



# Mobile SDKs Product Manager Design Exercise Presentation

Philip McCusker

The logo for Zeogames is displayed on a bright yellow rectangular background that resembles a sticky note. The word "Zeogames" is written in a black, casual, handwritten-style font. The sticky note has a slight drop shadow, giving it a three-dimensional appearance as if it's floating above the white background.

# Zeogames

Founded in 2016, Zeogames is an in-house web game development company of 10 people based in Vancouver Canada. After some strong initial success on the web, they implemented Zendesk Support to streamline customer support as they continue to grow.

Two months ago marked the first release of the Zeogames mobile app made available on iOS! They received positive feedback from their fans and now want to extend customer support to their mobile app to make sure their customers stick around when things go wrong.

# Audience Assumptions



## Mr Hardcore

Experienced, no nonsense gamer

Software Developer

Male, 17-35

### Behaviours

- Single, career orientated, impatient, demanding
- Plays at least 4 times per week
- Plays on the commute to and from work
- Games on his PC / console after arriving home
- Keeps in contact with friends over messenger
- Highly tech savvy
- Very low tolerance for failure or delay
- Values his time, wants to be treated with respect
- Select the channel that they expect will solve their problem the quickest and easiest

### Needs

- Quick signup
- Quickly resume where he left off
- Plays offline when travelling
- Wants recognition by Zeogames and his peers as hardcore
- Expects issues to resolve instantaneously
- Prefers to self-serve over human interaction

### Served by

- Having the game and services be always available
- Not having to look for info when problems arise
- Store payment methods and account details for speed
- Make it quick for him to complete tasks
- Solve his problem as directly as possible

# Audience Assumptions



## Mrs Casual

Easy achievement seeker

Customer Advocacy Lead

Female, 25-45

### Behaviours

- Married, busy, works and looks after kids
- Plays occasionally when she has free time to unwind
- Plays while travelling alone
- Uses his phone for keeping in contact with friends
- Shares phone with kids and husband
- Somewhat tech savvy
- Open to new games

### Needs

- Play without signing up
- Dip in and out: quick pickup and play
- Wants the instant gratification of winning that the game providers
- Wants to contact a human being to help resolve issues

### Served by

- Customer support agent availability
- Guest login access
- Making it use the app and contact support when needed
- Make it quick for her to compete tasks
- Solve her problem as directly as possible

# Zeogames Business Goals

1. Increase players
2. Increase revenue
3. Reduce customer support costs
4. Increase player satisfaction

## Zendesk-Integrated Mobile App Release Goals

1. Ensure people are using the in-app Zendesk UI when an issue arises
2. Achieve an increase in gamer satisfaction when issues occurred
3. Achieve a decrease in customer support costs
4. Achieve greater centralisation of customer service requests through the Zendesk platform
5. Have the Zendesk implementation work well with the Zeogames app (dev and UX)

# Zendesk Mobile SDK Feature Prioritisation (Zeogames Perspective)



# Audience / Business / Feature Fit

## Chat

- ✓ Enable gamers to resolve their specific problem quickly (less noise)
- ✓ Reliant on on-demand bandwidth of small Zeogames staff
- ✓ Fits the needs of both personas well but Zeogames may want to restrict chat to paid members only as they scale
- ✓ Helps create stronger relationships with audience

## Help Centre Articles, FAQs and Announcements

- ✓ Enables gamers to self-serve quickly
- ✓ Low investment for high return for the business
- ✓ Fits the needs of both personas well
- X May take time to find what you want

## Help Centre Filters

Create filters and present relevant content by screen, by error, by event, etc

- ✓ Low investment for high return
- ✓ Fits the needs of both personas well of self-service and resolving issues quickly
- ✓ High-potential to convert free to paid users

## Requests

- ✓ Enables gamers to self-serve quickly
- ✓ Low investment for high return for the business
- ✓ Fits the needs of both personas. Bias toward Mrs. Casual who is in less of a hurry and is less invested

## Reply to Tickets In-App

- ✓ Helps Zeogames avoid having to context switch gamers to get support
- ✓ Increase Zeogames likelihood of closing issues

## Forums

- ✓ Moderation may be needed by Zeogames
- ✓ Meets the needs of Mr. Hardcore well if the question has been previously answered

## Rate My App (deprecated)

Triggered after the completion of a "satisfying game session"

- ✓ Push 4+ app store ratings (critical to grow the Zeogames userbase)

Zeogames App



# Video

<https://github.com/philmccusker/ZD/Video>

# Resources Used & How I built it

1. Read embeddables website and watched embeddables product videos
2. Read developer docs: checklist, must dos, articles, blogs
3. Watched official integration and best practice videos
4. Created and configured app from Zendesk Support administration console
5. Added articles, ordering and configured web Support theme
6. Used Xcode's single view iOS Swift template app as basis for the project
7. Created mobile app homescreen layout and assets
8. Implemented homescreen layout
9. Configured Cocoapods to setup SDK dependencies
10. Added dependency snippets and Help Centre trigger on tap of the help icon
11. Configured Help Centre Zeogames theme for Mobile


## Tools Used


- XCode
- Sketch
- Photoshop
- Quicktime
- Handbrake
- Adobe Premiere

Recommended Mobile SDK  
Integration Improvements

# Improvements to ease integration

developer

- 
- support
1. Real-time, technical integration support over chat, screencast, video
  2. Swift and Kotlin video tutorials (currently iOS ObjectiveC and Java are provided)
  3. Filter docs by requirement to save time by only viewing relevant content
  4. Green light status confirmation in console that the SDK has integrated successfully
  5. Separate Android / iOS in console to hide non-relevant info
  6. Content on how the SDK will interact with host apps for to understand take-on impact
  7. Push “remaining next integration steps” in the console to remind and guide
  8. Automatic “*need help?*” email triggers to retarget failed mobile SDK integrations
  9. Collate and publish FAQs based on Mobile SDK support questions (not much in the forums)
  10. More robust debug tools (processes running but UI doesn’t render sometimes)
  11. Guides for upgrading from old versions to latest version
  12. Remove Rate My App from the console now that it’s been officially deprecated to avoid any confusion

- 
- chat
1. Integrate with the Chat admin console similar to Support
  2. Provide video tutorials similar to Support
  3. Distribute via CocoaPods
  4. Update SDK and associated quick start guides to support for 64bit architectures

# Improvements to ease integration

business



1. Where possible, move client-side configurations to server (quicker product admin)
2. Visual product configuration preview as you're making console changes. Test on real device
3. Kotlin support ([high priority](#))
4. More product content: overviews, benefits, features, success stories, examples to help imagine in your app
5. CPU, memory, battery, storage, data usage optimisation
6. Environment push - make a configuration change and publish to UAT, etc for stakeholder approval
7. Wider device and OS version coverage
8. Authentication via phone number support
9. More content: security, privacy, data handling, GDPR, 3<sup>rd</sup> party, other compliance standards
10. Additional configurations: local push notification support for new responses received
11. One-click integrations for Chat over Facebook Messenger, Slack, Twitter, Twilio, etc
12. Content in the KB / console: what configurations & parameters are supported on the client-side?
13. UX optimisations on console configuration page
14. Support hyperlinks in the SDK reference implementation of Support



1. Single integration for all Zendesk products. Toggle products via admin console

# Improvements to ease integration



designer

1. Preview of theme changes (Wix) so designers don't need dev assistance
2. Out the box alternative layouts and selection via console
3. Drag and drop modular layouts for screens, navigation and elements. Preview and go live
4. Set global theme and apply it across all enabled products and channels
5. SDK UI Sketch files and online specifications so designers can mock upfront
6. Designer best practice guidelines for theming with customer examples
7. Usability testing results relative to competitors for greater confidence
8. Sync the sort order of the articles with the web version

Measuring Success

# Modelling Success (Zeogames Perspective)

**Before diving into the metrics...**

**Deep dive into the existing Zeogames analytics and research data to understand what a loyal gamer looks like:**

- From the 1000s of users who try the Zeogames app who were the most loyal? Who are most satisfied?
- What were the series of interactions that "activated" their loyalty from guest to paid user?
- Played a particular game 5 times or more? Unlocked a particular achievement? Played with friends?
- How does that compare to the pattern of a typical guest user who never graduates?
- Then.. ideate and experiment around graduating regular games to loyal gamers and define associated metrics so we can know if we are moving more users in the right direction or not.



# Metrics (Quantitative)

## What's happening?

1. Player game sessions
2. Player game duration
3. Player revenue
4. App download to open rate
5. Help centre icon taps
6. Guest to registered user conversion rate
7. Registered user to paid user conversion rate
8. CSAT / NPS score
9. Case resolution time
10. Chat sessions, article reads, tickets created
11. Turns per case closed
12. Case abandonment
13. Article and agent ratings
14. Channel usage
15. Categories explored
16. Video view duration and ratings
17. Customer support issues created by type

# Metrics (Qualitative Research)

Why is it happening?

Theme	Research Method
Uncovering mobile app gaming preferences	Survey & interviews
Understand gamers current behaviour and their use cases when they need help	Focus groups and interviews
Is there a predictive flow when talking to gamers that can be automated?	Interviews
What should happen when we can't answer a question automatically?	Interviews
Paid user sign up workflow	Usability testing observation
Create ticket and close customer support case workflow	Usability testing observation
Find answer to complete task customer support workflow	Usability testing observation
What kinds of article, FAQ and knowledge base information?	Focus groups and interviews

Learnings

# Learnings

1. SDK Product Managers need a strong technical background and an aptitude to easily understand the implications of technical SDK designs and implementations. Close communication between development team and PM (in particular with the Technical Lead) are therefore essential PM and TL qualities. Conversely, the team also need broad market knowledge and development community perspective.
2. Mobile SDKs must be integratable in minutes for developers to test and ultimately adopt
3. Unlike most SaaS products, SDKs must consider the needs of many users: business stakeholders, developers, designers, content administrators, performance engineers, devops, researchers, analytics execs, etc. There are many optimisation opportunities within each segment.
4. The considerations of implementing a mass-market SDK at scale are vast as it must perform seamlessly across all kinds of diverse environments. Greater focus is needed on:
  - Long term architecture design, API design, backwards compatibility, technical performance, code quality, privacy, security, code reliability and code / platform / library selection.



Thank you

Phil McCusker  
mccusker.philip@gmail.com