Collection Event (Honey Run)

Need

Increase retention and engagement by introducing an always-running feature and making it core, also by embedding it into the UI of the game, possibly in a way that is different from the usual scheduled features.

Short Description

Collection Event is a core feature that, despite having a timer and going through cycles, is always running (similarly to Hot Streak). Players collect yellow board pieces to receive rewards, but instead of having a single progression with a final reward, the event is divided into a sequence of consecutive stages, each characterized with a different amount of yellow pieces to collect and a specific reward. When the player fills the progression bar of the current stage, the attached reward is claimed and a new progression bar starts for the next stage in the event.

Unlock Requirements and Duration

The feature is available for users at level 30 (TBD) and above.

Players are enrolled in the event automatically, and they will be able to start collecting the board pieces right from the next level.

Each event will run for 3 days (72 hours). Players that will join later when the event is already running will have less time to complete it. Because of it's core nature, a new event will instantly follow the previous one once it ends. The timer just serves the purpose of giving the players a limit within which their progression through the stages stays consistent. After that their progression gets reset, but the event is always on.

There is a minimum time join window of 1 hour after which the event is not shown anymore to the player and they can't participate into it. This is the one of the possible case when a client might not have the Collection Event running. The other possible case is the user reaching the end of the Collection Event before the time runs out.

Background Theme

The in-game name of the feature is Honey Run and it is themed with honey and bees. Users collect yellow pieces from level which represents honey within the context of this feature and as the player collects more honey, the progression bar increases. Bees are used as side friends of the player along the way.

Progression Structure

The event consists of a sequence of stages, with each of them being a goal to achieve in order to move on to the next stage. The goal is always the same in nature, but it varies in quantity. Indeed, players always have to collect yellow pieces, but the amount of how many they need changes from stage to stage and is set from the dashboard. Moreover, this amount does not necessarily always increase from one stage to the next.

In a similarly fashion to Flower Gathering, the yellow pieces collected in a level are actually credited to the player's progress in the current stage of Collection Event, only if the level is indeed successfully completed. If the level is failed or abandoned, the pieces collected while playing it are discarded.

If the pieces gained in the last level are more than what is needed to complete the current stage, the rest is not lost, but goes into the progression of the next stage.

Rewards Progression

The amount of stages, as well as the their reward is set from the dashboard. Moreover, the reward progression for EOC users should be custom made. If a user becomes an EOC user in the middle of an HR instance, they will first bring that to an end, before they switch to the custom EOC rewards.

Each reward is claimed automatically as soon as achieved. As users are brought back to the main map after completing a level, an update animation shows on the HR icon and when the progression bar reaches its end, the reward is shown to fly directly to its counter.

Players will need to be able to access the feature's main view in an easy way by either interacting with its progression bar or through another of the feature's UI elements. This view also hosts the rewards progression that players can scroll through to inspect the rewards of all stages. Claimed rewards are sobstituted by a checkmark.

A spreadsheet overview of the rewards can be found here: Reward Progression

UI and Visual Elements

Because the intent is to create a core feature that is always on, the UI for it should be embedded into the game in a way that is more permanent than the usual scheduled features. In practice this means that, instead of using a feature badge in main map, the Collection Event will need a tailored solution that makes it easy for users to understand right from the main map their progress in the current stage and its reward. Possible approaches are iterating on the visuals of the play button, placing the progression bar at the top of the main map, or trying to tweak other views of the game's core loop so to fit graphics for this feature. This aspect will need to be further explored with UI artists.

Beside the visuals described above, the feature will also need:

- main view, which consists of the reward progression
- info view, accessed from the main view and the event start view
- event start view
- event is over view (to be used only in case the user completes it before the end of the timer)
- state update animations (e.g. increase of progression bar, next stage + new reward reset…)
- consequence view when loosing a level
- animation for pieces being collected while playing levels, in the same way as for Flower Gathering

Interaction with Other Features

Yellow pieces collected in Challenge and Bonus Levels are counted in also for the Collection Event.

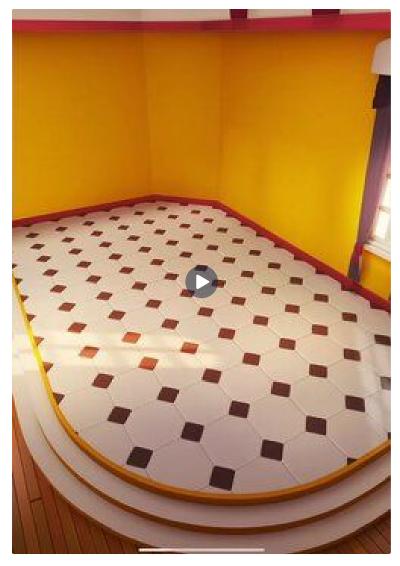The Yellow version of Flower Gathering will not be run in parallel to Honey Run.

The Flow

This is a typical flow the player experiences when playing the Collection Event, from the moment they join a new one, to the moment they join the next

- the server starts an instance of the feature
- the player starts the game or comes back to main map from a level
- a pop-up appears informing that the feature has started
- user starts a level
- while playing a level, animations of yellow pieces being collected plays at the end of every move in the same way as for Flower Gathering
- level ends
  - if the player won, the yellow pieces collected are counted in for the Collection Event
    - once back to the main map, the progress update animation is played on the progression bar, which is part of the main map UI
  - if out of moves
    - the consequence view is shown
    - yellow pieces collected are not taken into account

As the player keeps completing levels, more yellow pieces are counted in for progression. When there are enough collected pieces to complete the current stage, the flow is as described below. Please notice that the videos are only a reference, and do not portray the exact behavior explained in the flow.

- The bar fills to the top and triggers these animations, which start almost at the same time as specified below:
  a. the current reward flies to the center of the screen
  b. as the current reward leaves the bar, the next one replaces it right away
  c. at the same time the next reward is appearing, the remaining progression, due to yellow pieces in excess, keeps filling the bar for the next stage
  d. with a fraction of a second of delay, and before the current reward reaches the center of the screen, the standard reward view is applied (grayed out background; "REWARD!" title at the top; "Tap to continue" at the bottom)

In alternative, if more there were enough collected yellow pieces to complete multiple stages at once, the flow is the following:

- The bar fills to the top and triggers these animations, which start almost at the same time as specified below:
  a. the current reward disappears leaving room to the next one
  b. at the same time, the bar starts filling again for the next reward
      i. If the bar fills up again to complete one or more another stages, the flow of the steps above keeps looping
- when the bar is filled up completely for the last time, the following flow applies:
  a. the current reward flies to the center of the screen
  b. as the current reward leaves the bar, the next one replaces it right away
  c. at the same time the next reward is appearing, the remaining progression, due to yellow pieces in excess, starts filling the bar again for the next stage
  d. with a fraction of a second of delay, and before the current reward reaches the center of the screen, all the other rewards reached in this instance also appear in the center of the screen next tot he last one unlocked and the standard reward view is applied (grayed out background; "REWARD!" title at the top; "Tap to continue" at the bottom)

- when the user taps to continue, all the rewards collected fly to their counters (i.e. play button for boosters, counters at the top of the main map view for the rest)
- the standard flow resumes

If the player reaches the end of the last stage, the special final reward is claimed and the event is over: they'll need to wait for the new one to start. However, the final grand prize is rewarded with the standard flow:

1. player is back to main map
2. the progression bar increases to the end
3. the standard reward flow is triggered
   a. the chest is shown in the middle of the screen with the golden text at the top "Well done!"
   b. user taps to open
   c. the reward flies to its counter

4. back to main map view

5. the progression bar for HR is not visible anymore until the next iteration starts

If the timer reaches the end before the user reaches the end of the last stage, the event resets to the first stage and zero collected yellow pieces.

First Iteration

In the first iteration, HR will not have a progression bar being part of the main UI, but it will be accessible as a badge on the side of the main map. Update animations will be shown next to this icon with a progression bar appearing and updating in a similar fashion to what happens with SP.