive traffic there are key. These Mechanisms can take the form of interactive quests or narrative drops.

CONVERSATIONAL

INTERACTIVE

- Collection Mechanics: Users collect items within a collection to add to their inventory. These items may need to be found in the real world utilizing AR, or across metasites
- Collective Gated Unlock: Users collect a certain number of objects (with varying levels of exclusivity) in order to unlock a hyper-exclusive final item
- Voting Mechanism for Collective Gaming: Users can utilize orbs to select the winner of a procedural game and earn rewards when they win
- Team-Based Mechanics: Users can utilize their items to support their team in a competition
- Puzzle Solving: Users can utilize orbs to purchase an assist

Lottery Ticket - Soft launch for Loyalty Orbs

Resurrection Potion - Life is Feudal Integration

NARRATIVE

Beyond the free-form interaction that might be possible within open metasite worlds, narrative events provide the ability to both build out the Babka narrative world, and also draw re-engagement by rewarding users in unique ways for their level of activity. At these events, users should have the ability to access unique experiences or preferential narrative information based on their Babka identity progression and/or orbs totals and/or specific items they own.

- Based on their character progression, users can unlock special information from the Babka AI
- Based on the items in their inventory, users can unlock specific mechanics, fighting styles, or interactions
- Based on the orbs they have, users can purchase real-time powerups

Identity

Babka has the ability to enable identity-based engagement, tracking user progression levels and achievements. These are able to not only be linked to specific rewards, but to also customize the experience of individuals and unlock unique moments within broader experience.

Especially at the early level, these progression levels and achievements can be used to incentivize re-engagement. Typically, these achievements are accessible at a log scale: meaning, there are often multiple rewards that can be earned in early engagement, and then become more infrequent as the mechanics of the experience keep the user hooked on their own.

- Notifications about Earned Achievements or Progression
- Rewards linked to Earned Achievements or Progression
- Invitation to Participate in Unique Narrative or Interactive Experiences

Currency

Orbs enable virtual purchasing capacity and are a powerful re-engagement mechanic when users can see the “free things” they can earn through their orbs. To take advantage of that, users need to be notified of these opportunities within an email that offers them relevant things to purchase, and that also directs them to Xsolla/X.LA sites that feature more items:

- Orbs can be used to purchase some items for “free” within the Xsolla/X.LA ecosystem. These items may be updated on a weekly basis
- Orbs can be used to “purchase” special moments or narrative information within interactive or narrative experiences
- Orbs can be used to upgrade inventory to unlock new item and character capabilities

Inventory

Inventory items provide the ability to build out interesting mechanics that can have their own satisfying gameplay loops and draw repeat engagement over time. Free products offered through events, through Drops, or through Orbs purchases are ways to tap into this type of engagement.

- AR Products: Provide a social, shareable element. This is especially relevant through partnerships in the footwear and apparel space, where AR versions of physical product can provide an additional, engaging layer of interaction.
- Interoperable Products: Incentivize cross-game engagement and draw users to [Babka.com](https://babka.com) to better understand their item
- Expiring Products - frequently and without narrative justification can be frustrating. When integrated with a story--perhaps told in the context of metasites, however, this could be an engaging mechanic.
- Collection Mechanics: Users collect items within a collection to add to their inventory. These items may need to be found in the real world utilizing AR, or across metasites
- Collective Gated Unlock: Users collect a certain number of objects (with varying levels of exclusivity) in order to unlock a hyper-exclusive final item

Babka Email Engagement

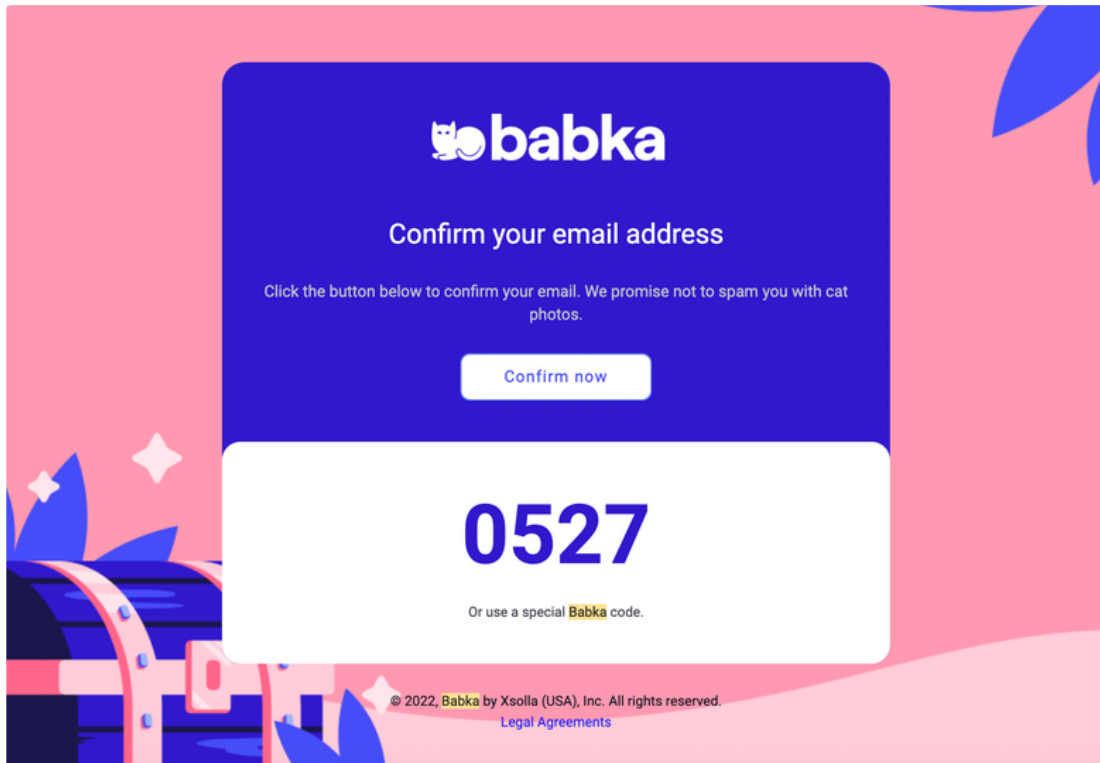
- 1. Account Utility Emails
 - MEDIUM PRIORITY: Confirmation Code Email (Sign-Up vs Login)
 - PRIORITY: Neutral Welcome/Account Creation Email
 - PRIORITY: Terms of Use Update Email
 - Transaction Linking Confirmation Email
 - Account Linking Confirmation
 - Delete Account Email
 - Request Account Information Email
- 2. Account Purchasing Emails
 - Abandoned Shopping Cart
 - PRIORITY: Purchase and Subscriptions Receipt
 - MEDIUM PRIORITY: Subscribed Collection Receipt
 - MEDIUM PRIORITY: Claimed Drops Receipt
 - Item Drops Receipt
- 3. Support Emails (via Zendesk)
 - Ticket Submitted Confirmation
 - Refund Requested Confirmation
 - Refund Rejected
 - Refund Approved
- 3. Deeper Engagement Emails
 - Nurture Flow for Drops
 - Priority: 1. Account Creation Confirmation
 - 2. Claimed Drop Receipt (Listed Above)
 - Medium Priority: 3. Introduction to Inventory
 - 4. Introduction to Orbs
 - 5. Introduction to Babka
 - 6. Introduction to Achievements/Babka Loyalty
 - Nurture Flow for Metasites
 - Priority: 1. Account Creation Confirmation
 - Medium Priority: 2. Introduction to Orbs
 - Medium Priority: 3. Introduction to Inventory
 - Medium Priority: 4. Introduction to Babka
 - 5. Introduction to Achievements - Achievement for Accessing Metasites
 - Nurture Flow for Babka Pay
 - Priority: 1. Account Creation Confirmation
 - 2. Receipt/Purchase Confirmation (Listed Above)
 - Medium Priority: 3. Introduction to Inventory
 - 4. Introduction to Orbs
 - 5. Introduction to Achievements
 - 6. Introduction to Babka
 - Nurture Flow for Babka Support
 - Account Creation
 - Existing Babka User Utilizing Support for the First Time
 - Ticket Submitted Confirmation (Listed Above)

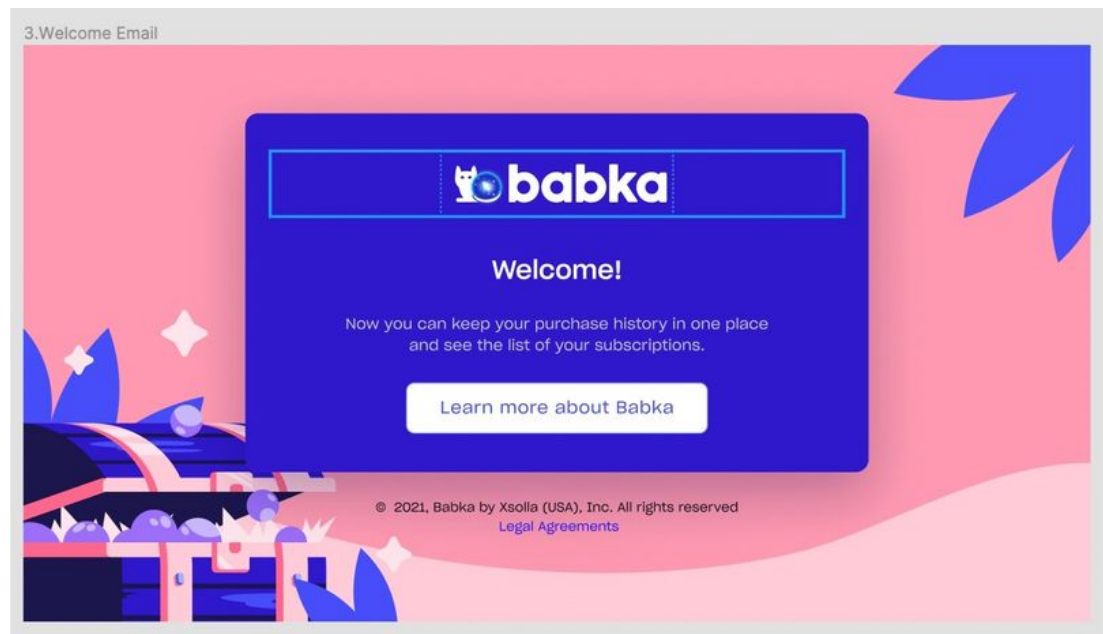
- Answered Support Ticket Follow-Up (Listed Above)
- Nurture Flow Post-Events
 - Priority: 1. Acknowledgement of Interaction at Event/Introduction to Babka
 - Medium Priority: 2. Account Creation (Utility Email)
 - 3. Item Drops Receipt/Introduction to Inventory/Orbs


1. Account Utility Emails

Legacy Email Designs: <https://www.figma.com/file/Ah45N67aydatBW15glnKKc/Babka-legacy?node-id=1%3A33605&t=XiKD9VlyOGQS2G1n-1> - Connect your Figma account

MEDIUM PRIORITY: Confirmation Code Email (Sign-Up vs Login)





- For users signing up through  but not entering from a specific channel
 - Can showcase Babka more as a character integrated into the product
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PRIORITY: Terms of Use Update Email
