MINI EVENTS

**Documenting research, exploration and design decision**

What and Why?

- Time based event which will be live for few hours to derive engagement
- Short time event has potential to derive engagement in the game
- There will be competition factor among players which is very different from the core game
- This feature will be exciting among all type of players
- These games will be light and be a refreshment for players

Discovery

To begin my research, I started to look at a few other word games or similar games, analysing UI, UX, User flow for mini events. There are many word games which are doing well with the mini events. In some of the games mini events are completely different from the core games. Mini events games are fun, refreshing and very short duration
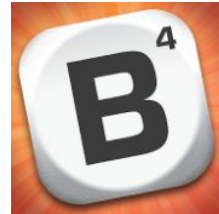
Observation

During the research I identified many different scenarios and I kept my focus and develop the following:

- In all the above games, they have a **dedicated tabs** for live events and upcoming events along with the prominent surfacing on the home screen. This was simply helping players to be aware what is going on in the game.
- In some ways these events are bringing excitement among users by showing **event unlock timer** since it is a bit different from what players are already used to.
- **Rewards and leaderboard** are common in each of these games which always keeps reminding players to play more

Making use of persona study

- During the persona study I observed that most of the DTC players are age between 25-44 years
- And going through the players profile and understanding their behaviour and interest helps me to decide that they have interest towards playing different word games
- Most of the players were socialiser and all about sharing achievements with their friends on social media

CONCLUSION

- Feature surfacing should be prominent enough to that players can easily interact with it even if they have missed the feature intro popup
- Should give players the clear idea that the mini event include leaderboard to bring excitement among players at first glance
- The flow and experience should be easy to understand without any pressure for specially for older age players

Link - :https://docs.google.com/presentation/d/1-glVS_eOnBw_QPZDuH212xFXd-ugHhWMJaEdhJ809N0/edit#slide=id.g8867980e98_0_16

Behaviour

The focus is to derive engagement in the game without cannibalizing the main game.

The event will derive the following in the player -

Excitement - DTC players are socializer in nature and therefore short time event with leaderboard will be exciting for them.
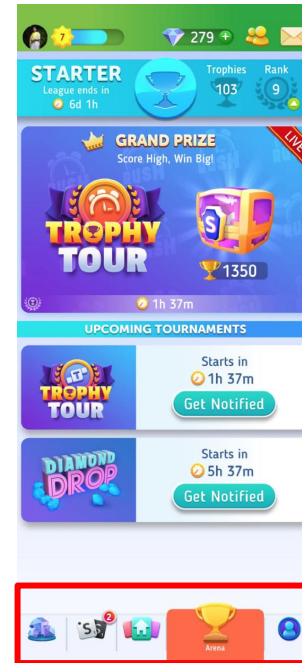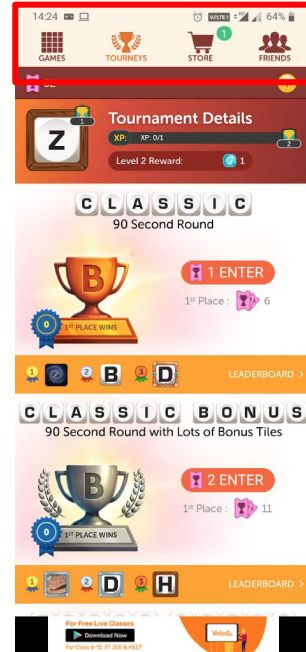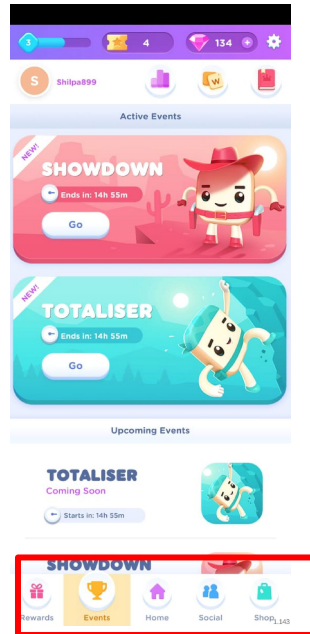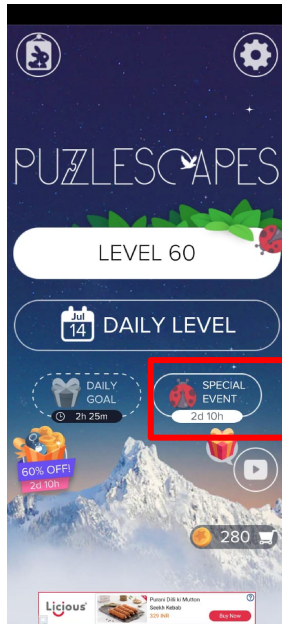
Urgency - Players are challenged to complete the game in the time limit without intense panic

Competition - There will be healthy competition among players

Disappointment / Frustration - Since we are restricting players to hold tickets and they can only earn tickets when the event is live. When players exhaust tickets they have to again go back and earn ticket in that time limit . For players who is playing for casual fun and healthy competition might get frustrated due to these steps. Should have an alternative for this as well

Research and Exploration on surfacing

After exploring and playing few other games and their mini events, it is observed that all the games have dedicated tab for the events where players can start the game in one click

Brainstorm on surfacing

FOOTER	HOMESCREEN	HEADER

FOOTER

Surfacing Possiblities

Already flooded with 5 tabs…where exactly?

Combining 2 tab in one and making space for Event? Like Calendar and VIP, since both are subscription based feature

Including event feature inside any of these tabs? But where?

HOMESCREEN

Surfacing Possiblities

Using Carousal in home screen will help to convey the feature easily with and can grab attention easily (to support this, most of the DTC players spend time on home screen and navigate from it to others Screen). It is easy to interact for players

Surfacing in home screen would need a priority list to show where exactly mini event goes
We have - Today's puzzle : Core game, very important
Live quest : Quest is doing really well in every aspect
Piggy bank : focused on revenue
Bonus Archive : focused on revenue

HEADER

Surfacing Possiblities

Same as leaderboard surfacing

FOOTER

Pros	Cons
Prominent surfacing	Have to come up with Priority where exactly to Fit
Easy interaction	High costing from developer
having permanent place will Have its own importance in long term	High costing from UI/UX
Easy to navigate	Need to come up with spec In case of combining any Two tabs

HOMESCREEN

Pros	Cons
Prominent surfacing	Have to come up with priority where exactly to fit so that it does not cannibalise the main game
Easy interaction	
Will bring excitement among players	
Easy to navigate	
Players spend more time in HS	

HEADER

Pros	Cons
No high costing as it is Similar	Header is use to show the information of rewards and setting. There is a set of information which is defined to show in header tab and players are used to this type across the games.
Players are getting used to leaderboard so, might be helpful for them to Interact	Surfacing mini event here might be confusing for players as it is completely different from the set the Information shown.
	No prominent surfacing

Final Decision on surfacing

After exploring many ways for surfacing in other games and considering our games, mini event surfacing looks more promising in bottom tab in terms of better navigation experience for players
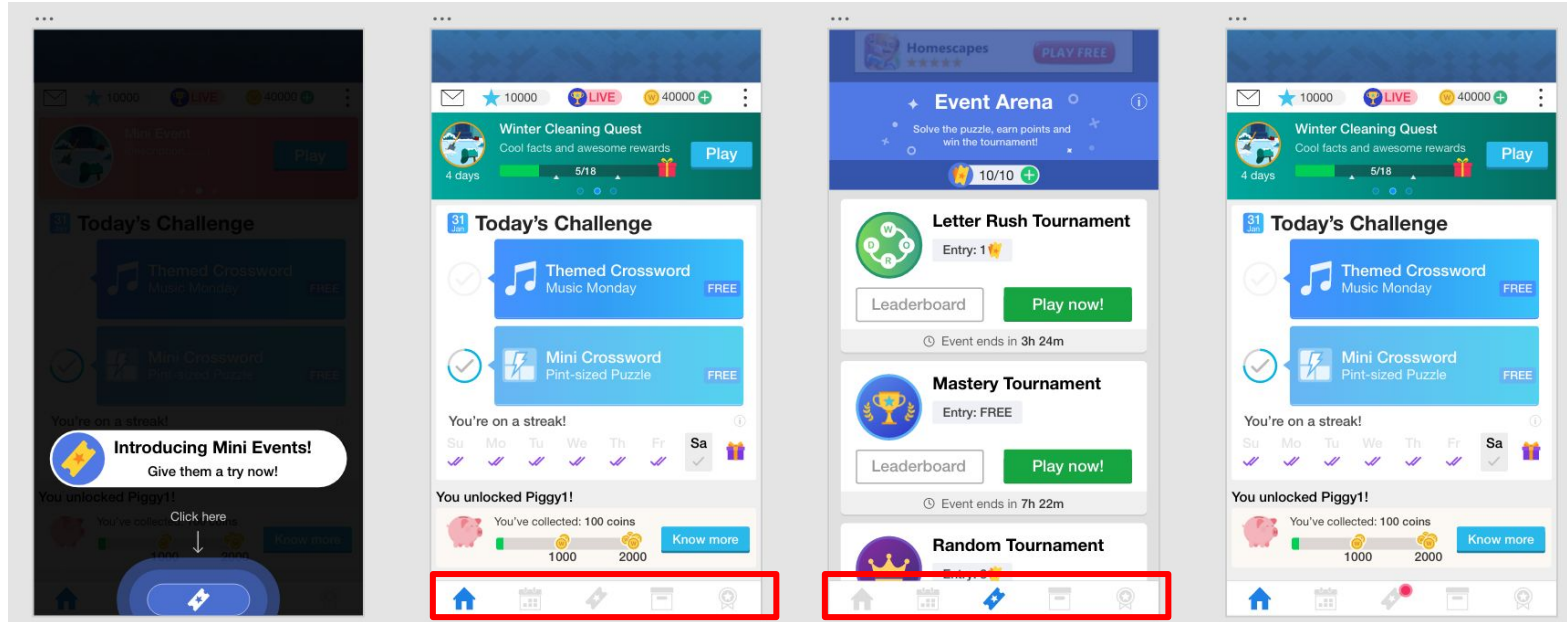
Competitive Analysis

For competitive analysis, I looked at few competitors game to analyze mini event flows. The games are as follows :

- Wordzee
- Scrabble go
- Boggle
- Trivia crack
- puzzlescapes

Objective :

- Mainly looked for the no. of steps it takes for a players to start the game
- To understand the loop of mini event so that players easily get used to it

Mini Events flow
In WordZee using
ticket
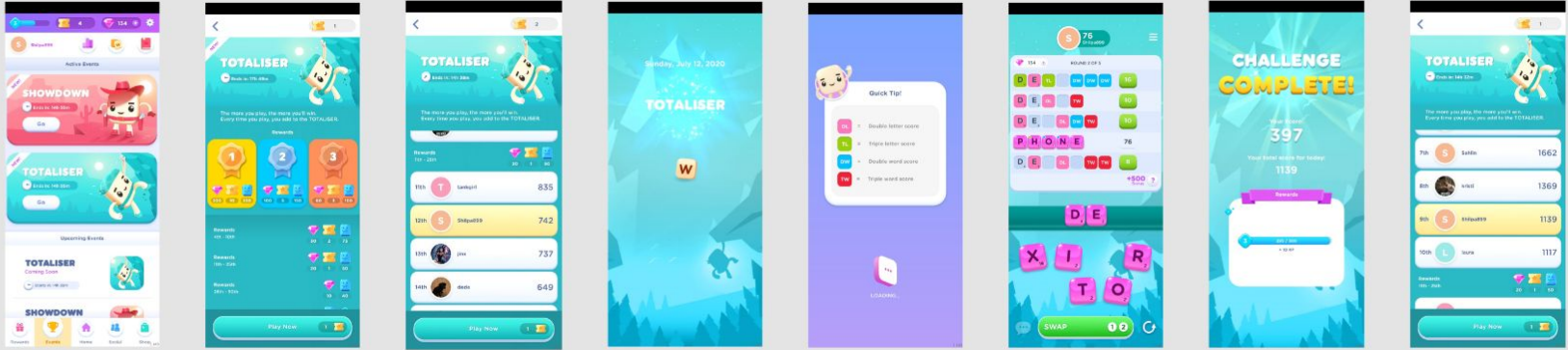
Mini Events flow
In Scrabble GO
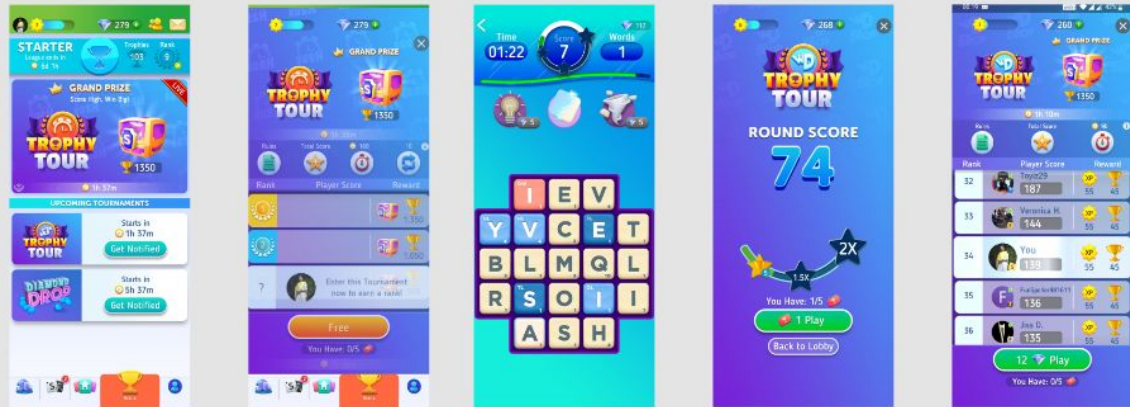
**Mini Events flow
In Boggle**
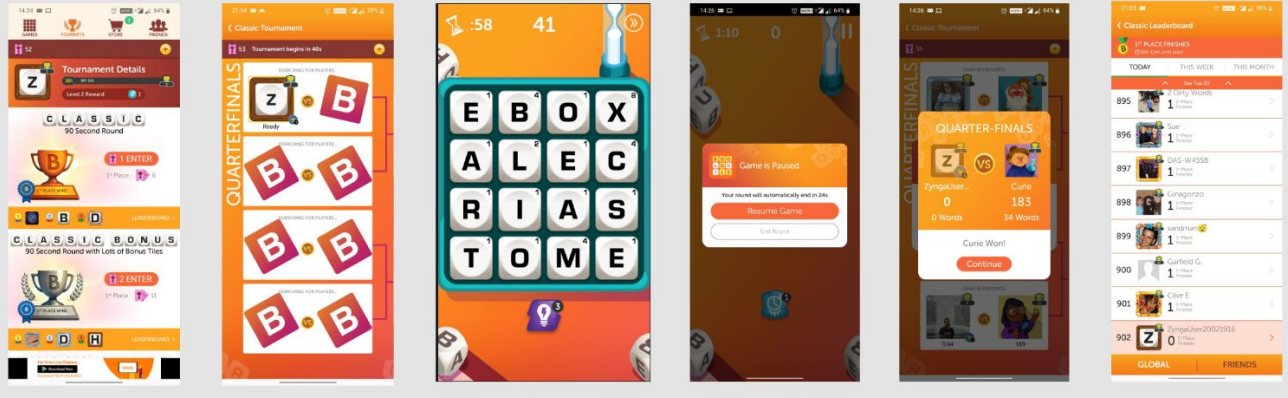
**Events flow
In Puzzlescapes
From intro popup**
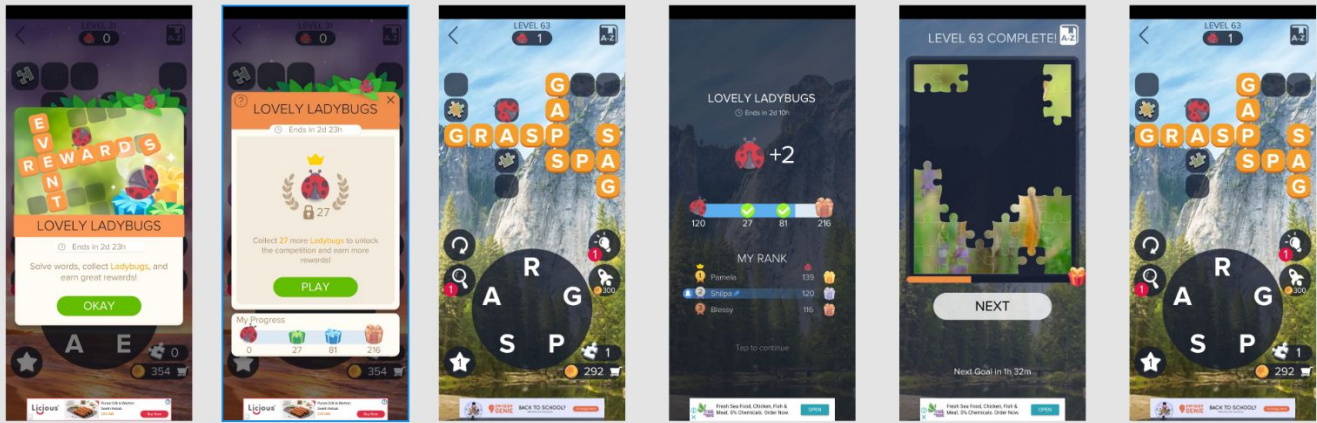
Conclusion

- All the above games have leaderboard in their mini events
- All the mini events are time based events, mostly 2-3 different mini events running at a time
- Tickets are required to enter the mini events which can be earned by playing main game. If the tickets gets over players can use the coins to enter the game again or purchase tickets from the store

Research on main event screen

Looked at few competitors games and their way of showing all the info on the event screen

Boggle

Word Domination
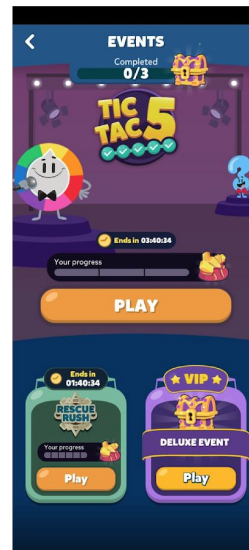
Trivia crack
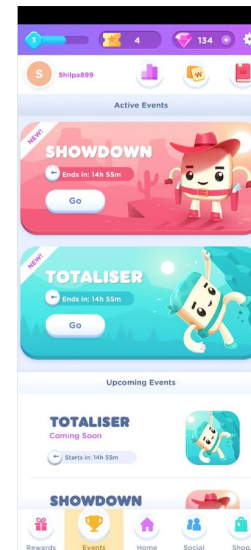
WordZee
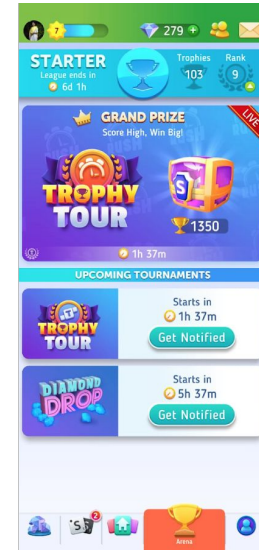
Scrabble go

Exploration on main event screen

Tried exploring different ways of showing events tiles and the information on it when there is more than one mini event is live
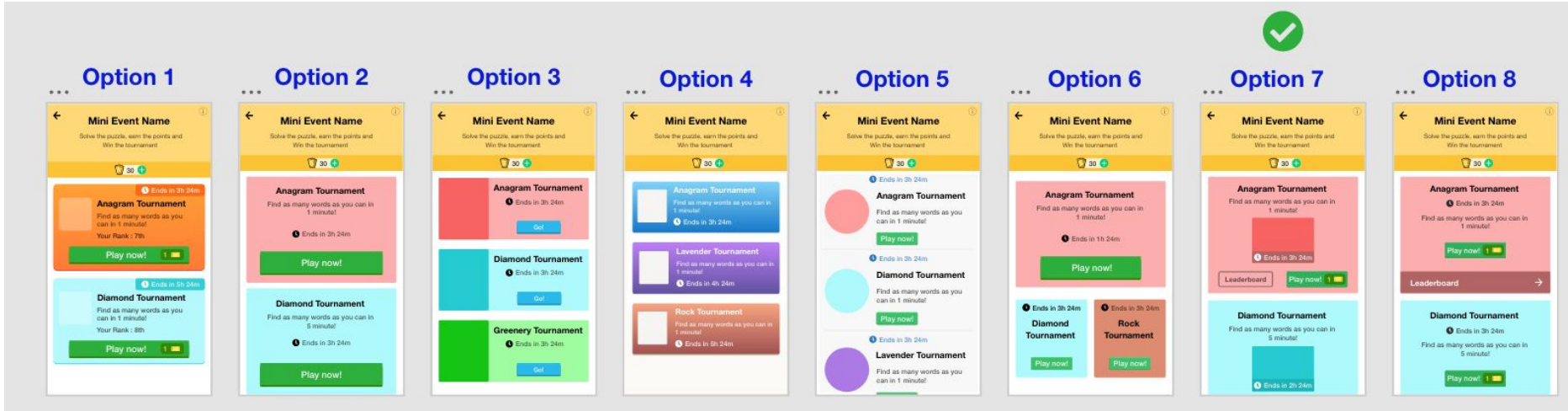
Wireframes and challenges

- The main challenge was to show all the information in the event tile keeping the priority order in mind Tried different ways to surface timer, ticket requirement, event name, event icon
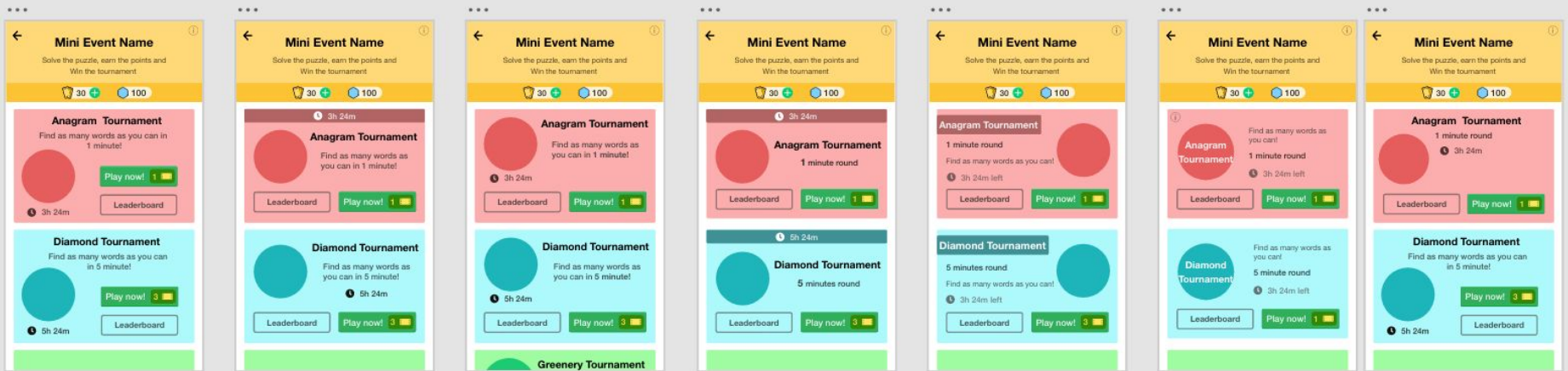
Look mess, not clean
Confusing as well

Tile is clean, helping
to make decision which
event to play
Shows priority order in
event tile

Tile is clean, helping
to absorb info in the tile
No. of ticket surfacing will
help to decide which one to play

Finalised main event screen

Low fi mocks
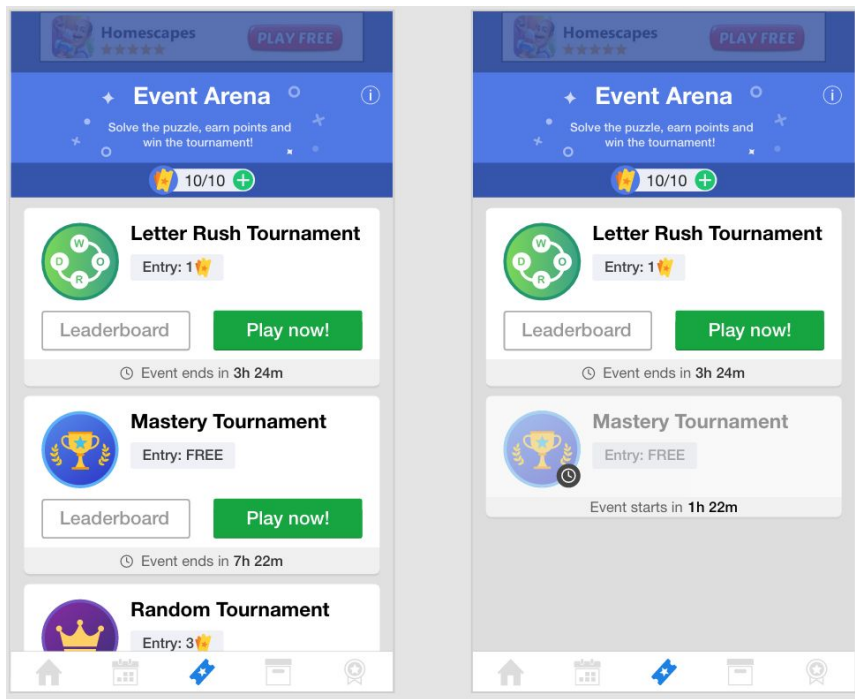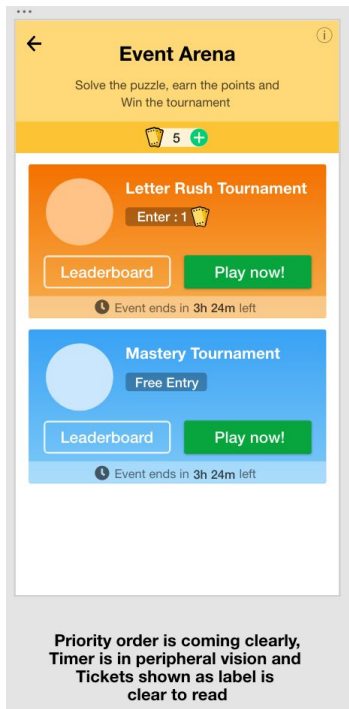
Hi-fi mocks

Main event screen were designed in a way so that it can be -
- Scalable in the future
- Flexible in accommodating information
- Lookwise consistent for every event
- Ticket requirement should be easy to read

Letter Rush Tournament - mini event v1

Research on mini event puzzle screen

Since the format of the event is based on finding unlimited words from the given letters and we have two in house games with same concept, I decided to look into that and understand the way of showing each elements in the puzzle screen along with other similar games.

The idea is to find a appropriate surfacing for each elements in the puzzle screen which can give good playing experience to players
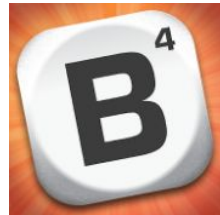
Observation

- I observed that all the above mention games have common elements in their puzzle screen, which are :
1. Circle anagram
2. Words found
3. Hints
4. Timer
5. Points
6. No. of words found
7. List of word found

Keeping all these elements in mind, I looked at few puzzle screen:

- To find priority of all the elements keeping feature vision in mind
- To find good position of all the elements in terms of usability
- To explore new ideas for timer and points surfacing

Exploration for timer and score

- Timer and score are group together at one place of the screen
- Both have prominent surfacing after the interaction area
- In most of the screen timer and scores are placed at the top and near to the interaction area to reduce the cognitive load
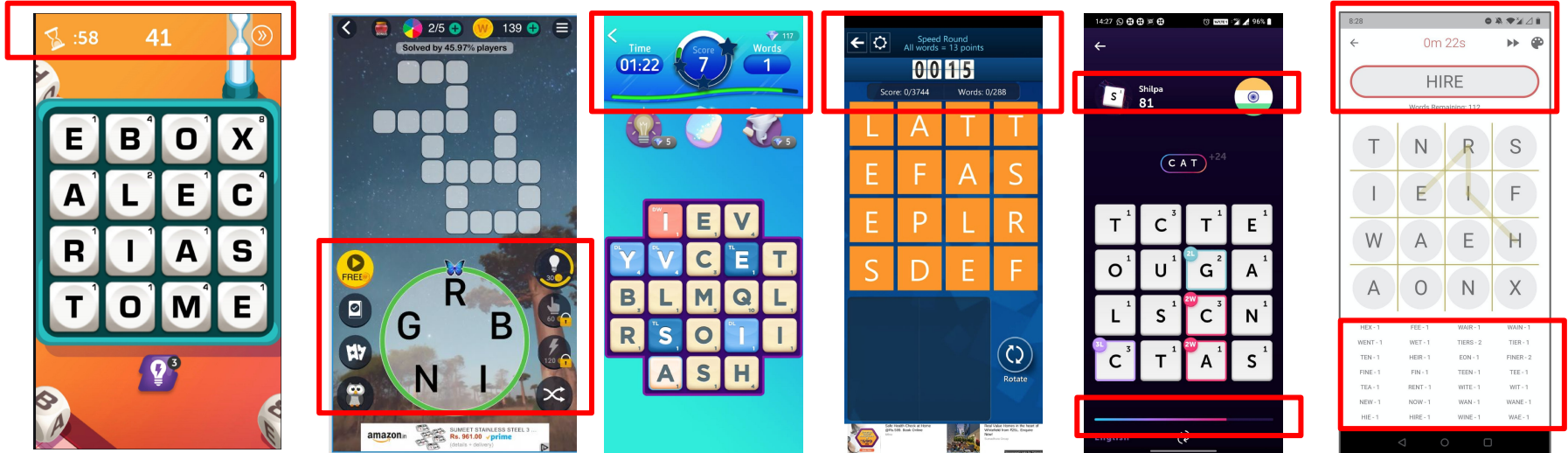
Brainstorm on puzzle screen

- Tried to explore around different types of timer
- Tried different ways to show points

Decision making on puzzle screen

Current version

Words found: 18/100
CAREDFGH CAREGHDF CAREHKSH
TEAR TEAR TEAR
CRASH CRASH CRASH
RAMS RAMS RAMS
HEART SHARE HEART
HEAR HEAR

Total points:
300

SHARE

prominence:

Timer - 30%
Points - 70%

Scenario 1:

1. Timer - very low prominence
2. Points - more prominent than timer
3. Could be very distracting if the timer
is adding pressure and the players
have to keep looking up & down.
4. Shuffle to be left or right aligned?

Mini Events
Words found: 18/100
CAREDFGH CAREGHDF CAREHKSH
TEAR TEAR TEAR
CRASH CRASH CRASH
RAMS RAMS RAMS
HEART SHARE HEART
HEAR HEAR

Total points:
300

SHARE

prominence:

Timer - 50%
Points - 50%

Scenario 4:

1. Timer and points are equally prominent
2. There are lot of activity happening in the
center area and cause pressure on players where
exactly to look at
3. Shuffle to be left or right aligned?

Mini Events
Words found: 18/100
CAREDFGH CAREGHDF CAREHKSH
TEAR TEAR TEAR
CRASH CRASH CRASH
RAMS RAMS RAMS
HEART SHARE HEART
HEAR HEAR

Total points:
300

SHARE

prominence:

Timer - 20%
Points - 80%

Scenario 5:

1. Timer is in bottom has the least
priority and may not be visible to the
players at first glance
2. Points is more prominent than timer
3. Shuffle to be left or right aligned?

Suggested version

time points words
00:40 300 18/100

SHARE

prominence:

Timer - 40%
Points - 60%

Scenario 3:

1. Timer is less prominence than points
2. Points and timer being at one direction is
easy to look at
3. Timer is used as digit and no visual representation
4. Shuffle to be left or right aligned?
5. All the information group together and placed
at top follows the standard rule

CAREDFGH CAREGHDF CAREHKSH
TEAR TEAR TEAR
RAMS RAMS RAMS
HEART SHARE HEART
HEAR HEAR

time points words
00:40 300 18/100

SHARE

prominence:

Timer - 40%
Points - 60%

Scenario 6:

1. Timer is less prominence than points
2. Points and timer being at one direction is
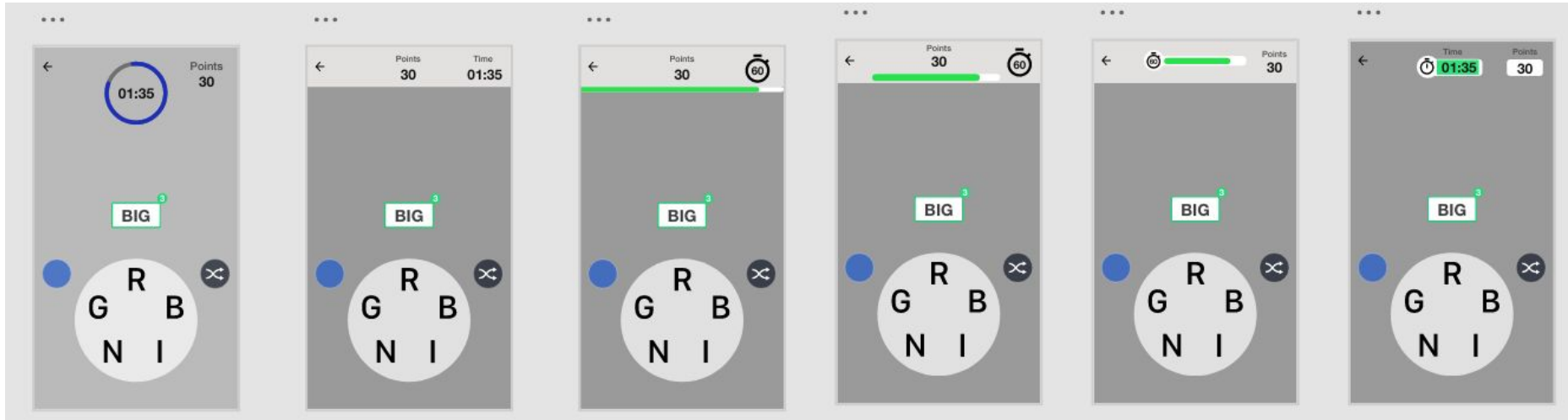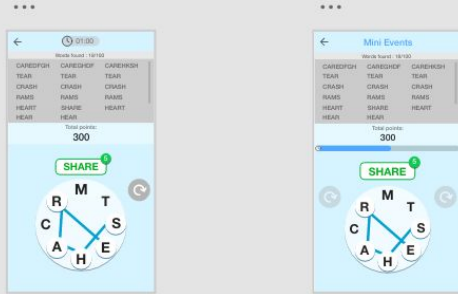easy to look at
3. Timer is used as digit and no visual
representation
4. Shuffle to be left or right aligned?
5. All the information group together and
Placed at centre (near to the interaction area)
6. Since all the information are in centre, the only
Concern is, it might clutter the layout due to lot of
Activity happening in the centre

Reference from jam

300
Total points
Words found: 18/100
CAREDFGH CAREGHDF CAREHKSH
TEAR TEAR TEAR
CRASH CRASH CRASH
RAMS RAMS RAMS
HEART SHARE HEART
HEAR HEAR

SHARE

01:00

prominence:

Timer - 80%
Points - 20%

Scenario 2:

1. Timer is more prominent and would be
adding a lot pressure
2. Points have moved up which would cause
less distraction to a player who's main focus is
the anagram. That's good.
3. Shuffle to be left or right aligned?

Shortlisted puzzle screen

From the above exploration, we narrowed down to these two puzzle screen. We also conducted usability testing in order to understand which layout has the best playing experience for the time based game
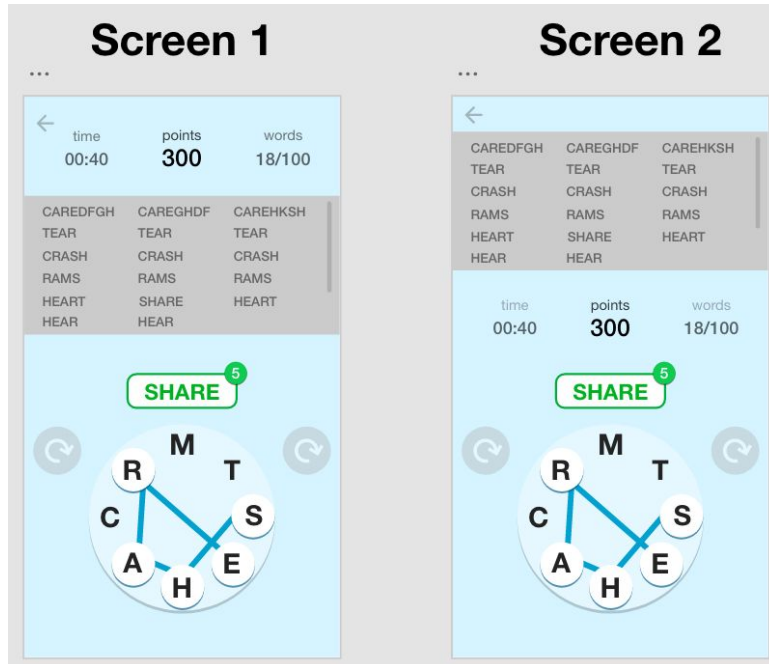
Screen 1 - Timer, points info on the top
Screen 2 - Timer, points info in the center

Detailed Usability testing report -
https://docs.google.com/presentation/d/12cjDe-xk4xuJa73O6NIAgF1ESHzqAV2F6ZzP2fZDuxk/edit#slide=id.g91d75e2fb4_0_98

Finalised hifi puzzle screen and their cases

Valid word

Invalid word

Already found word

Initial screen
(before swiping)

Word list with
1 row of words found

Swiping FTUE
with new & improved
Karen hand
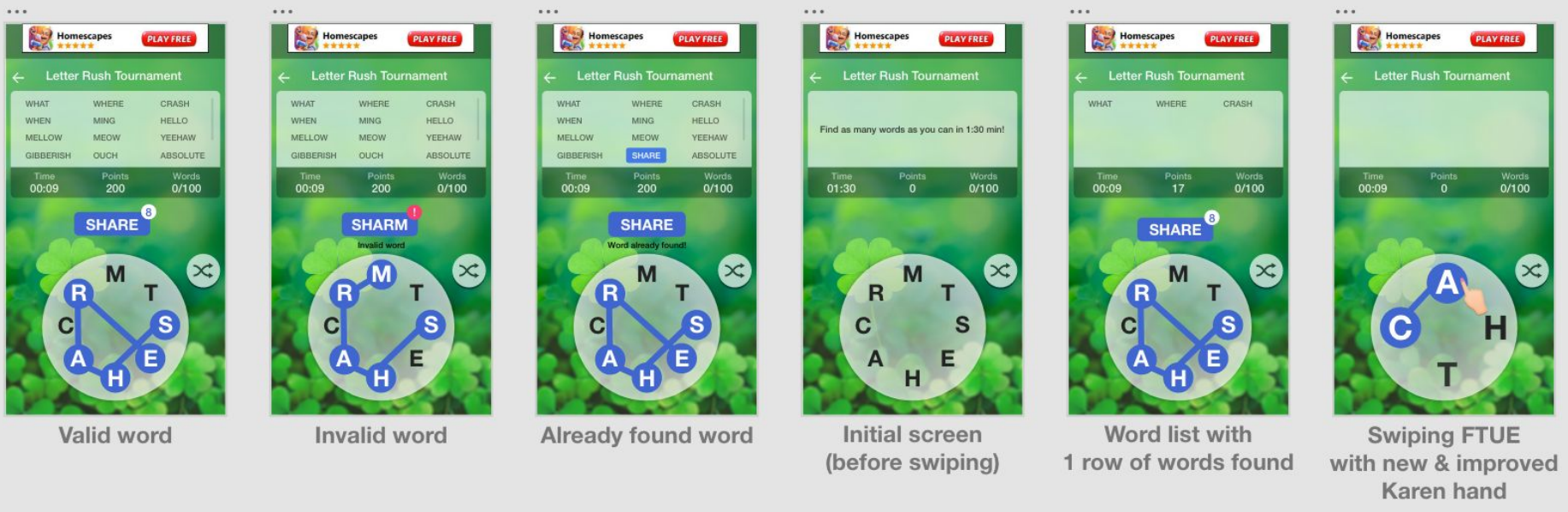
Finalised mini event flows

Flow clicking on play now
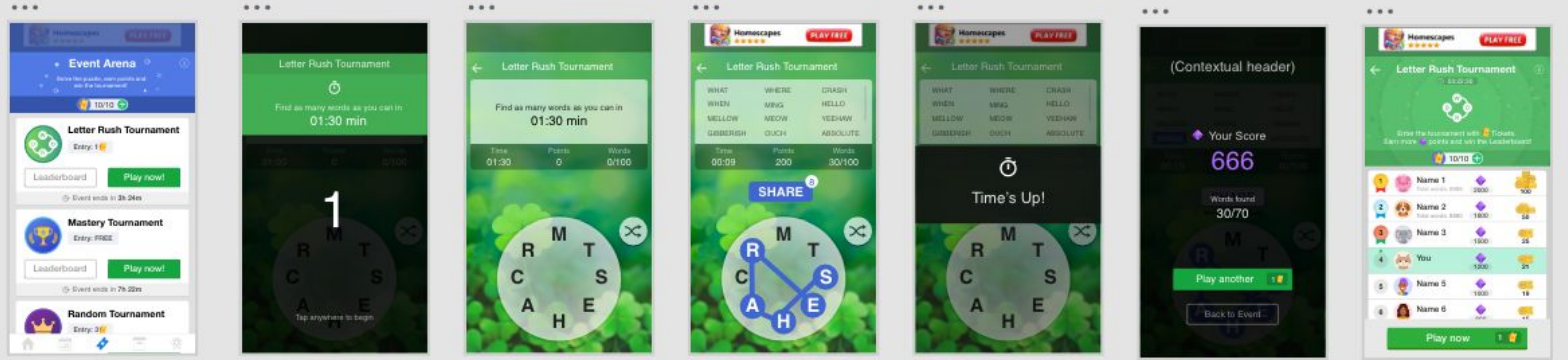
Flow clicking on leaderboard
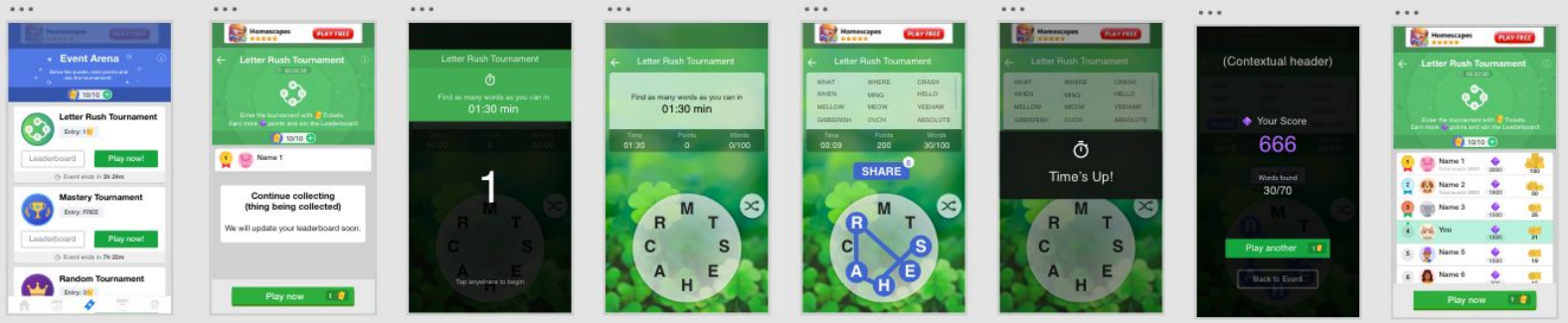
Word Shuffle - mini event v2

Exploration for timer, swiping area and score

- Timer and score are group together at one place of the screen
- Both have prominent surfacing after the interaction area
- In most of the screen timer and scores are placed at the top and near to the interaction area to reduce the cognitive load

Scrabble go | Boggle | Word Blitz | Wordament | Muddle | Word Shaker | Just Boggle | Boggle my way | Boggleboard | Wordathon | Ruzzle | Word Trek
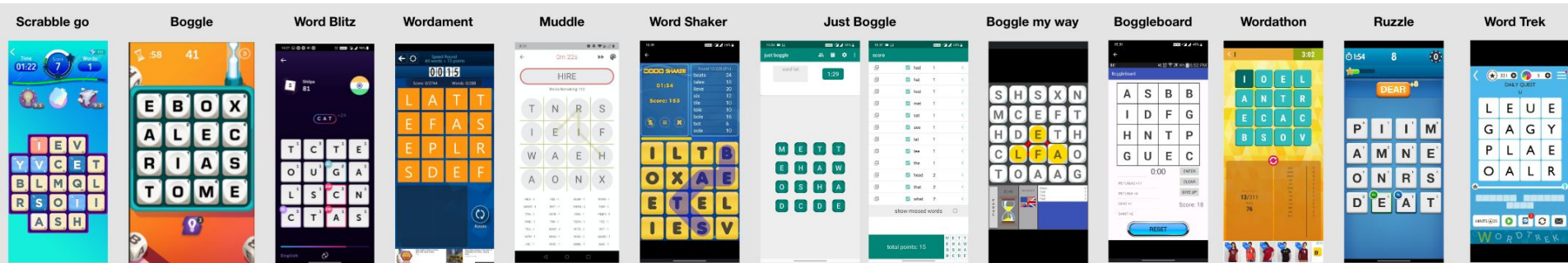
Brainstorm on puzzle screen

- Tried to explore around different types of timer
- Tried different ways to show points
- Keeping the swiping area in mind, tried to find the most easily interactive area for word shuffle

LEFT HANDED   COMBINED   RIGHT HANDED
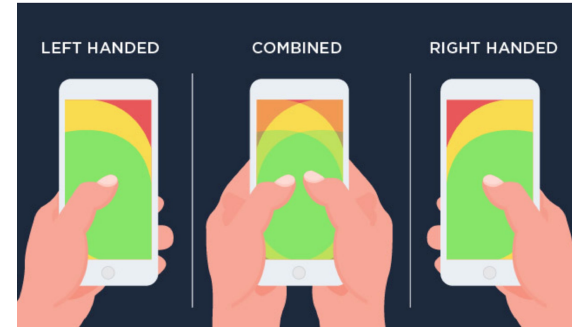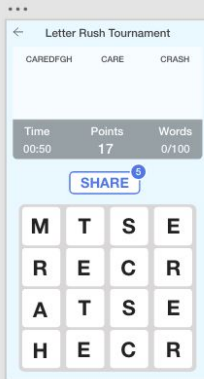
Option1

Option 2

Swiping area is in extreme bottom might cause problem in phones

Option 3

Option 4

Without list of word area

Option 5

Option 6

Option 7

Option 8

Decision making on puzzle screen

Option A

Letter Rush Tournament

CAREDFGH	CARE	CRASH

Time	Points	Words
00:50	17	0/100

SHARE 5
Invalid word

M	T	S	E
R	E	C	R
A	T	S	E
H	E	C	R

Pro - Swiping area is closer
Same as trip style event so easy to implement
Con - Shuffle position is not good

✓

Option B

Letter Rush Tournament

Time	Points	Words
00:50	17	0/100

SHARE 5
Invalid word

M	T	S	E
R	E	C	R
A	T	S	E
H	E	C	R

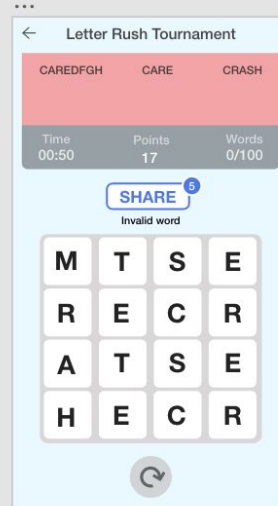| CAREDFGH	CARE	CRASH
CAREDFGH	CARE	CRASH
CAREDFGH	CARE	CRASH

Pro - Swiping area is closer
Accidental clicks on the word list is not a problem
Con - Too much clutter, not clear to look
Shuffle is way out of reach
Animation are going to be in a different direction and will take more time
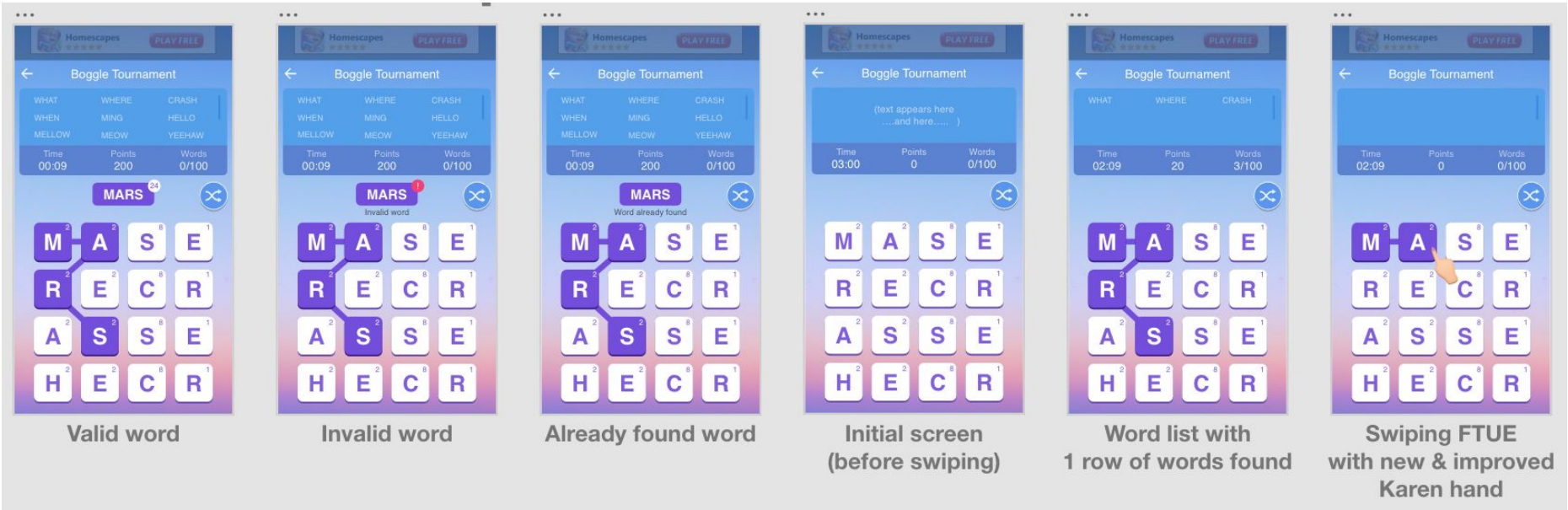No space for toaster messages for invalid words etc

Option C

Letter Rush Tournament

CAREDFGH	CARE	CRASH

Time	Points	Words
00:50	17	0/100

SHARE 5
Invalid word

M	T	S	E
R	E	C	R
A	T	S	E
H	E	C	R

Pro - Alligned and organised
When the grid size is small, more breathing space
Con - Accidentle clicks on the shuffle

D

Letter Rush Tournament

CAREDFGH	CARE	CRASH

Time	Points	Words
00:50	17	0/100

SHARE 5
Invalid word

M	T	S	E	E
R	E	C	R	R
A	T	S	E	E
H	E	C	R	R
H	E	C	R	R

Alligned and organised
When the grid size is small, more breathing space
Con - Accidentle clicks on the shuffle

Finalised hifi puzzle screen and their cases

Valid word

Invalid word

Already found word

Initial screen
(before swiping)

Word list with
1 row of words found

Swiping FTUE
with new & improved
Karen hand

What was the outcome

Received mixed reviews from players such as "boring", "not crossword" "time limited" and "tickets not available"

Experiments are still running after updating the flows based on data.

This has given around 3% LTV upside initially