

# Friend with benefits

On the physical game there is one subject with 5 statements. Player 1 ranks these on their phone, the rest of the players have to guess player 1s ranking. For each correct ranking they get one point. There are levels to this games, on the upper levels the rankings get harder. Each subject will be more and more similar which makes it harder to rank and guess. There are also random cards with a “who is most likely to” cards, then everyone has to rank each other. For this card no one gets a point but it is just like a mini game.

One thing to add, there is a board with figurines and for each point the players can move up a place. The first to reach the finish line wins.

The app is only used for ranking, we questions are not seen on the screen, only 1 through 5.

There is a timer with sound effects in the app. When the time is up every player gets to see how many they guessed correctly. According to that they can move up that many places on the board.

## Customer journey map

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIONS	View online ad, see TikTok's, hear about it from friends	Researches reviews, watches gameplay videos,	Purchases online or in store	Unboxes the game, downloads the app	Replays game, recommends to others
TOUCHPOINTS	Social media, word of mouth, online ads, influencers	TikTok videos, product website	E-commerce platforms, retail stores	App walkthrough	Discount on next purchase, expansion packs, new versions
KPI'S	Number of people reached	Website traffic, time on page,	Average order value	App usage rate,	Repeat purchase rate, net promoter score
CUSTOMER EXPERIENCE	Curious 🤔	Comparing, exited, hopeful 😊	Confident, satisfied 😌	Playful, cheerful 😄	Engaged, connected, loyal 😊👍
BUSINESS GOAL	Increase awareness	Convince that they need to buy this game	Nice unboxing experience, seamless checkout	Easy setup, helpful app	PR packs, influencer discount codes, reward programs