

Clubs - Design & UX

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Overview

Clubs is a way for slots players to join forces in completing challenges that benefit all members of the club. Through this interaction with other players, a sense of social responsibility would encourage higher engagement. The design will also include monetization features to boost revenue. This feature fits the design philosophy of the app in that it's a meta game mechanic that encourages more slots play.

Project Scope

This is a large feature that cannot be developed in a single release, and therefore it will require to be rolled out into multiple phases, which will introduce different aspects of the feature to the players starting with Phase 1 - Basic club functionality. Phase 2 - Chat and perks. Phase 3 - Club management. Phase 4 - Boosts and secondary currency. Each phase should take a single release to develop, giving the team 4 months to release the entire feature. The team should be ready to pivot during any of the phases based on data from the previous release.

Problem Statement

The challenge with this feature is to have it engaging for the players while allowing them to play slots the way they want to. Each player will need to be able to participate in clubs, but not be required to change their play behavior, other than to play more so they can contribute more.

Solution Statement

The clubs feature will allow players to earn club points and contribute to their club's progress in the event by playing any slot they enjoy playing. This is critical to the experience as it allows the feature to be appealing to all player types.

User Persona

This feature is intended to target both hardcore and casual slots players by insuring that participation in the experience allows the player to continue playing whichever slot they prefer. This way players who are devoted to a single slot can be just as active in the clubs feature as players who prefer to play multiple different slots. The expectation is that highly engaged players will concentrate into a few clubs that will drive the revenue of the feature.

Design

The clubs feature consists of week long events, during which members of a club can earn club points to complete 5 to 7 challenges for rewards (credits and secondary currency). The more challenges that are completed, the bigger the rewards. In addition to the rewards which are awarded after the event ends, when a challenge is completed it will award perks to the players instantly (multipliers of XP, Daily Bonus, Hourly Bonus, etc.) which will last throughout the duration of the event. This gives players the incentive to complete challenges as quickly as possible to maximize their perks.

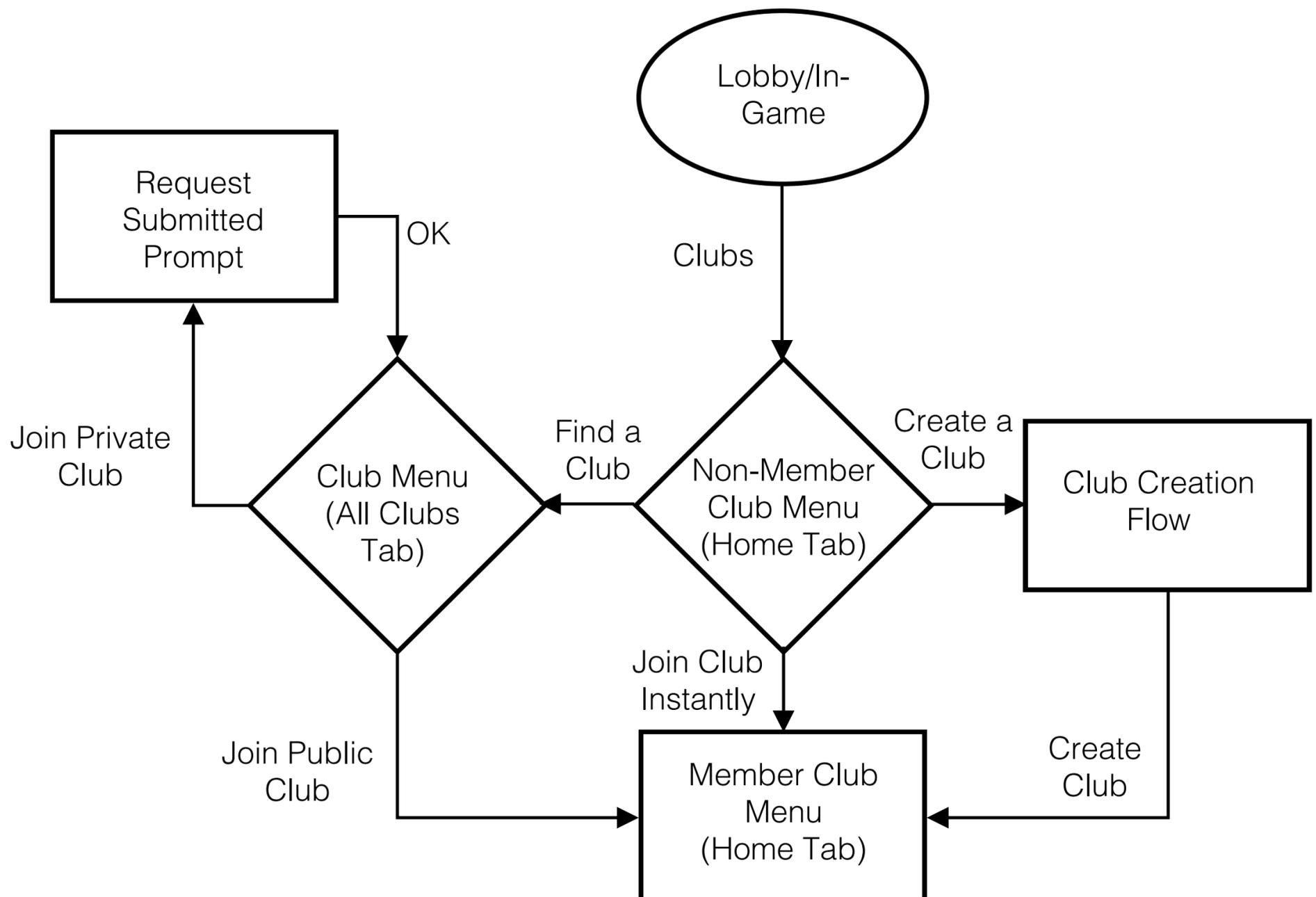
The completion of challenges is based on club points which are generated by all the members of the club. Players earn club points by playing slots. It is intentionally vague to the player how exactly club points are earned or how many are needed to complete a challenge so that they can formulate strategies based on member participation and slot choices. Behind the scenes club points are based on spins, bet size, and triggering of certain slot events like bonus games.

To further encourage strategic play, each member can choose to which challenge to contribute the club points they earn. This can result in players encouraging each other to all contribute to a single difficult challenge, or spread around several easier challenges, as they keep in mind the remaining duration of the event.

When the event ends, it immediately resets the challenges and grants the rewards of the completed challenges of the previous event to each club member.

User Flow

The clubs feature will be accessible both in the lobby and in-game at the top left corner of the screen just below the burger menu. The button will have a non-member and member state. Tapping it will open the Club Menu which will default to the Home Tab until the player selects another tab.



Lobby

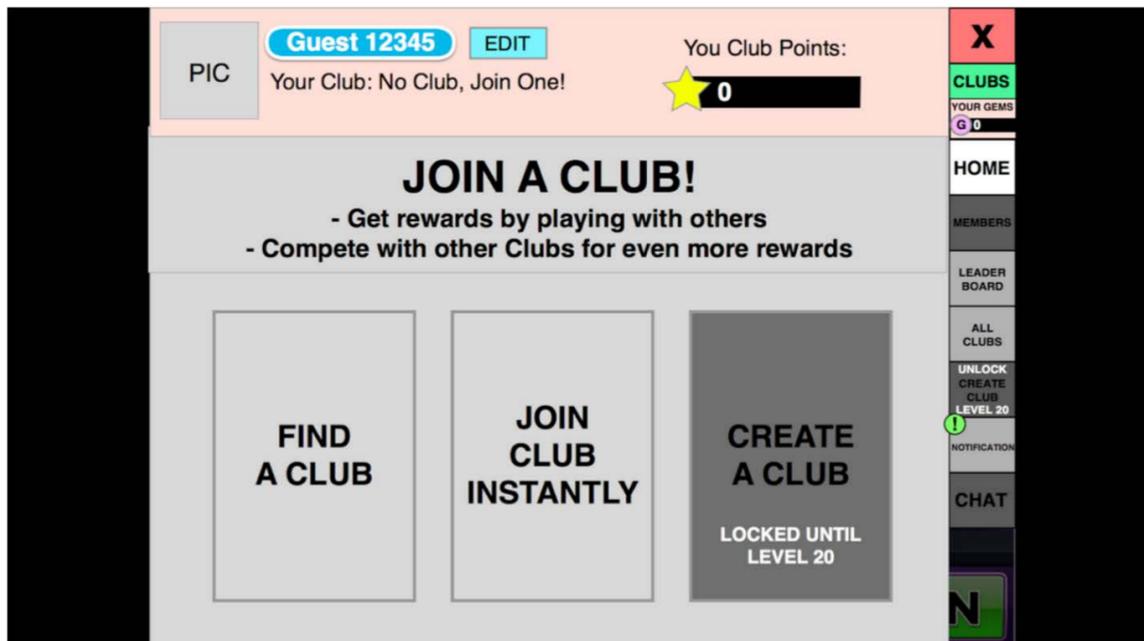


In-Game



Home Tab - Non-Member Club Menu

When a player opens the Clubs menu they can join a club, edit their profile (name and picture), search for clubs, and explore the clubs leaderboard. Depending on their level, they can additionally create their own club.



Home Tab - Member Club Menu

When a player is a club member, the home tab will display the club profile and the club challenges.

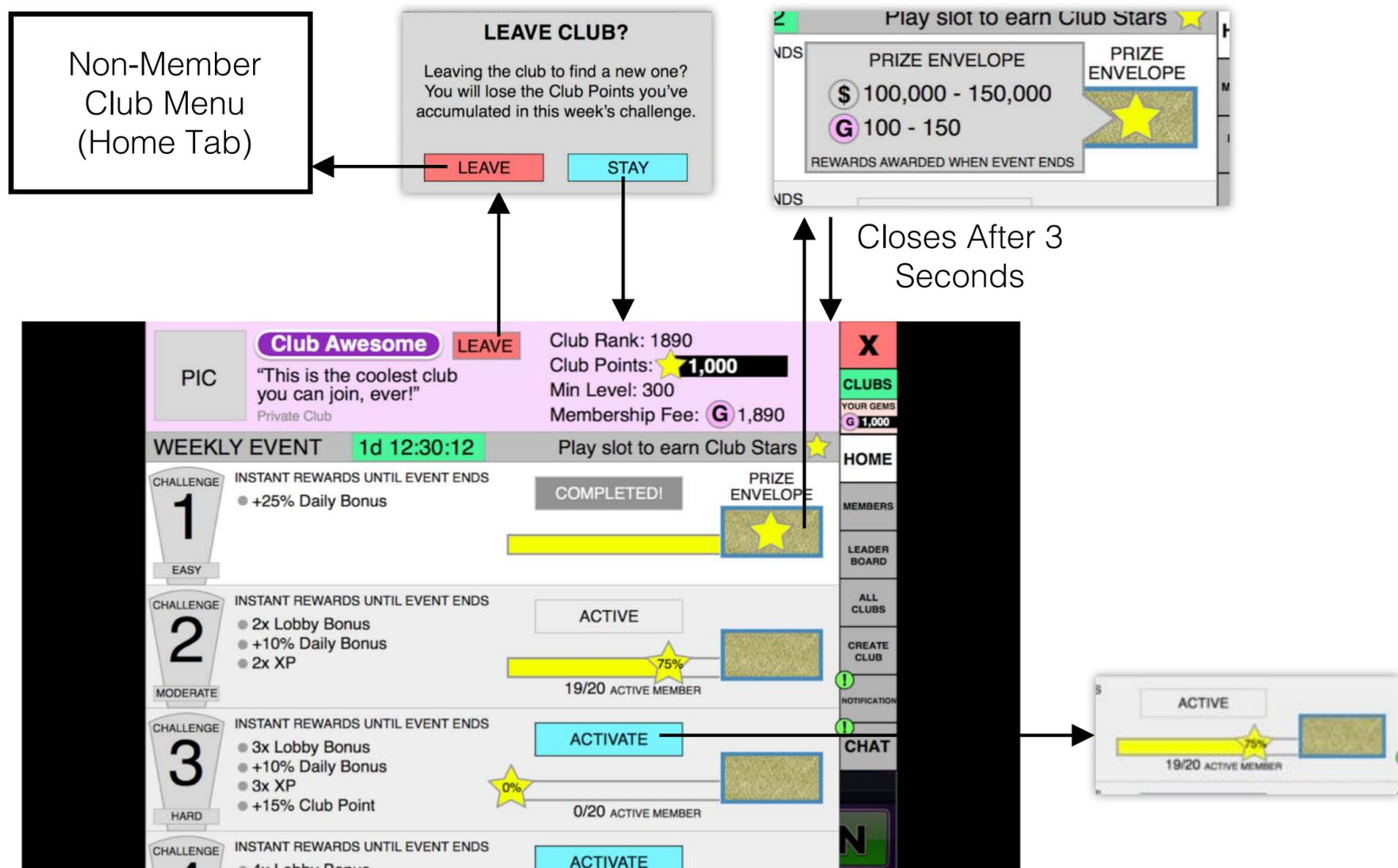
The club profile will consist of the following:

- Club picture
- Club name
- Club motto
- Club type
- "LEAVE" button so that players can leave the club
- Club Ranking
- Club Points
- Minimum level to join the club
- Membership fee to join the club

Between the club profile and the club challenges is the timer that indicates how much time is left before the club event resets. Each challenge will consist of the following:

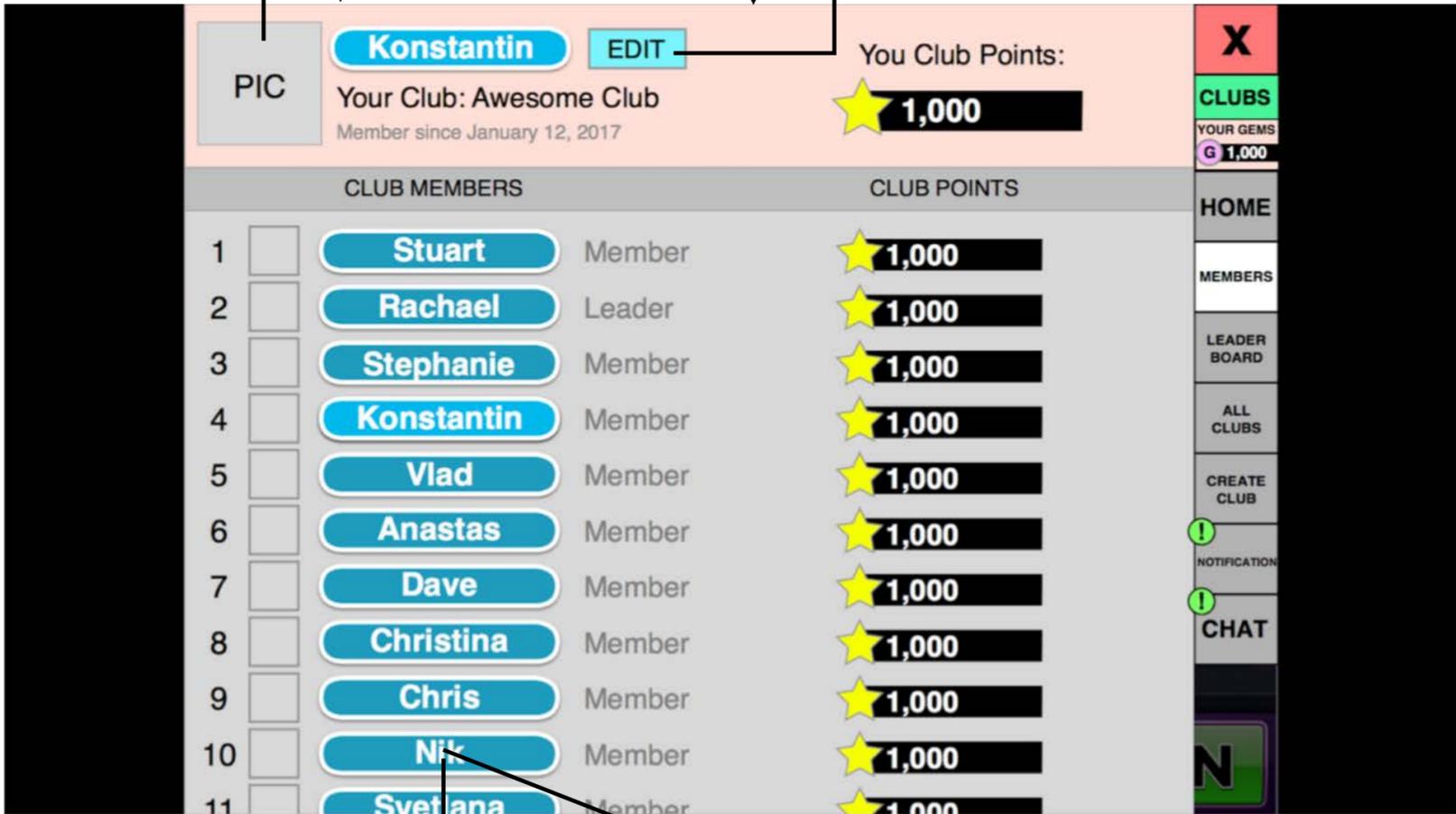
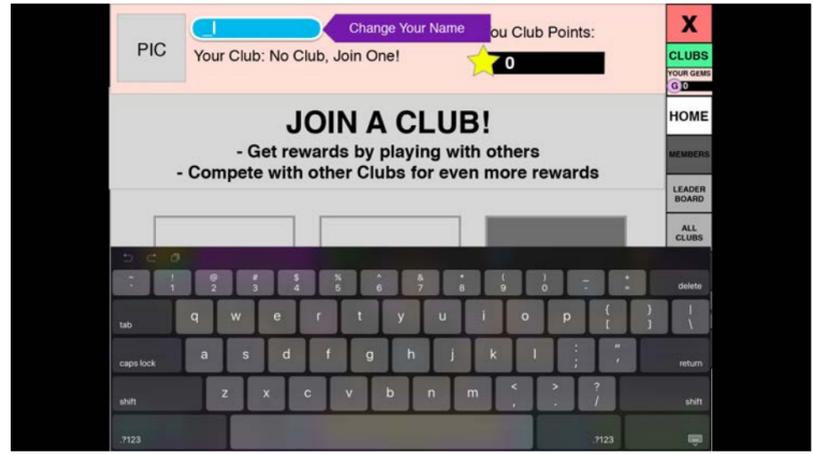
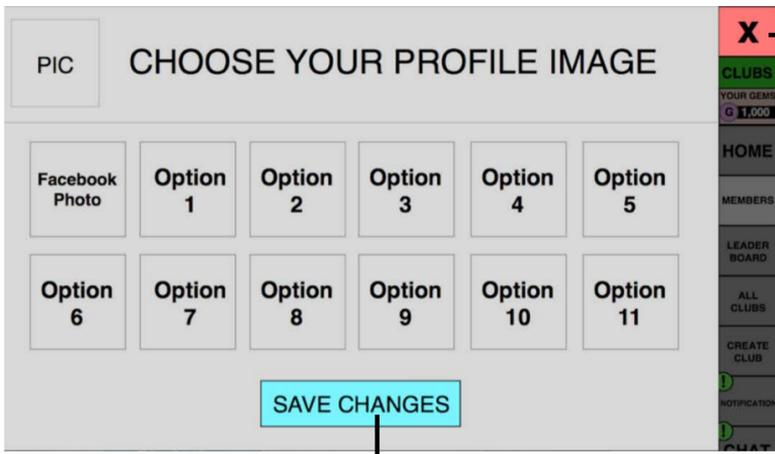
- Club challenge icon with a difficulty number
- List of the instant rewards (perks)
- "ACTIVATE" button/Active Indicator/Completed Indicator depending on the state of the challenge (all players default to the easiest active challenge)
- Progress bar
- Prize envelope
- How many members are currently contributing to the given challenge

When a challenge is completed, the instant rewards (perks) become active for the duration of the event and the prize envelope indicates the possible reward that will be awarded at the end of the event. When the player taps the “Activate” button of a given challenge, the club points they accumulate going forward will be contributed to that challenge.



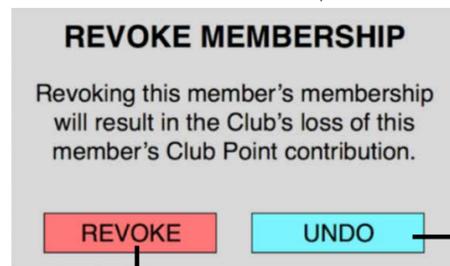
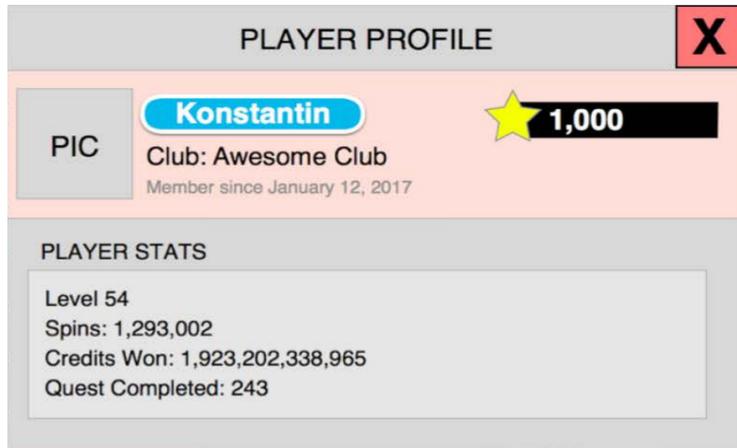
Home Tab - Leader Club Menu

The leader of a club has the option to manage the club where the “LEAVE” button is for the regular members. Tapping the “MANAGE” button allows the leader to edit the club name, motto, min player level requirements, the cost to join the club, whether it’s a public or private club, and to leave the club.



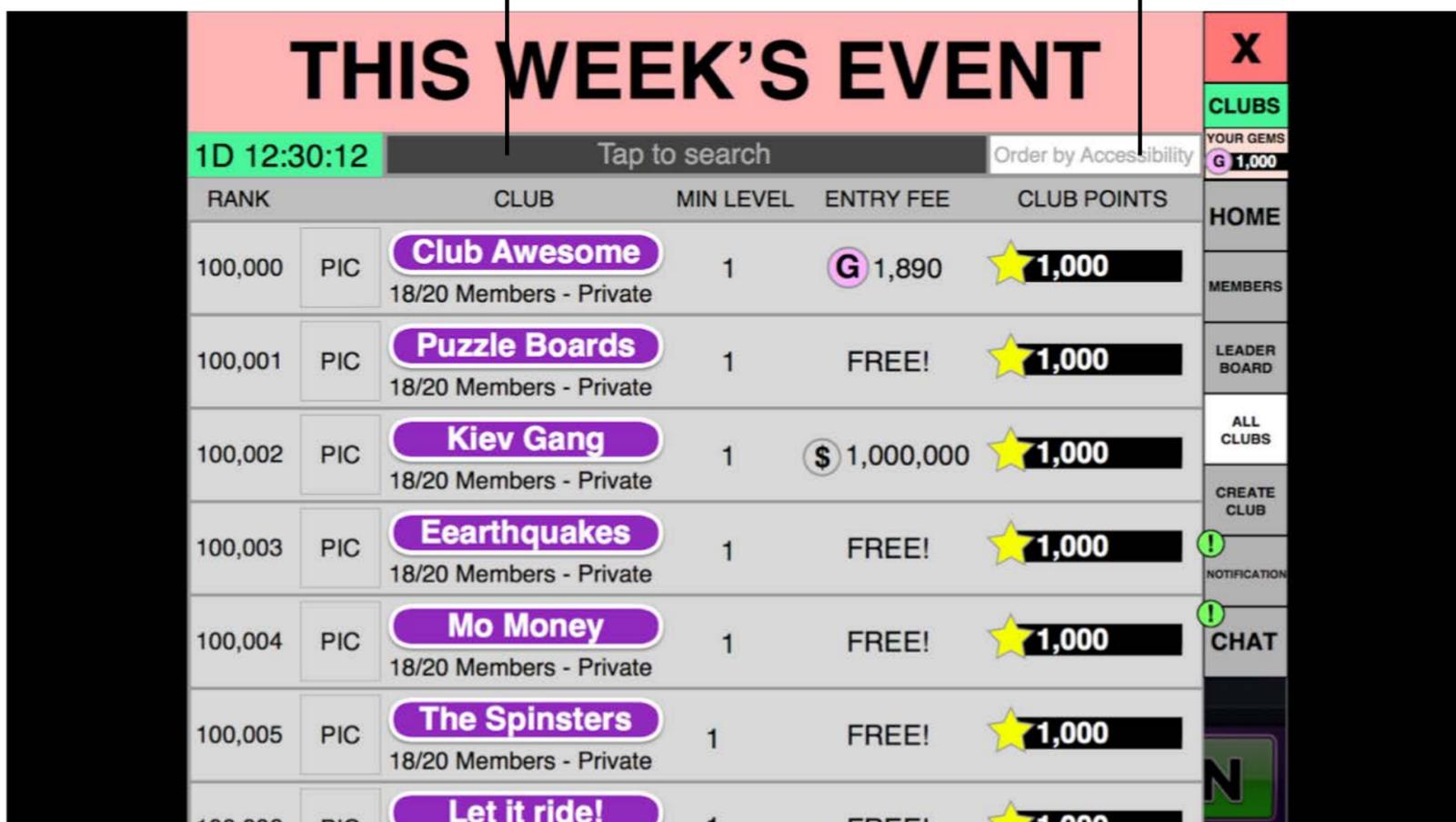
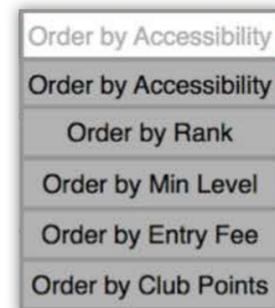
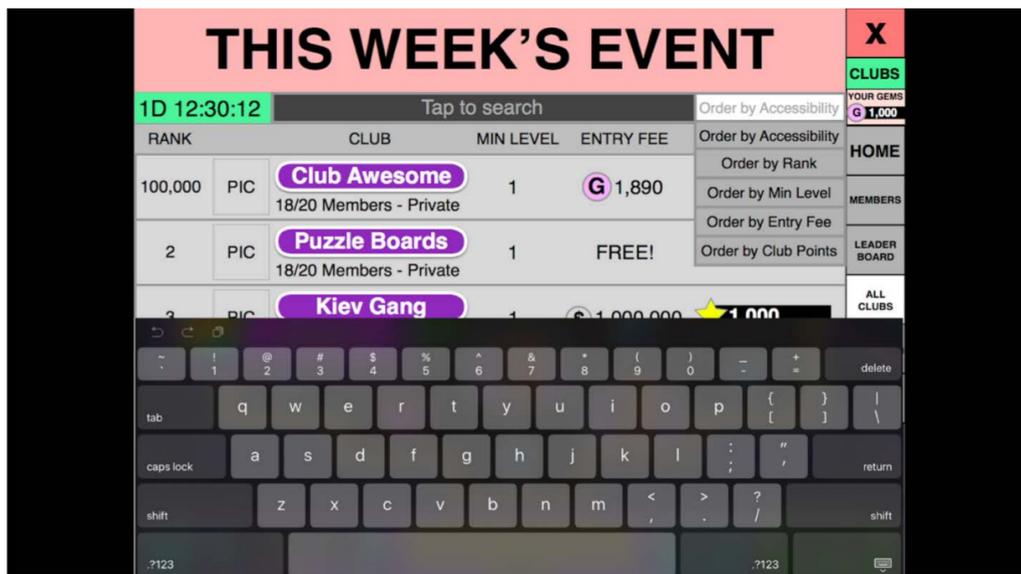
Member

Leader



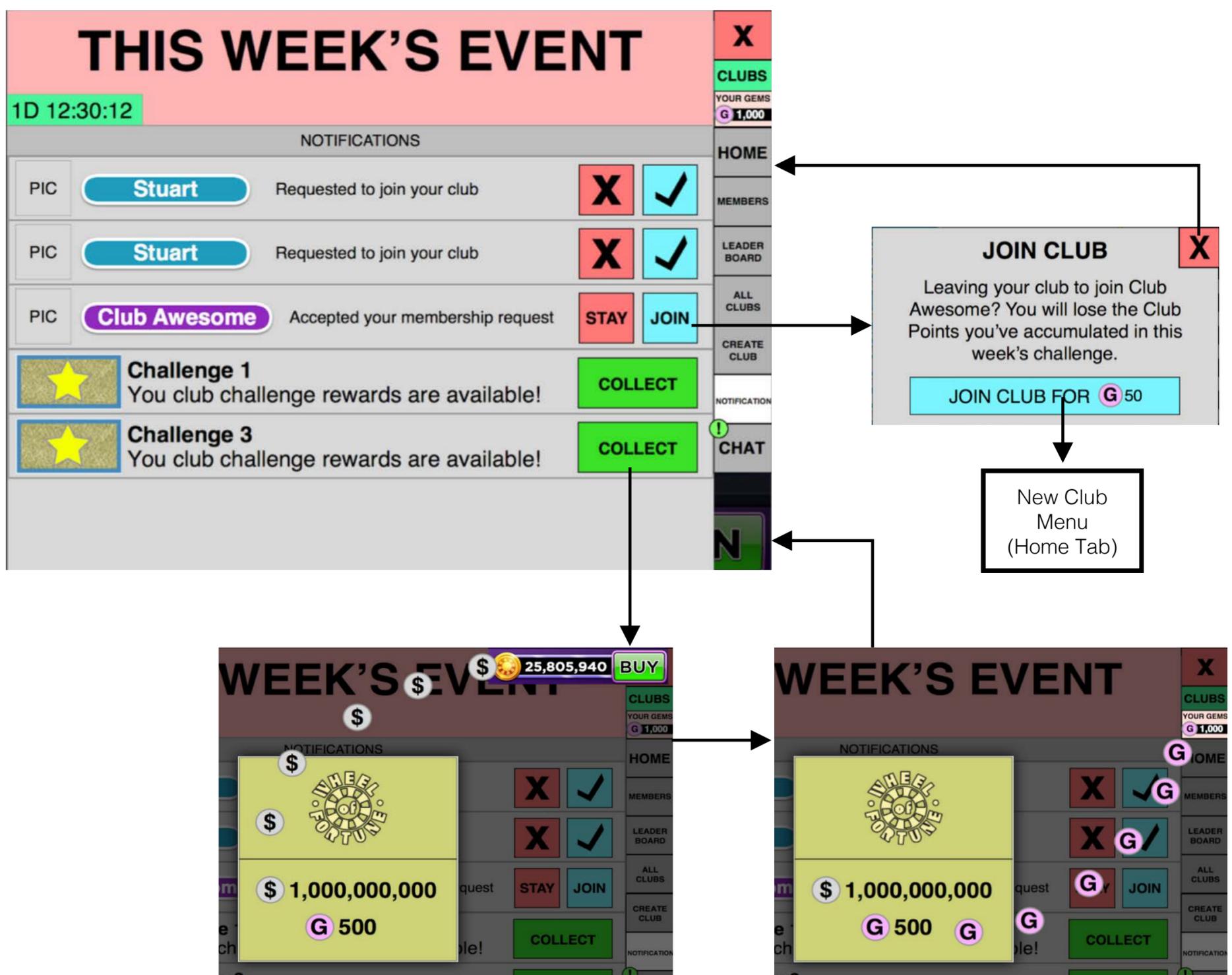
All Clubs Tab

The default view of the all clubs section displays only clubs that the player is eligible to join based on the min level requirements and other criteria that makes the player a good fit for that club. The player is able to search for clubs and sort the list in a number ways.



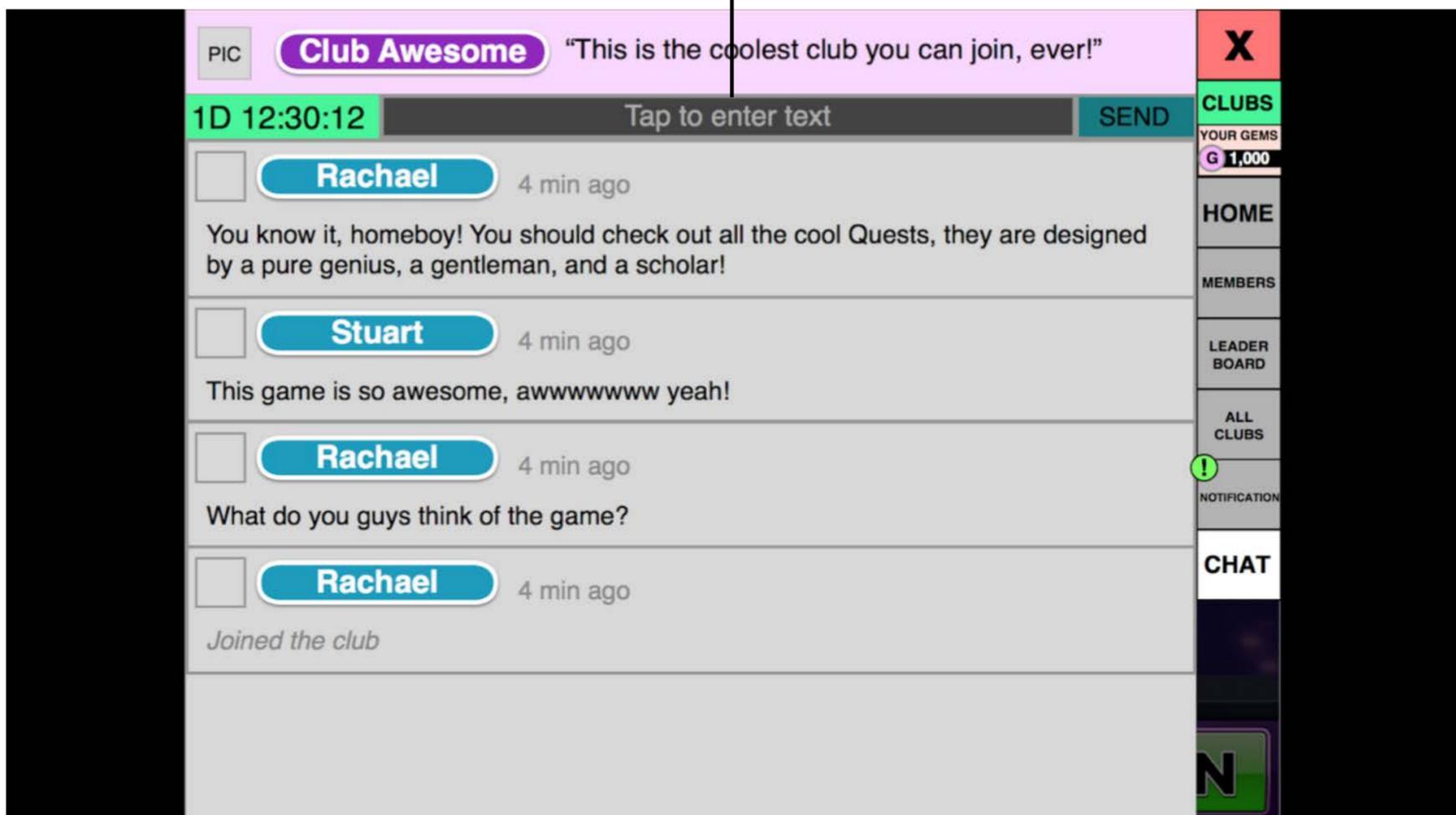
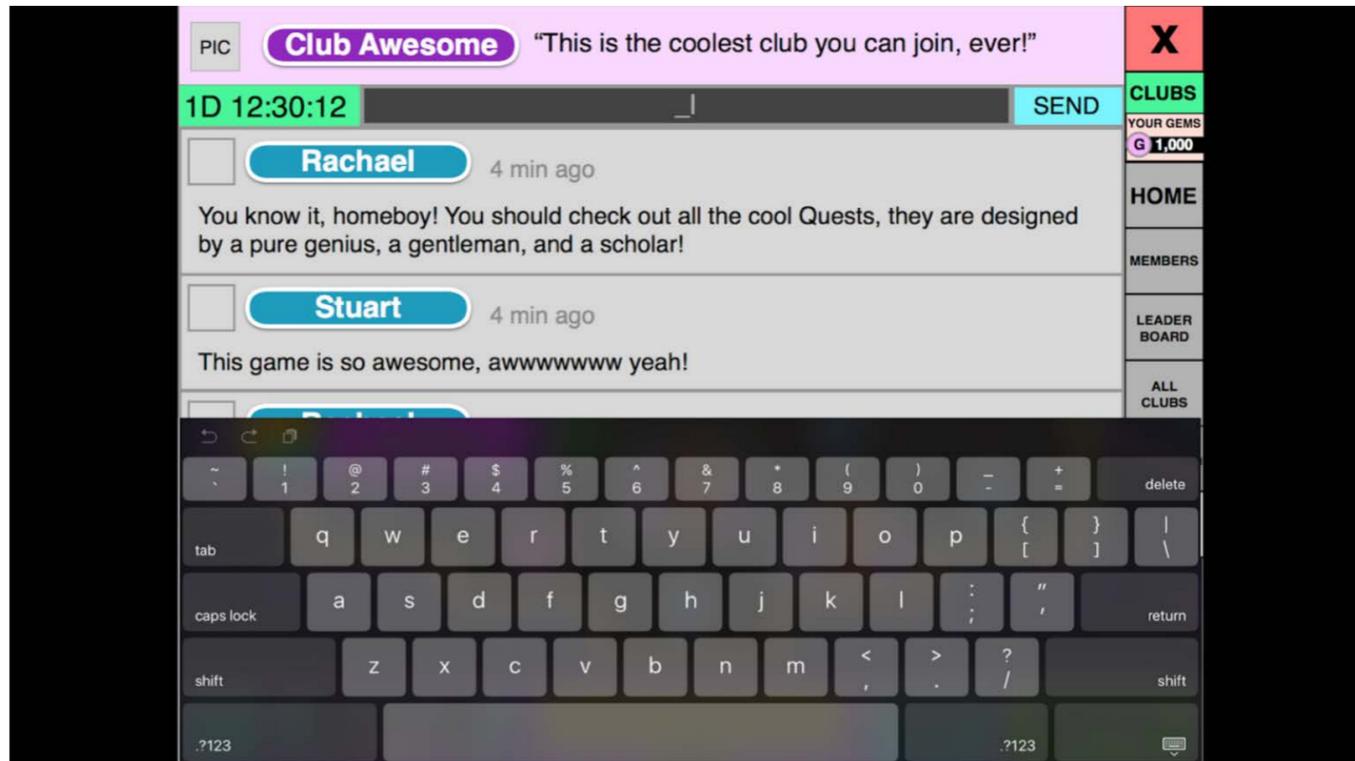
Notifications Tab

The player will be notified when the club event is over and the prize envelopes of the completed challenges are ready to collect. When the player collects them, the collection sequence will occur. Leaders will get notifications when a player wants to join their club, which will allow them to accept or decline. Players will also be notified if their request to join a private club has been accepted. If they decide to join, the same prompt as joining a public club instantly will be displayed:



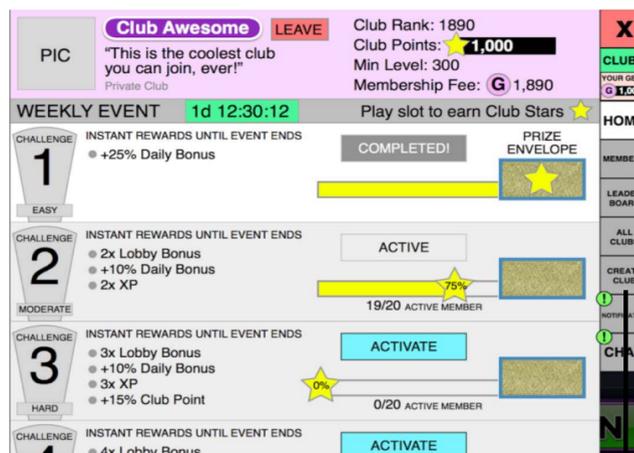
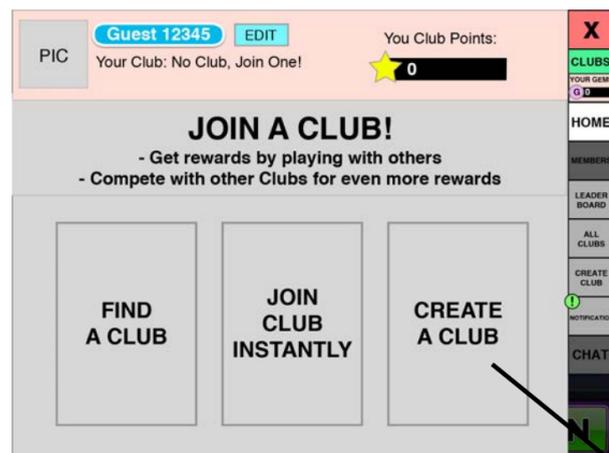
Chat Tab

The chat section will feature the conversations of the club members, as well as any notifications about members joining or leaving the club.



Club Creation

When a player is eligible to create a club based on their level, they can do so by tapping the “CREATE CLUB” button from the side nav of the clubs menu, or if they’re not currently in a club, they can also tap the “CREATE A CLUB” in the home tab of the non-member club menu.



PUBLIC
PRIVATE

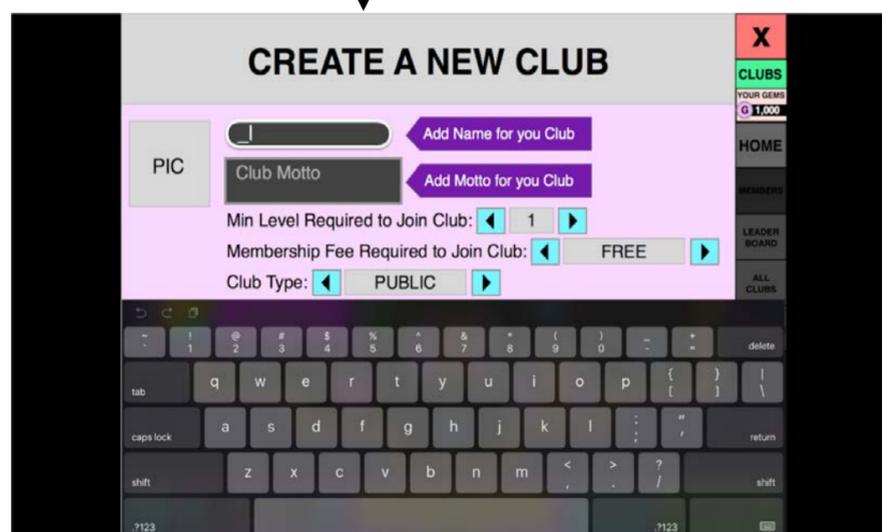
FREE
10,000
50

The player can also change the club picture, min level required to join (default = 1), membership fee to join (default = FREE), club type (default = PUBLIC).



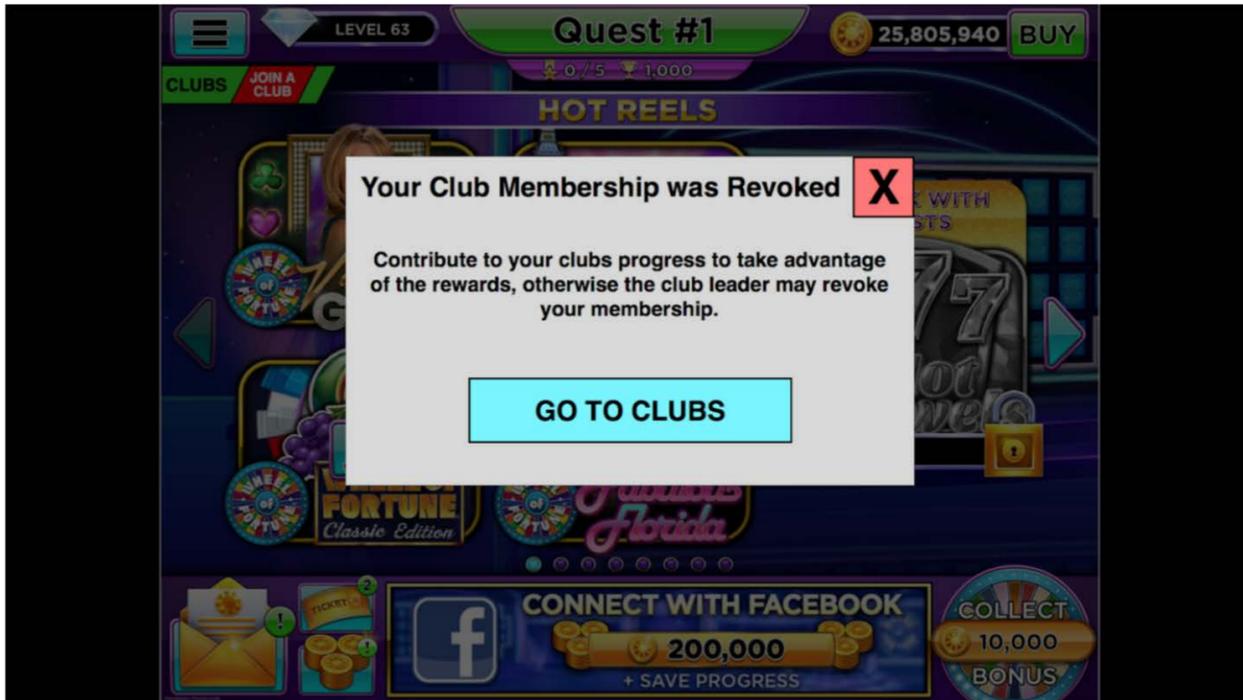
New Club
Menu
(Home Tab)

The club will have two requirements to be filled out; the name of the club and the club motto, otherwise a tool tip will prompt the player:



Revoked Membership

Inactivity in a club can result in the club leader revoking the membership of a player. If your membership is revoked, you will be notified through a popup when you enter the app.



Club Member In-Game UI

When the player has joined a club and exits the clubs menu to go back to the game, the clubs UI changes to the following:

- The messaging to "JOIN A CLUB" is replaced with a meter showing the progress of the active challenge.
- The Gems Balance is now visible below the Clubs button.
- The Boost Meter is visible below the Gems Balance



Earning Club Points

When club points are earned, a club points reward popup flies in from the right at the bottom right part of the screen, and the stars fly to the progress bar which fills up.

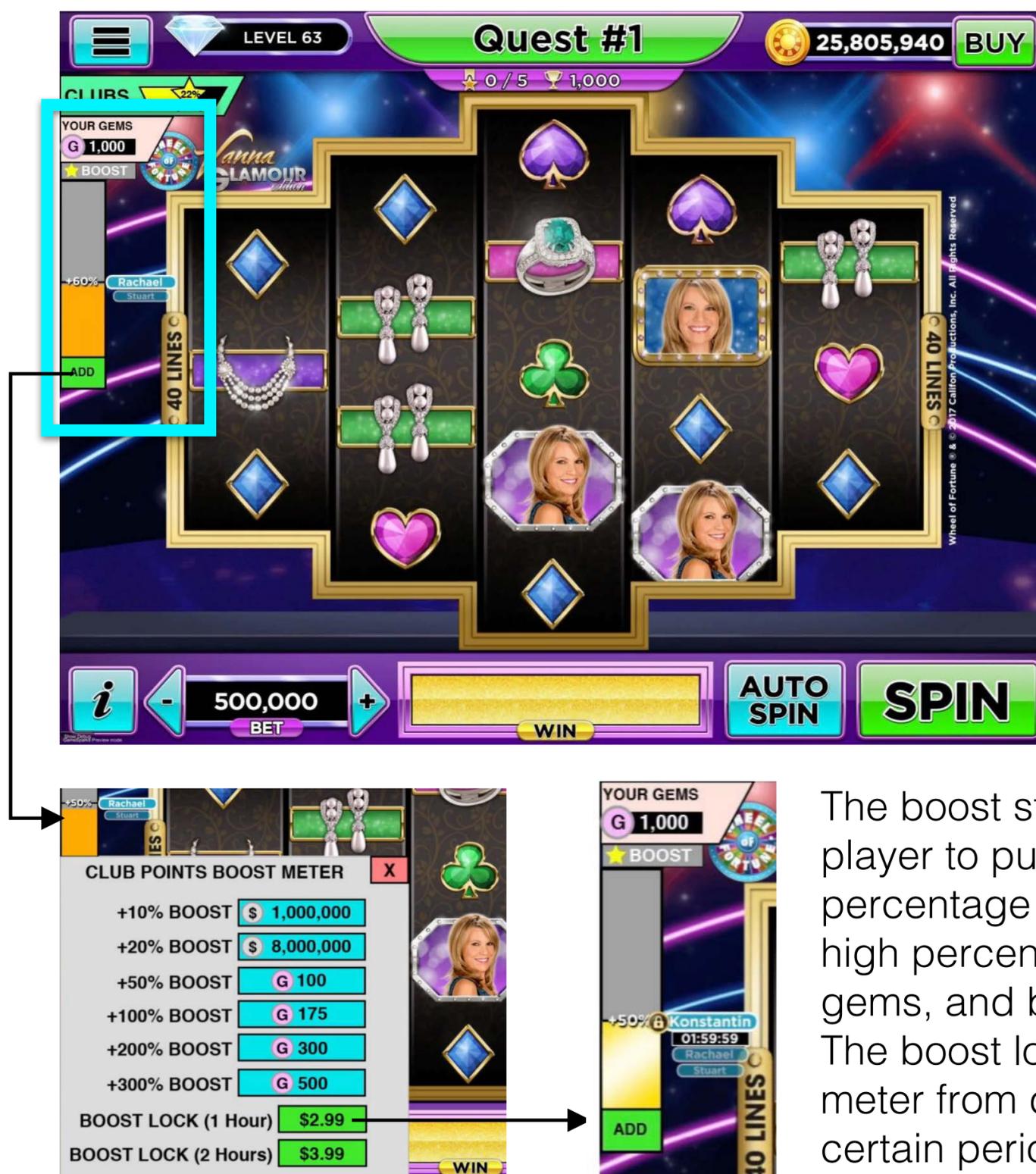


The player earns Club Points (Stars) by playing slot games. Possible triggers for awarding club points are as follows:

- 20 spins @ 1k to 10k = 100 club points (based on lowest bet in the 50 spins)
- 20 spins @ 10k to 100k = 150 club points
- 20 spins @ 100k to 1,000k = 200 club points
- 20 spins @ 1,000k - 10,000k = 300 club points
- etc.
- Bonus round = 300 club points
- Lose 5 in a row = 10 club points
- Quest completion = 500 club points
- Achievement completion = 50 club points

Boost Meter

Club members will be able to add boosts to their club's boost meter. A boost adds a percentage multiplier to the club points the club earns for a certain amount of time which starts to drain as soon as the boost is added. The draining of the boost goes down every 10% (if a 20% boost lasts for 2 minutes, for instance, it will boost the club points by 20% for the first minute and 10% for the second minute). All members can contribute to the boost meter in raising the percentage of extra club points. When a member adds a boost, their name tag appears next to the boost meter. When another member adds a boost, the previous member's name moves down and fades out slightly (this way club members can see a history of contributors to the boost meter).



The boost store allows the player to purchase low percentage boosts for credits, high percentage boosts for gems, and boost locks for IAP. The boost lock stops the boost meter from draining for a certain period of time

When a boost is locked, more boosts can be added to raise the meter beyond the locked level. These will drain as normal, but only until the locked level. There can be multiple locks of the meter at different levels of the boost. When the lock timer runs out, the fill state will change back to normal and begin to drain.

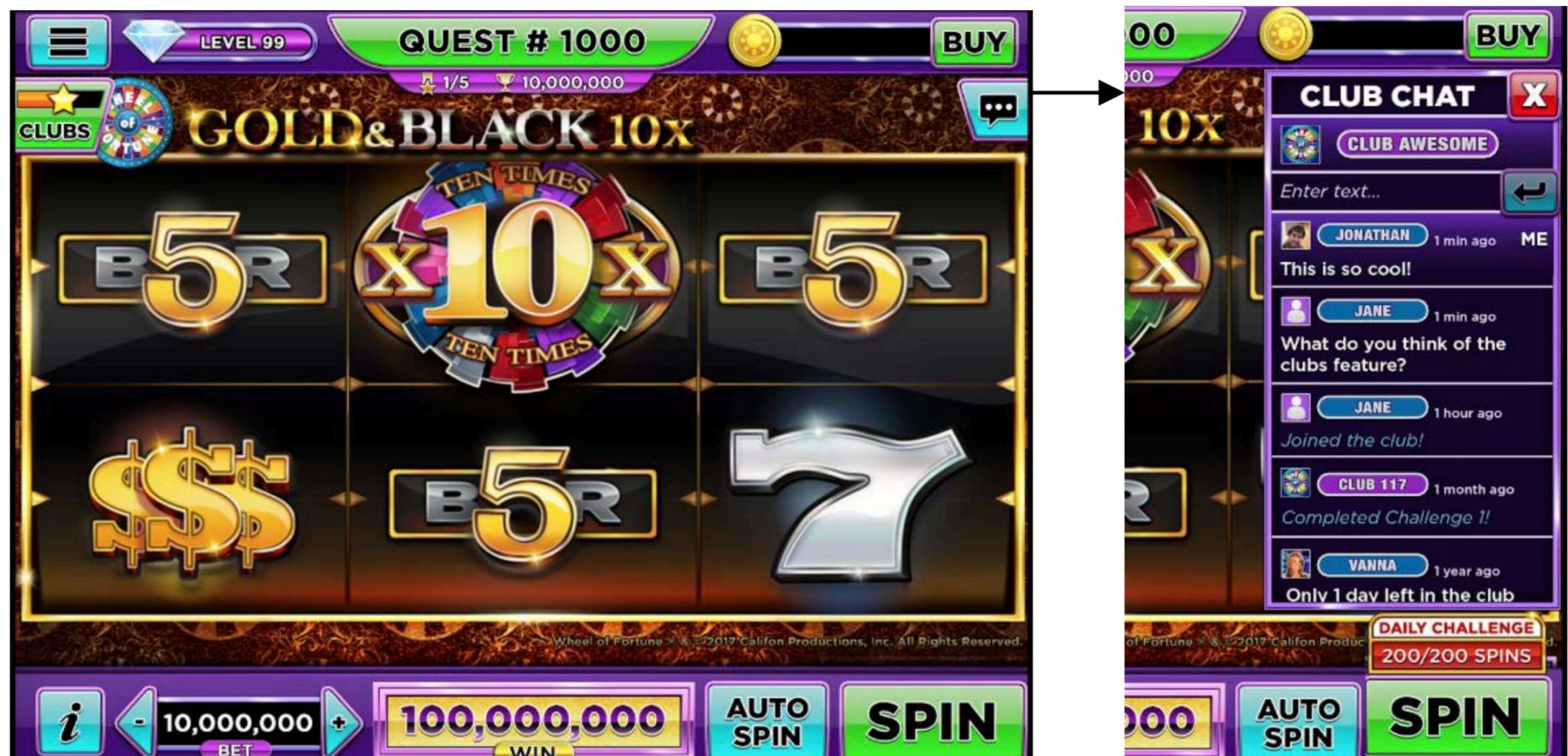


Boost Animatic: <https://vimeo.com/288813651>

Updated Boost Animatic (No Boost Lock Feature):
<https://vimeo.com/288813139>

Chat Re-Design

To allow the player to chat while spinning in the slots, the chat will be featured outside of the main Clubs menu. Instead it will be toggled through a chat button on the top right of the screen just below the Buy button.



Release of Phase 1 & 2

Upon releasing the first two phases of the feature, we have seen committed engagement with the clubs feature from more social users who utilize the chat to discuss a variety of topics, including strategies around clubs, but also other features like events. We fully expect engagement around the feature to increase greatly as we develop the next two phases. When secondary currency and boosts are launched, we expect a noticeable increase in monetization.

