

User Journey Mapping in FIFA 21: New Casual Sub-Mode Analysis

In the world of video game development, understanding player behavior is crucial for success. This presentation delves into a comprehensive user journey analysis conducted for FIFA 21's Volta sub-mode. The study aimed to uncover the reasons behind significant player churn soon after launch, focusing on the onboarding process and early gameplay experiences. By leveraging data-driven insights and advanced analytics tools, the team identified key touchpoints and churn factors, leading to impactful design changes and improved player retention.

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Player Segmentation and Data Analysis

Core Players

Engaged in 5+ session days after initial activity. These players showed the highest level of commitment and were least likely to churn early.

Medium Players

Participated in 3-5 session days post-initial activity. This group demonstrated moderate engagement but was at risk of churning.

Casual Players

Played less than 3 session days after first activity. This segment was most prone to early churn and required special attention.

Identifying Key Touchpoints



1

Initial Engagement

Players begin their journey with sign-up, avatar creation, and customization. These early stages set the tone for the player's experience.

2

Tutorial and Learning

Users progress through tutorial cinematics and gameplay, introducing them to Volta's unique features and mechanics.

3

Deeper Involvement

Players engage with vanity item purchases, additional cinematics, and their first full game, leading to the "Choose Your Path" decision point.

Visualizing the User Journey



1

Journey Mapping

A comprehensive fishbone diagram was created to visually represent the user journey across all touchpoints. This tool allowed for easy identification of critical stages and potential pain points.

2

Segment Comparison

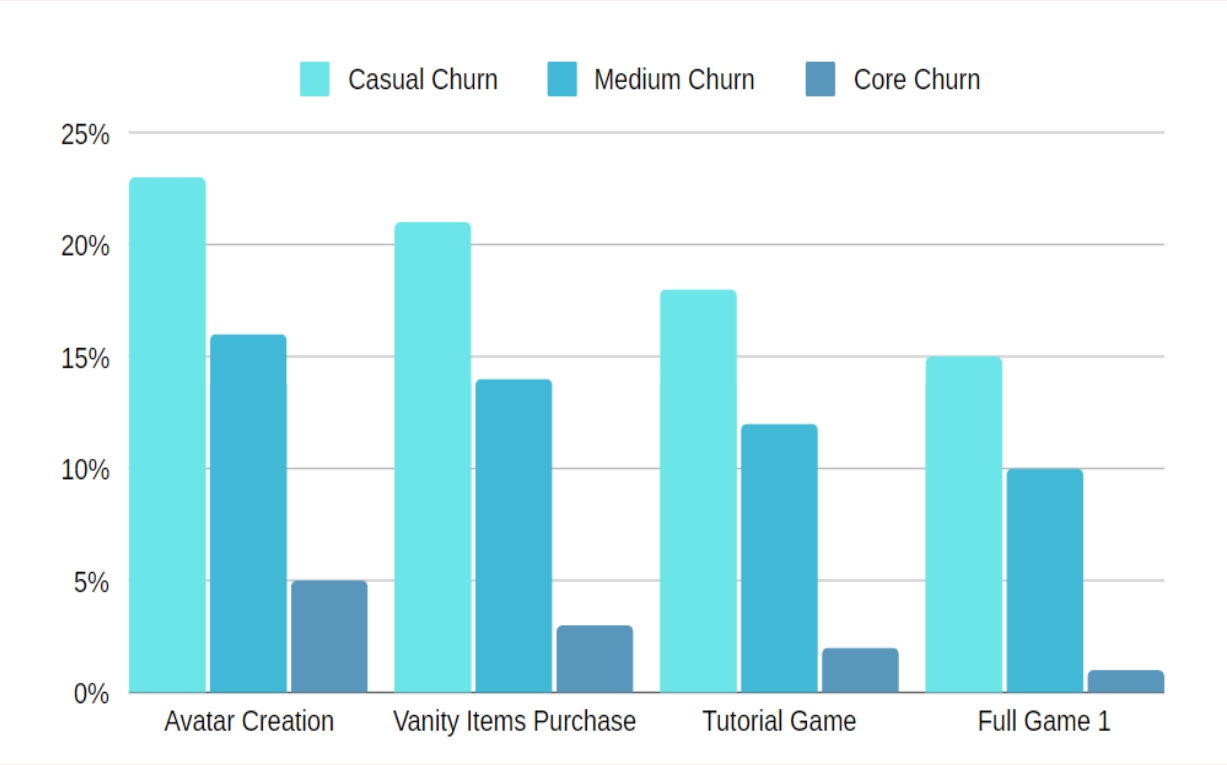
The diagram highlighted differences in progression between core, medium, and casual players, revealing unique patterns and preferences for each segment.

3

Churn Indicators

By mapping user flow, the team could pinpoint specific stages where players were most likely to disengage, providing valuable insights for targeted improvements.

Identifying High-Churn Touchpoints



Touchpoint	Casual Churn	Medium Churn	Core Churn
Avatar Creation	23%	16%	5%
Vanity Items Purchase	21%	14%	3%
Tutorial Game	18%	12%	2%
Full Game 1	15%	10%	1%



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UX Design Improvements

1 Streamlined Onboarding

The team reduced the number of touchpoints from 12 to 6, eliminating unnecessary steps and creating a more focused user experience.

2 Enhanced Avatar Creation

The avatar creation process was simplified and made more engaging, addressing the high churn rate at this crucial early stage.

3 Improved Tutorial Flow

The tutorial cinematic and gameplay sections were redesigned to be more intuitive and less time-consuming, reducing friction for new players.

4 Optimized Vanity Items

The vanity item purchase system was revamped to be more appealing and less intrusive, addressing the churn issue at this touchpoint.

Testing and Results



Casual Player Improvement

19% more casual players reached the final stage of the onboarding process, significantly reducing early churn.



Medium Player Engagement

26% increase in medium players reaching the final stage, indicating a more engaging and streamlined experience.



Core Player Retention

12% more core players completed the onboarding process, further solidifying the loyalty of this key segment.





Lessons Learned and Future Implications

Data-Driven Design

The success of this project underscored the importance of using data analytics to inform game design decisions, leading to more user-centric experiences.

Continuous Iteration

The team recognized the need for ongoing analysis and refinement of the user journey, establishing a framework for future updates and improvements.

Cross-Functional Collaboration

The project highlighted the value of close collaboration between data analysts, UX designers, and game developers in creating successful gaming experiences.

Player Segmentation Insights

Understanding the unique needs and behaviors of different player segments proved crucial in tailoring the onboarding experience and reducing churn across all groups.