

Event 1 - Summer Road Trip

Konstantin Abadjiev

Overview

Events is a time limited feature intended to boost engagement and monetization throughout the course of the event. The player must complete challenges for credit rewards. The rewards accumulate in an event prize total that is rewarded at the end of the event. Multipliers encourage players to advance in the event to reap even bigger rewards. Since there is a deadline for how long players can take to complete all the challenges, their engagement is expected to increase through the duration of the event. Since the rewards are not awarded until the end of the event, players will have to monetize during the event to make progress.

This particular event is centered around a road trip theme, where the player needs to complete 2 challenges in each location on a map of the US. The event will last for 12 days. When the player completes the challenges of the first location, an image of the location and a credits reward will be revealed then added to the Event Prize Total. At locations with multipliers, upon completing the challenges of that location and after the credits reward is added to the Event Prize Total, the latter will be multiplied by the multiplier value. When the event ends, the Event Prize Total will be added to the player's balance.

Project Scope

This event needs to be shipped within one release. It requires minimum development time since most of the functionality is used by other features in the app. The art will utilize stock photography since images of locations fit the theme and the use of stock photos will minimize the art impact. The goal is to use this event as a proof of concept that time limited content resonates with our audience.

Problem Statement

We need to be able to engage players more regularly outside of the standard cadence of slots content releases and seasonal sales to increase engagement and monetization.

Solution Statement

With the Summer Road Trip Event we're creating excitement for the player to interact with a feature that is only available for a limited time. Since this isn't content that will stay in the app indefinitely and because it offers large rewards to those who engage with it, we're expecting to see a large increase in KPI's driven by the most engaged players of the app.

User Persona

The event will be tuned so that only the most engaged payers will be able to completed the event by the end of the 12 days. Regular payers will be able to advance in the event, but are unlikely to complete more than 2/3rds of the event. Non-payers will make some progress, but will ultimately not get past the half way point of the event. This is a VIP payer-centric feature.

Design & Flow

Event Start

When the event goes live, the event popup will be surfaced to the player upon entering the app (after the daily bonus and before any sale popups). The first time the player sees the event popup, a road sign explaining how the event works will be displayed. The player must tap the "GOT IT" button to dismiss it, although they will be able to play the event and make progress without dismissing it. Once it is dismissed, it will not appear again.

An arrow pointing to the Location Challenges will fade in and out to direct the player's attention. This will occur when the player opens the event popup for the first time, as well as at the end of the awards sequence of a completed location and the start of the next location challenges. The arrow should disappear after it fades in and out 5 times. The current location is indicated by Pat and Vanna in a car next to a lit up state of the location node.

When the player closes the popup, it will scale down to an event button featured below the chat button. Tapping the event button opens the event popup, which should be indicated by tooltip the first time the player closes the event popup.



When a location challenge is completed, the event button will slide to the left revealing the 2 challenges, then a checkmark will appear on the checkbox next to the challenge that was completed. The event button will then slide back to its default position as it hides the challenges.

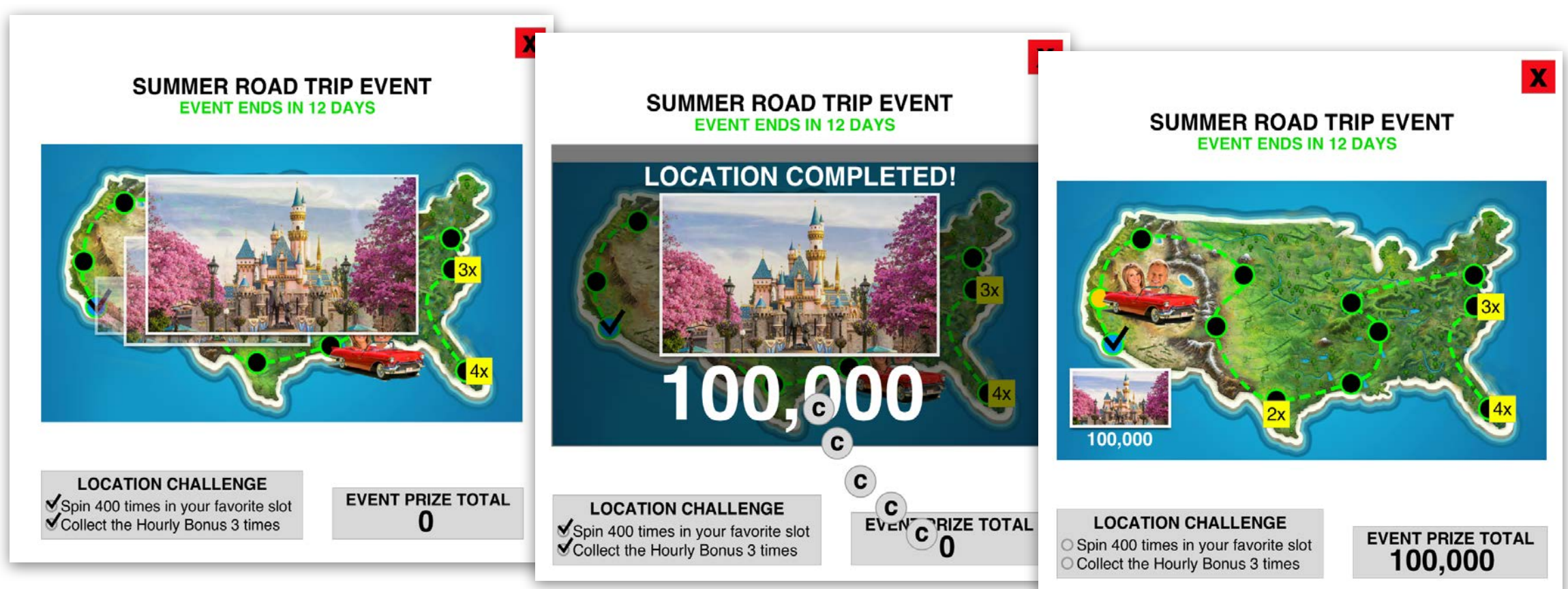
When both challenges have been completed, upon returning to its default position, the event button will change to a collect state with an attention indicator in the top left, and an animation that grabs the player's attention.



Location Completion

When the player opens the event after completing the 2 challenges of a location, they will see the reward sequence:

- A check mark will be added to the location node
- A picture of the location will scale up from the node to the center of the screen
- The text "LOCATION COMPLETED" and the credits value of the prize will appear
- A coin trail will fly from the credits value to the Event Prize Total which will count up to the new total
- The picture of the location and the prize reward will scale down next to the node
- The car with Pat and Vanna will move to the next node, which will change to the lit up state, as the arrow pointing to the Location Challenges fades in and out 5 times.
- The close button should be disabled until the sequence is over.



Location w/ Multiplier

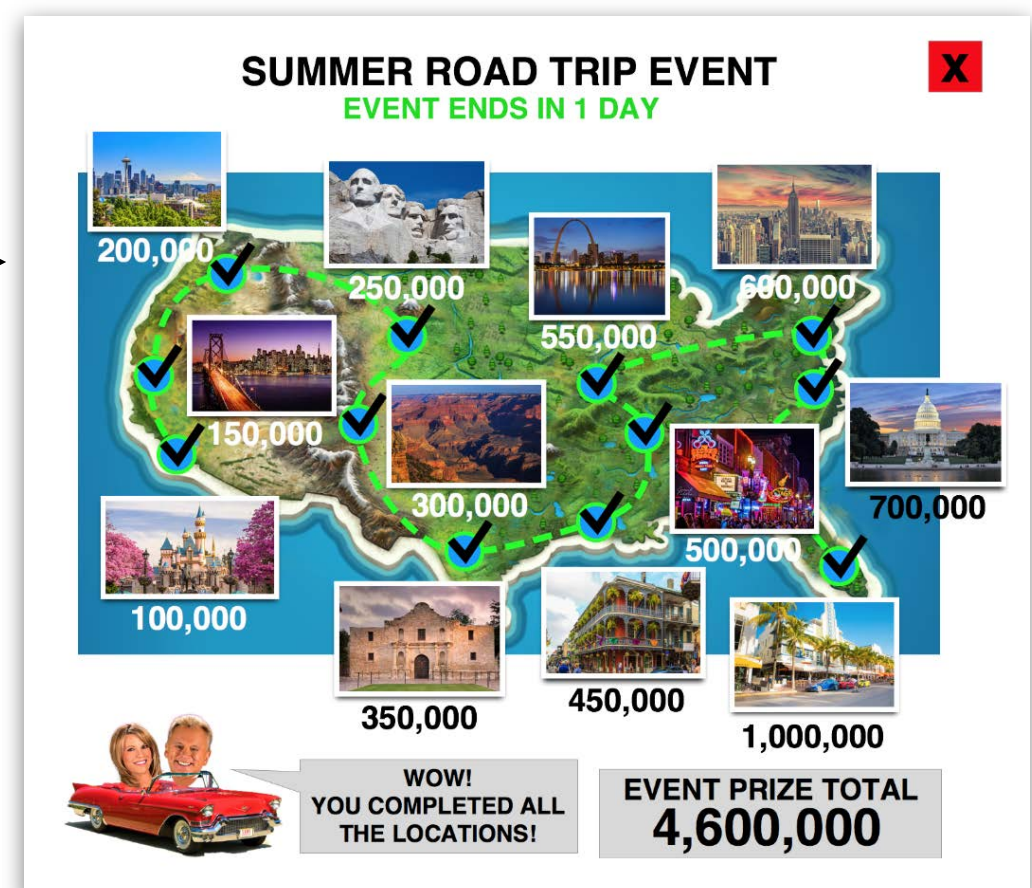
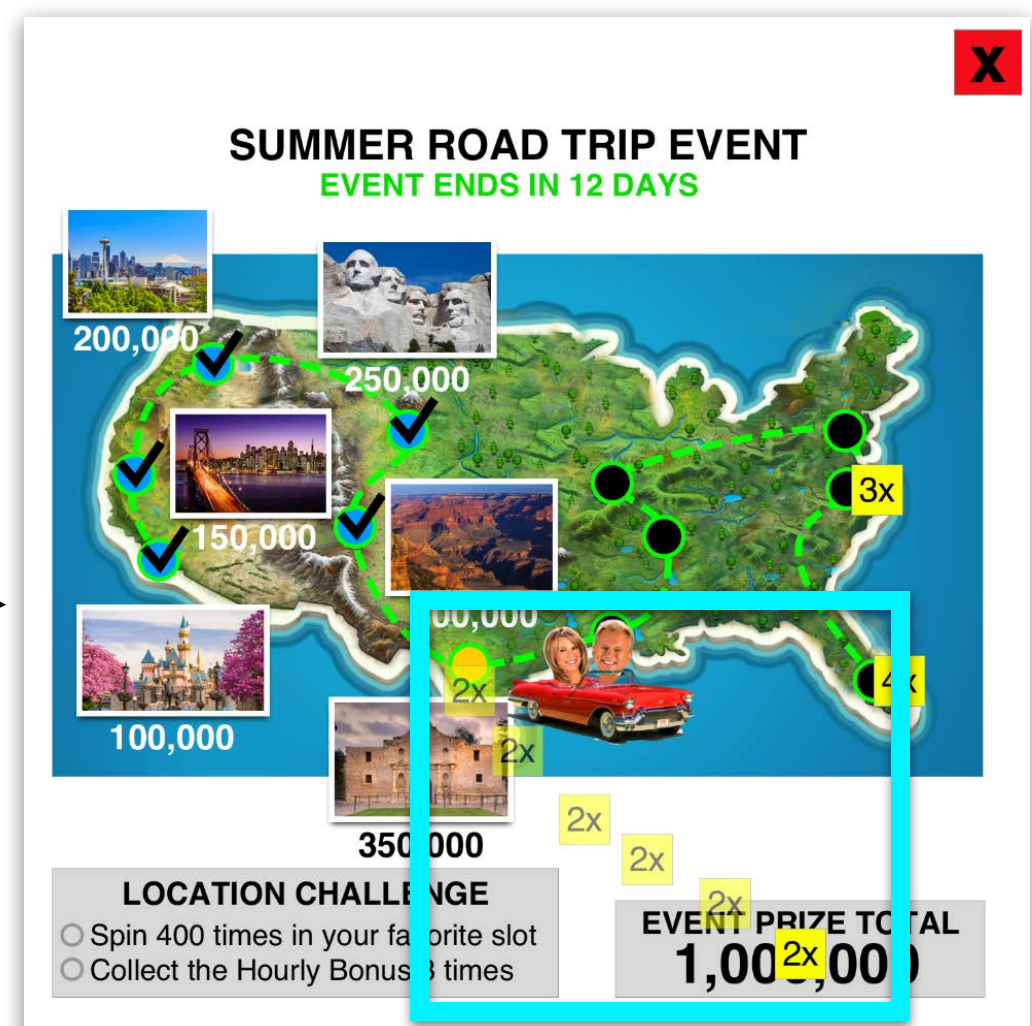
The only difference with a location that has a multiplier on it is what happens after the credit reward is added to the Event Prize Total. The multiplier from the node will fly over to the Event Prize Total value, which will count up to the multiplied value. →

All Locations Completed

If a player completes all the locations, the challenge UI will be replaced with Pat & Vanna congratulating the player on their achievement. The images and rewards of all the locations on the map will be visible. →

Event End

When the event has ended, the event popup will appear on app load. The map will show the completed locations. The Location Challenges UI will be replaced with Pat & Vanna congratulating the player. After a moment, the Event Prize Total will start pulsating as the player credits balance enters at the top right and a coin trail animates from the Event Prize Total to the coin balance, which will roll up to the new balance. The close button should be disabled until the sequence is over. →



Takeaways

With the Summer Road Trip Event we're creating excitement for the player to interact with a feature that is only available for a limited time. Since this is not content that will stay in the app indefinitely and because it offers large rewards to those who engage with it, the expectation was to see a large increase in KPI's driven by the most engaged players of the app.

The event was live in the app from August 2nd to the 14th during which time engagement saw a significant jump, average revenue doubled, and the strongest revenue days of the app's history were recorded.