**Zynga Poker**

Downloads: 50m+

Key Features: fb login, guest login

Brief tutorial to adjust to interface

Vip system - incentivises real money spending

Daily free chips

Minimal ingame options

Friends system

Lots of push notifications to encourage user engagement

‘Certified’ poker game

Challenges

View game stats

Level up tied to account with rewards

Cash tables of varying stakes/buyin

Different game speeds and table sizes

Sit n go tournament game mode

UI: Middle of screen contains important features -> game types for playing

Corners of screen used for ‘extra’ features -> profile, settings, microtransactions, social features

Background reminiscent of poker table felt, with the 4 suits pattern in the background

Tables are clean and easy to understand at a glance, quite big cards displayed in the center

Options during turn are in the corner and relatively small

**World Series of Poker**

Downloads: 10m+

Key Features: fb login, guest login

Narrated tutorial

Chat in game

Varied game options for customisation

Level system

View game stats

VIP system

Friends system

Missions

‘Poker Recall’ minigame for extra currency, more incentive for microtransactions

UI: chat in bottom left, unobtrusive, pre-arranged messages available

Large buttons for game choices

Cards in middle of table are a bit small

Game UI feels cluttered, a lot going on

Low separation between UI features, could be hard to distinguish and lower learnability

Main menu feels very busy, a lot going on at once, could be condensed or separated into additional activities

Overall feeling of trying to do too much on screen at once, would benefit from clearer separation of features

**Poker Heat**

Downloads: 5m+

Key Features: fb login/ guest login

UI:

**World Poker Club**

Downloads: 5m+

Key Features: Weekly tournament leaderboards

UI: