User profile

Malakasang paldo

Persona

- *Age: 25*
- *Occupation: Live Streamer*
- *Location: Philippines*

Supporting research and documentation

- *On Line Demo Site*
- *Live Stream Video*

User journey map

User steps *What is each step of the user journey?*	Onboarding	Before game play	Retention	Advocacy
User actions *What action does the user take during each step?*	Waiting	In-game message (Central Site) Player won a prize last time	Bet setting → Buy FreeSpin → 10 Dragon FreeSpins → Confirm 10 Dragon FreeSpins → Big Win Bet setting → Autoplay 50x → Confirm 10 Dragon FreeSpins	Share Game link
Goals & experiences *What is the user trying to accomplish?*	Enter the game screen	Enter the game screen	Play game and win the prize	Users click the share link
Feelings and thoughts *Use the emojis below to help illustrate how the user might be feeling.* 😃 🙂 😐 ☹️ 😡		Get to know the information from central Site 😃 Reminding the user how much they won in the prize last time. 🙂	Menu can't find the information on winning money ☹️ Cannot easily to find the bet history ☹️ When the autoplay ends, the game screen will immediately display the autoplay modal to encourage users to continue using autoplay. 😃 Using freeSpin to win the prize quickly 😃	
Pain points *What's not working well? What causes friction?* *How many people does this affect? On a scale of 'nuisance to show-stopper', how bad is this pain?*		One of the primary drawbacks of popup modals is that they interrupt the user's flow and experience.	You need to go through the ... icon and then click on 'play check' to see the wallet. For the '...' icon, this icon is not visually striking and cannot catch the attention of users. ⭐	
Opportunities *How might we address these pain points? How big is the opportunity if we correct this pain point?* *What are new ways to serve this person?*	Incorporate MG elements to make the splash screen more recognizable.	Add game rule or pay table to help user know how to play the game in first time Grabs the user's attention by overlaying the main content. Allow important messages or actions to stand out from the rest of the content.	Redesign play check entery point Can set the bet more quickly. ⭐ Adding a leader board and history can make the game more interesting.	