

In-Game Email Subscription (Front-End)

Need

We want to be able to collect user's email addresses in-game. Moreover, the request should be framed so that we can maximize the amount of users that decide to share their email.

Short Description

While playing the first stages of the game, players are presented with a pop-up asking them to share their email address in exchange of a reward. The emails will mainly be used from UA, but they can also be used for general communications and, maybe in future iterations, giveaways. The pop-up keeps showing up to players at regular intervals, unless they opt to stop it. A confirmation email is required to complete the subscription process.

Unlock Requirements

The Subscription view pops-up for the first time after completing level 3. On the other side, the access button from the settings menu is available right from the beginning. This feature targets only devices that have English set as a language (because, at least initially, emails will not be translated).

Dashboard Settings

It should be possible to set from the dashboard the level at which the first pop-up is shown and the amount of levels in between one occurrence of the pop-up and the next.

Pop-ups and Settings Access

Players can access the subscription view from the settings menu. At the same time, it will also pop-up automatically for players at regular intervals once they are on the main map. However, the two views are slightly different from each other (read below).

The Pop-Up

The pop-up view that shows up automatically every few levels, it contains a small description of the perks users gain from subscribing to the news letter, as well as the Privacy Policy and a field for users to input their email address. The text in the pop-up should read "*Subscribe to never miss out on News from Lily and Giveaways! We won't share your email with others and you can unsubscribe at any time.*"

Furthermore, users can opt to not be shown this pop-up anymore. Otherwise, this view is set by standard to pop-up every X levels (to be set in the configuration on the dashboard).

Users that input a valid email address, can submit it and receive the reward (set from the dashboard). A tooltip is shown with the content of the reward when players tap on it.



The Settings Menu

Beside the automatic pop-up, a similar view can be accessed manually by users from the settings menu. A new button there opens directly the same view. The button should have the text "Newsletter" on it. Because of the addition of a 4th button in this view, the information about the asset bundle at the bottom of the pop-up has to be re-sized so it can fit.

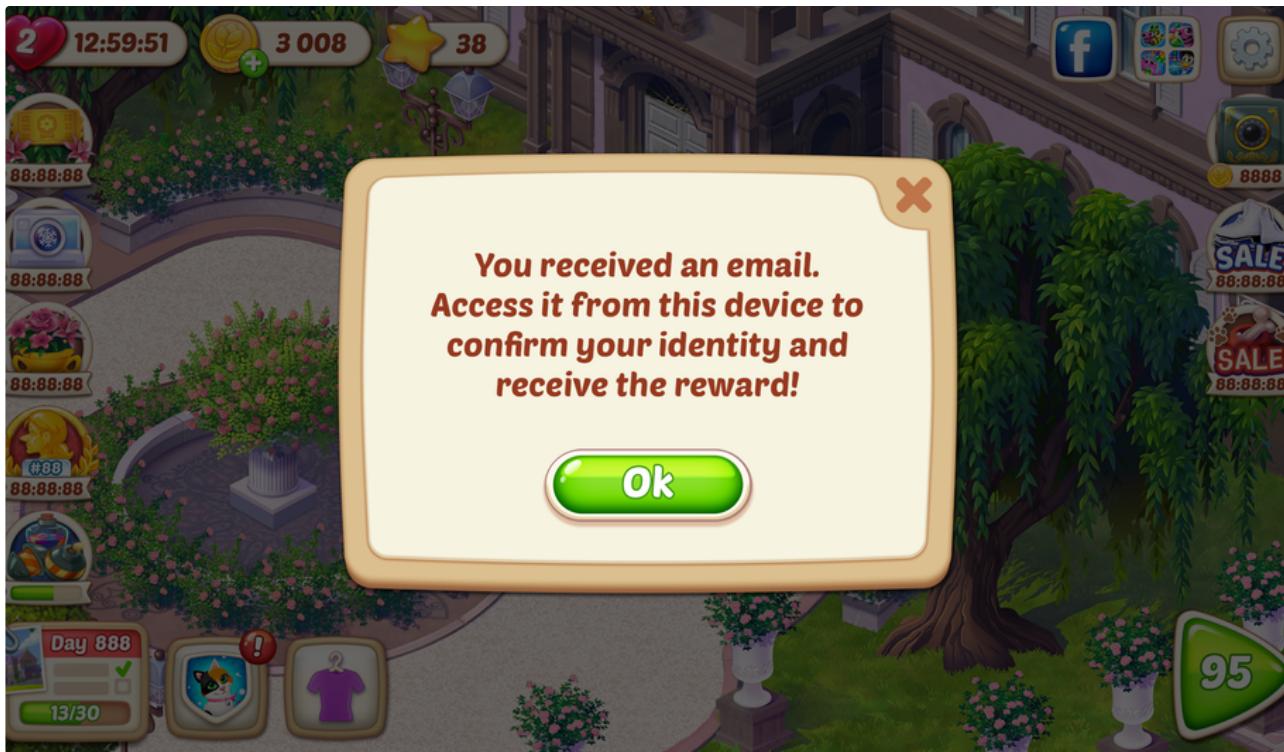


The pop-up accessed through the settings menu is just slightly different, because it doesn't need the "Don't ask again" option.



The Next Step Pop-Up

Once players have hit the Submit button, that pop-up should close and another simple one appear in its place. It doesn't need a header, and the text inside reads "An email has been sent to your address. Access it from this device and click on the link you'll find there to confirm your identity and receive the reward!". The pop-up can be closed by tapping the green "Ok" button or the close button at the top corner.



Subscription Consistency

For further information on how the subscription works back-end, follow [this link](#).

However, front-end will need to take care of storing the information that a user has already subscribed into the profile settings, which will then be shared across devices.

Subscription Flow

Users that wish to subscribe will also have to confirm their choice via email to be able to claim their reward. What follows is the flow related to confirmation of the given address and claiming the reward.

1. Users input their email
2. Users tap on Submit
 - a. the client waits for the server to confirm the validity of the address
3. Server sends the email confirmation to the given address
4. the pop up closes and a new one opens informing users they need to check their email accounts to confirm the address and receive the reward.
5. users click on the confirmation link in the email
 - a. if they do that from a device that has LG installed, the game launches
 - b. if they do that from a device that doesn't have LG installed on, a webpage opens informing them they need to open the link from the same device with which they play LG
6. As LG opens, the reward flow is triggered right away with the title "Subscription Reward!". This happens before any other pop-up is shown (e.g. before Daily Bonuses, offers etc.)
7. The users tap to open the present and resume with the game
8. The Newsletter button in the settings menu is removed and the pop-up stops showing

Possible disruptions to the flow and corner cases to take into account:

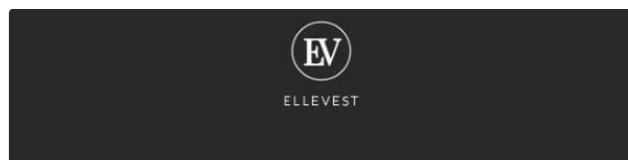
- when users open the confirmation link from a device without LG installed
 - The server registers the confirmation

- The reward needs to remain claimable by clicking again on the deeplink from the right device
- To avoid possible issues with receiving emails and wrong inputs
 - The Subscription view must remain accessible from the settings menu until the reward is claimed
 - The Subscription pop-up keeps showing up at regular intervals until the reward is claimed (or the “don’t show me again” option is activated)
 - user support should be able to add users manually when they get in contact with them
- If an invalid email address has been input (e.g. email already subscribed), an error message should be shown with the text “*Invalid input. Please check if the address is correct and not already submitted.*”

Confirmation Email’s Content

The Confirmation email will have to follow the example of usual address verifications templates. The confirmation button should be the most prominent visual component of the email and the text on it should read “Confirm and claim Reward”. On top of this, it is important to also include a line reminding players to click on the confirmation button from the same device on which they have LG installed; also this line should be easy to spot at a first glance when reading the email.

Here are some examples:



CONFIRM YOUR EMAIL

Thanks for registering with Ellevest!

We’re excited for you to dream big, invest smart and reach your biggest goals.

Now, let’s complete your registration.

[CONFIRM EMAIL ADDRESS](#)

Thanks,

The Ellevest Team



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Please confirm your email address

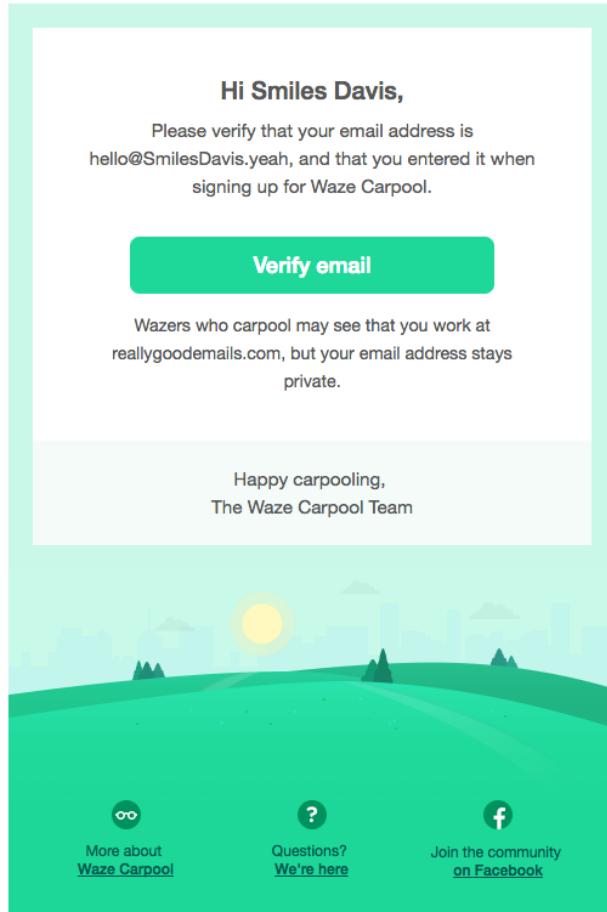
Thanks for signing up to HubSpot. We're happy to have you.

Please take a second to make sure we have your correct email address.

[Confirm your email address](#)

Didn't sign up for HubSpot? [Let us know.](#)

HubSpot, Inc.
25 First Street, 2nd Floor
Cambridge, MA 02141



If you did not enter this email address when signing up for Waze Carpool service, disregard this message.

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This is a mandatory service email from Waze Carpool.

Once Subscribed

First Implementation

Once users have completed the subscription and claimed the reward, the pop-up stops showing automatically at regular intervals and the Newsletter button is removed from the settings menu.

Future Implementations

Option 1 - Notification

After users have subscribed, The Newsletter button remains visible in the settings menu, but if players tap on it, a different pop-up shows with the following text "*You already subscribed! If you wish to unsubscribe, you can do that by clicking the relative link in the email you received.*".

Option 2 - Extra Addresses Implementation

After users have subscribed, the pop-up stops showing automatically at regular intervals and it remains accessible only from the settings menu. From there, users should still be able to add more email addresses, but they should not receive any more rewards for doing so. To

signify this change, the pop-up needs a different text and the gift should not be shown anymore. The extra email addresses that are input do not replace the old one, but are added to it. If users unsubscribe from one of the emails, newsletters will keep coming to the others.

