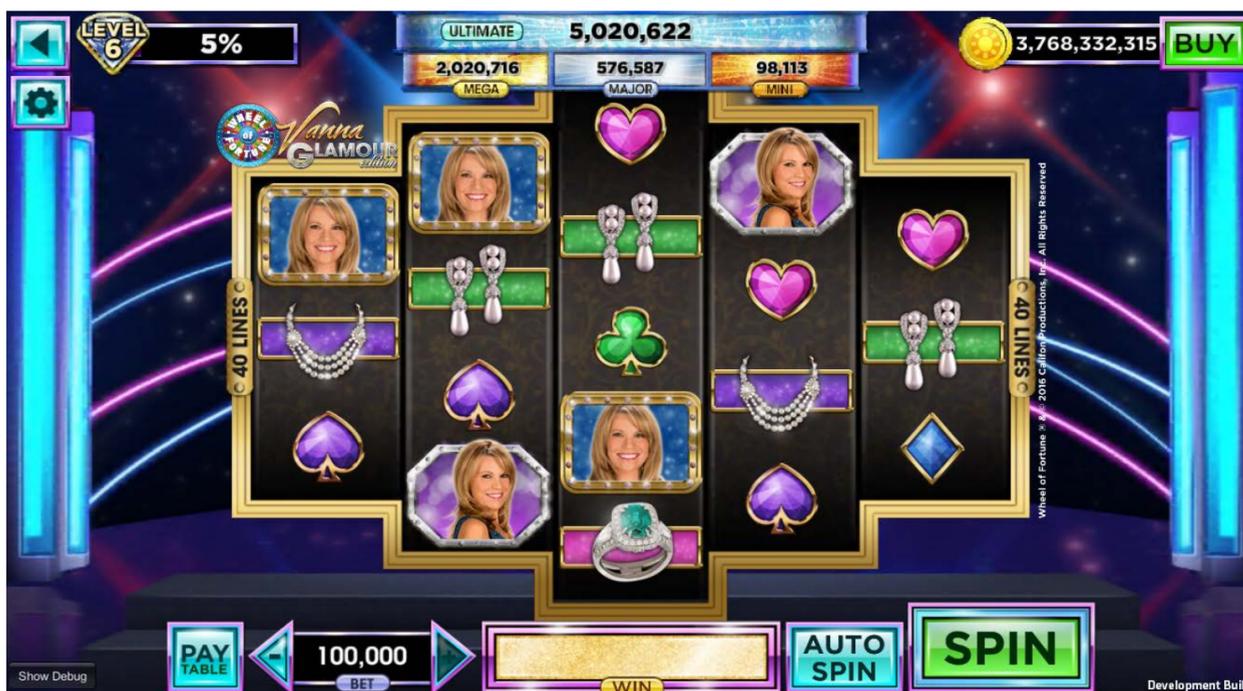
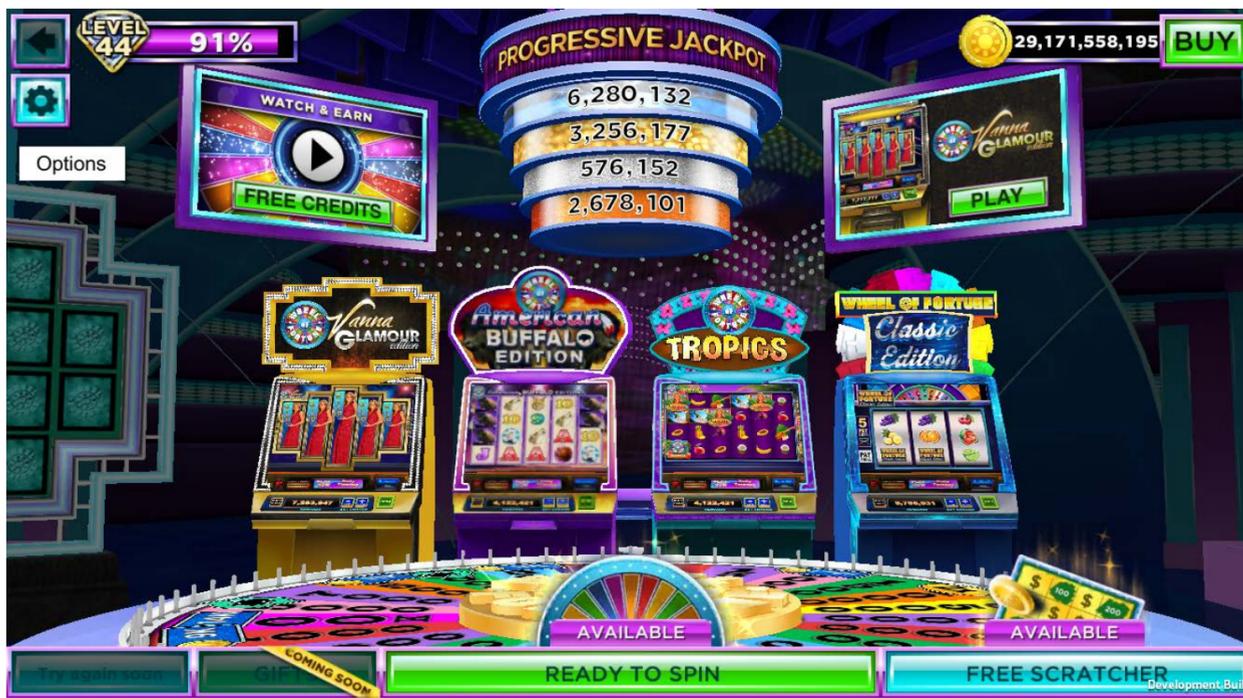


Wheel of Fortune Slots - Re-Design

Before





Pros

- The slot games are great and players love them.

Cons

- The Wheel of Fortune wheel meta game pulls the player out of the slots experience and is not enticing enough to make the player care.
- The bonus game which awards the progressive jackpots is a rare event that also pulls the player out of what they want to do; play slots.
- Two lobby redundancy adds extra steps between the player and slots play.
- This design puts the Brand 1st, Meta Game 2nd, and the Slots 3rd. The order should be reversed.

After



Lobby

- The lobby features rooms full of slots.
- The player unlocks new rooms by leveling up
- Each room has 3 to 5 slots, giving the player more content with each unlock.
- Each room has a bonus slot that can only be unlocked with the new Quests meta game feature.
- Quick collect Hourly Bonus has been added to draw the player back throughout the day.
- The Wheel of Fortune wheel is now the Daily Bonus which targets retention:



Quests

Lobby



In-Game

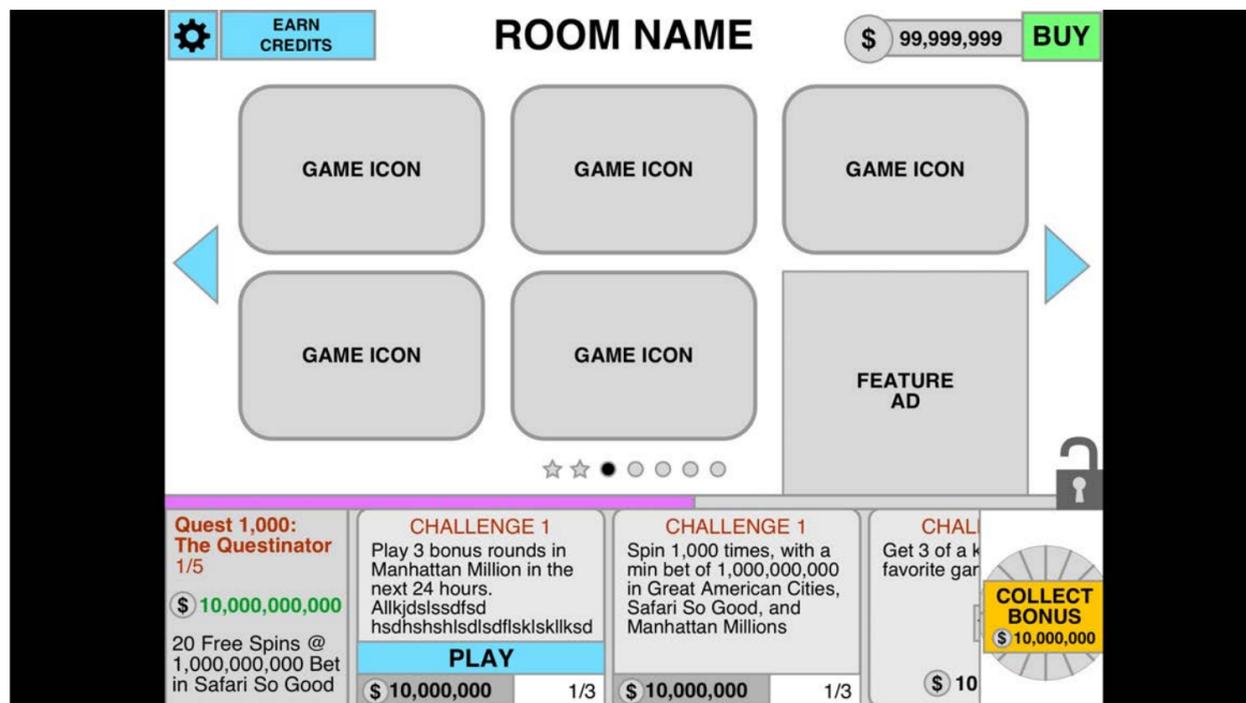


- The Quest meta game feature is design to encourage more slots play rather than take the player out of the slots experience.
- It can be accessed in the lobby and in-game.
- The quests are room-specific, challenging the player to achieve certain goals by playing the slots of a given room.
- Completing achievements rewards credits & completing a Quests rewards credits, XP multipliers, Hourly Bonus multipliers, and Daily Bonus multipliers.

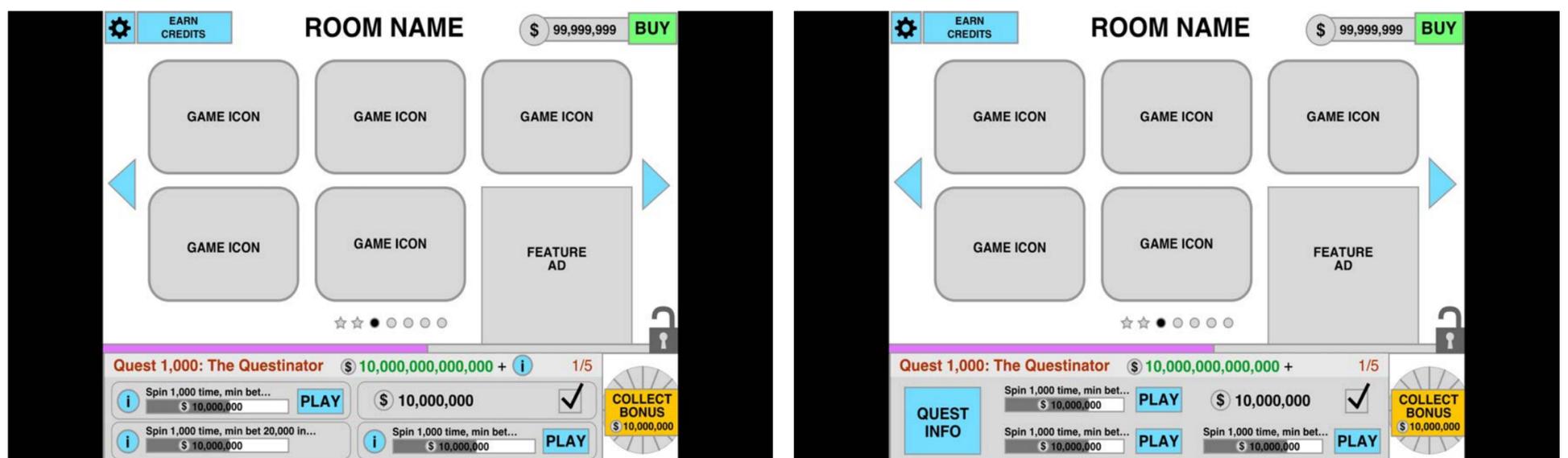


Re-Design Process

- The new design of the app has the order of importance reversed to Slots 1st, Meta Game 2nd, and Brand 3rd.
- The focus will be first on showing multiple slots in the lobby.
- Meta Game being second, this is an exploration where all relevant Quest information is features in the lobby:

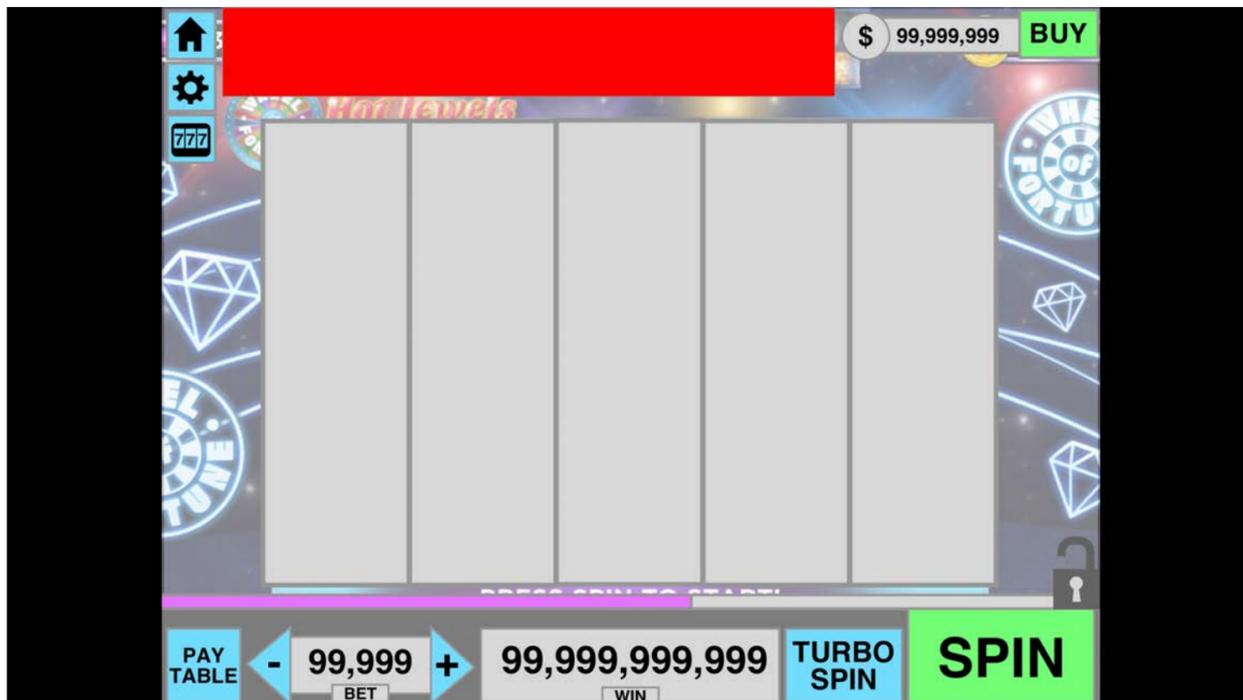


- Showing each challenge, with a progress bar, play button, and reward, as well as the Quest number, title, prize and additional rewards makes for a very busy lobby that can overwhelm the player with too much information.
- Limiting the Quest information so that the player has to either tap on each challenge or a general QuestInfo button makes the design less chaotic, but is still visually overwhelming:



- Additionally, since this feature has to be accessible in-game, its position in the lobby at the bottom will create a disjointed experience.

Available Space (In-Game)



- While the app outside of the slots will undergo a complete overhaul, the slots themselves have the following requirements that cannot change:

- Game Controls: The in-game bottom UI needs to have the paytable button, betting, win meter, auto spin button, and spin button.

- The HUD needs to have the coin balance and at the very least a burger menu button at the top left.

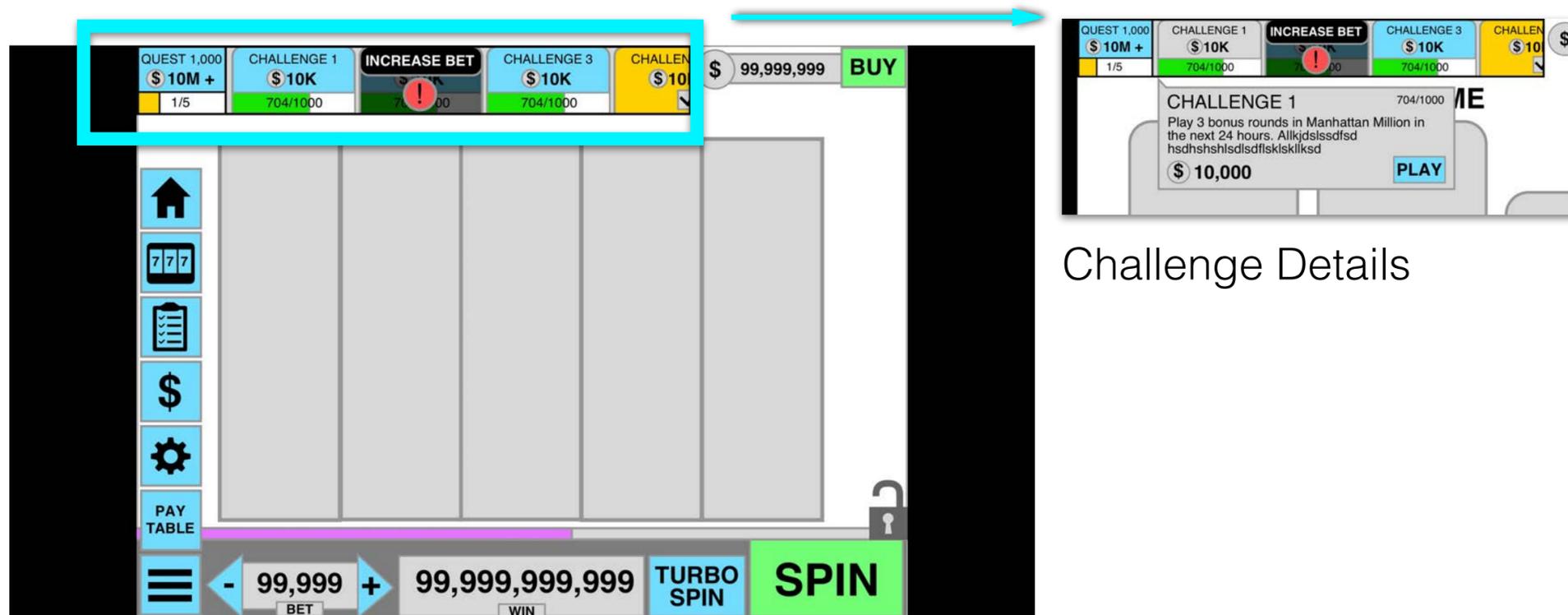
- The center of the screen is the slot itself.

- This leaves limited space for the Quests feature.

- A different version of the Quest UI will be needed in-game so that it can fit within the space constraints, or the Lobby can be designed in a way to showcase the Quests the same as in-game.

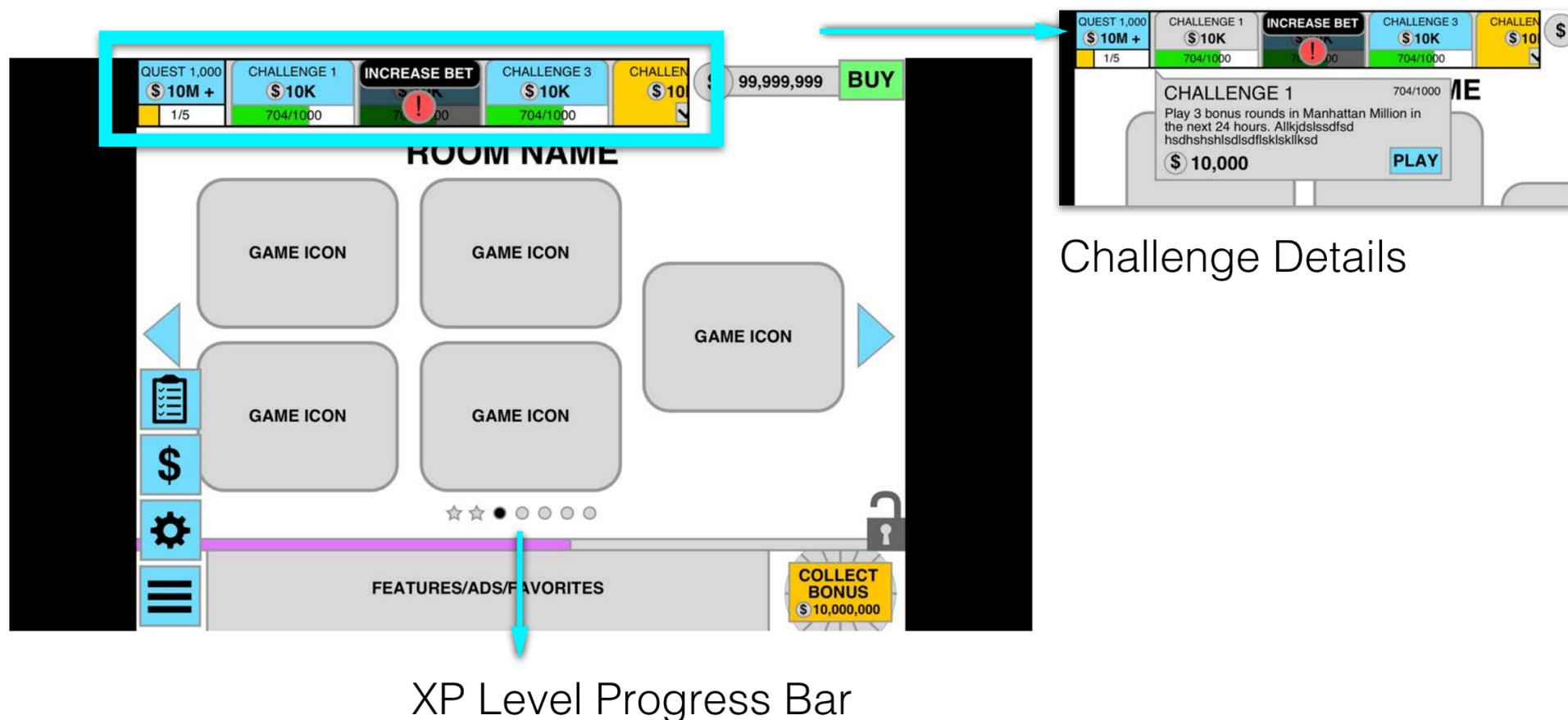
- The Quest info will need to be further limited to just progress and rewards. Tapping the given challenge or quest UI will bring up the full information.

- The rest of the features can be consolidated in to a burger menu at the bottom left of the Game Controls.



- This design can be applied in the lobby making the UI and experience consistent.

- The XP Level would be a thin progress bar that separates the slot icons from the bottom UI, the latter of which will now have space for marketing.



- While this design addresses UI consistency issues between the lobby and in-game, it requires multiple taps for the player to get all the quest information and hides a lot of the other features like Daily Challenges (Engagement feature), Watch & Earn (Ad revenue), and Scratcher (Sponsorship opportunities).

Final Design

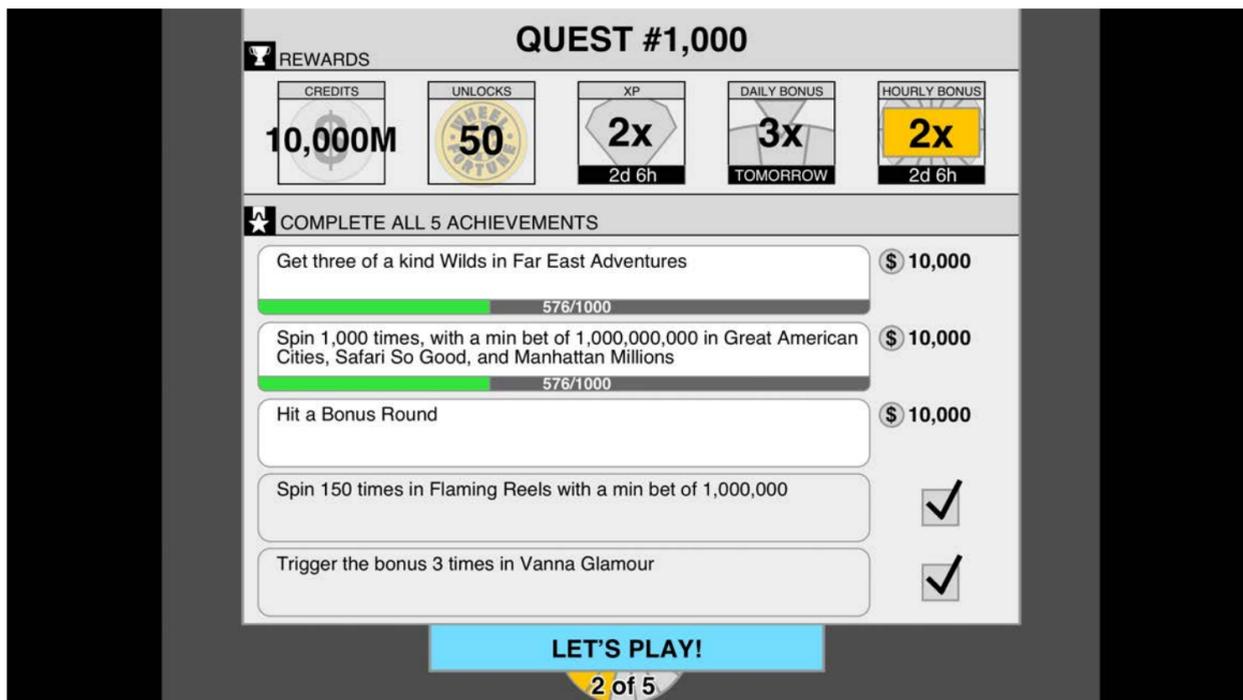


- The final design consolidates the Quest feature into a single button that shows the Quest number, prize, and how many challenges have been completed.

- This approach also allows us to feature the Daily Challenges, Watch & Earn, and Scratcher more prominently in the lobby.

- All of the UI stays consistent throughout the experience, making it possible to access almost every feature during slot play, which is where we want the player to be.

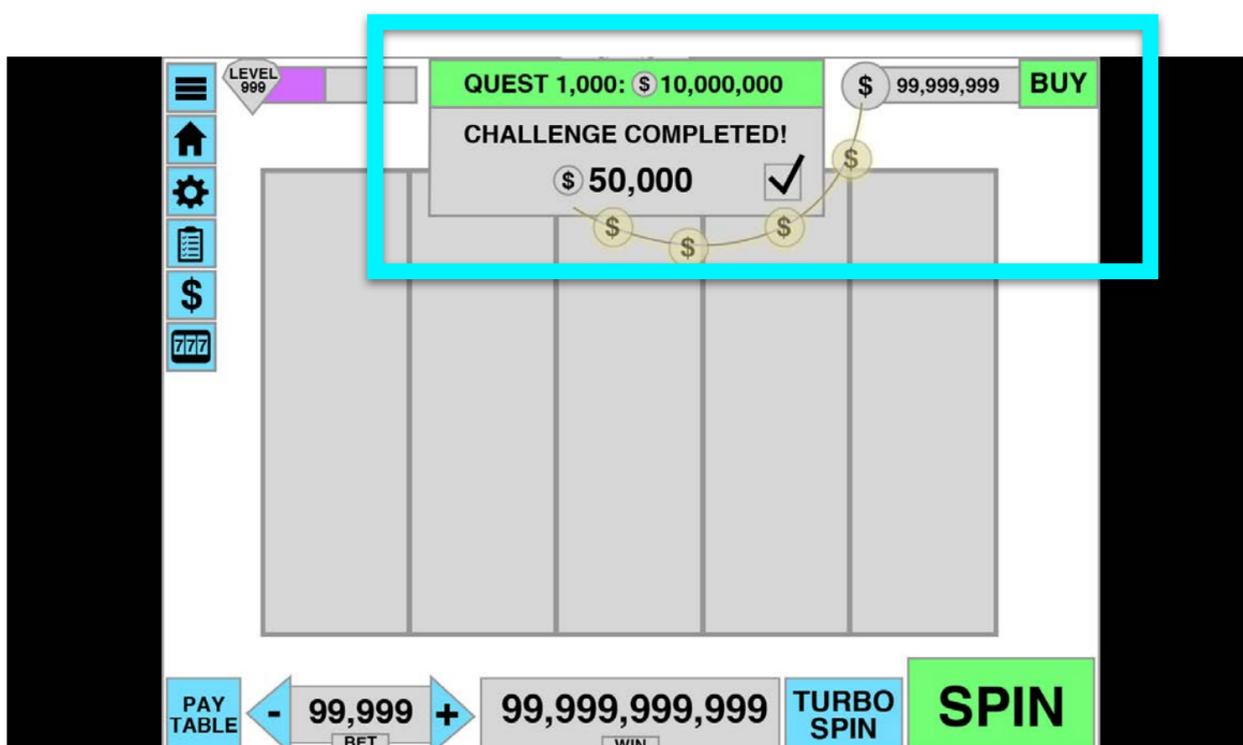
Quests



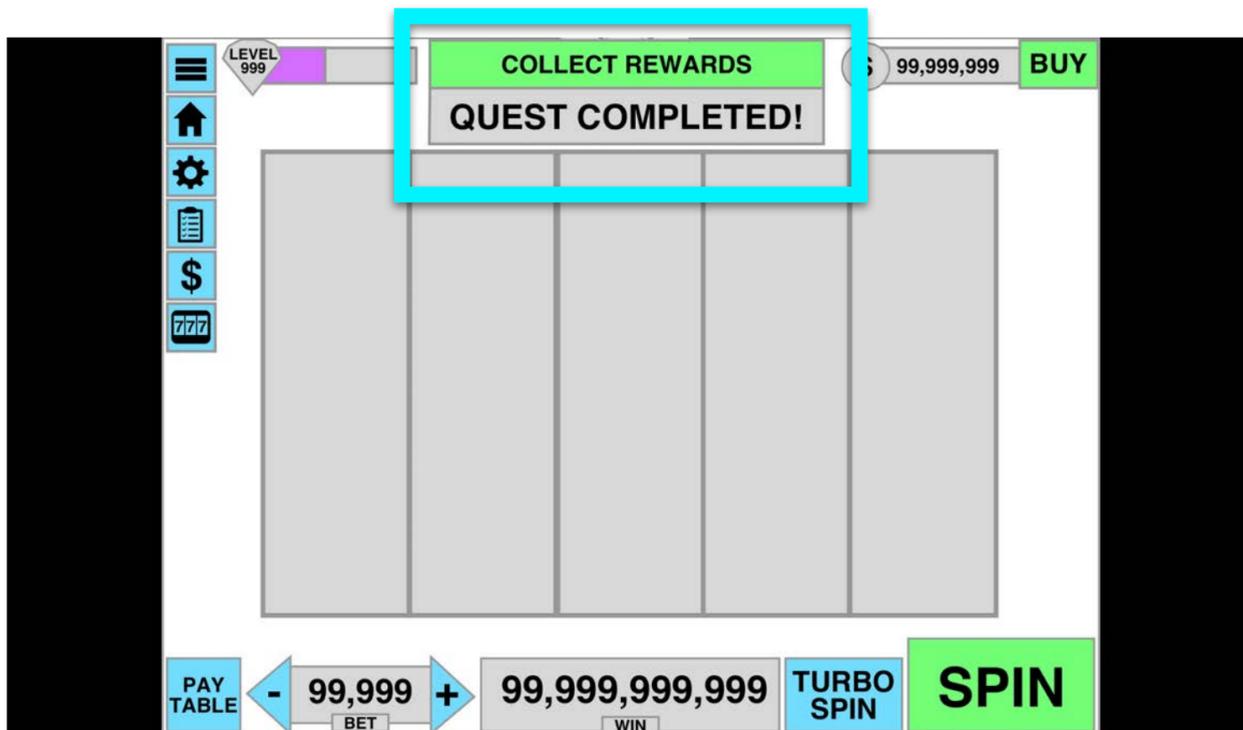
- When the player taps the Quest button in the middle of the HUD, the quest menu will open.

- The player can see the different challenge descriptions, which challenges have been completed, what progress they have made on specific challenges, what the reward is for each challenge, and what the rewards are for completing the entire quest.

- All challenges require the player to play slots, which is in line with having the meta game feature encourage more slots play rather than take the player out of the experience. When the player completes a challenge through their slot play, a notification will animate under the Quest button:

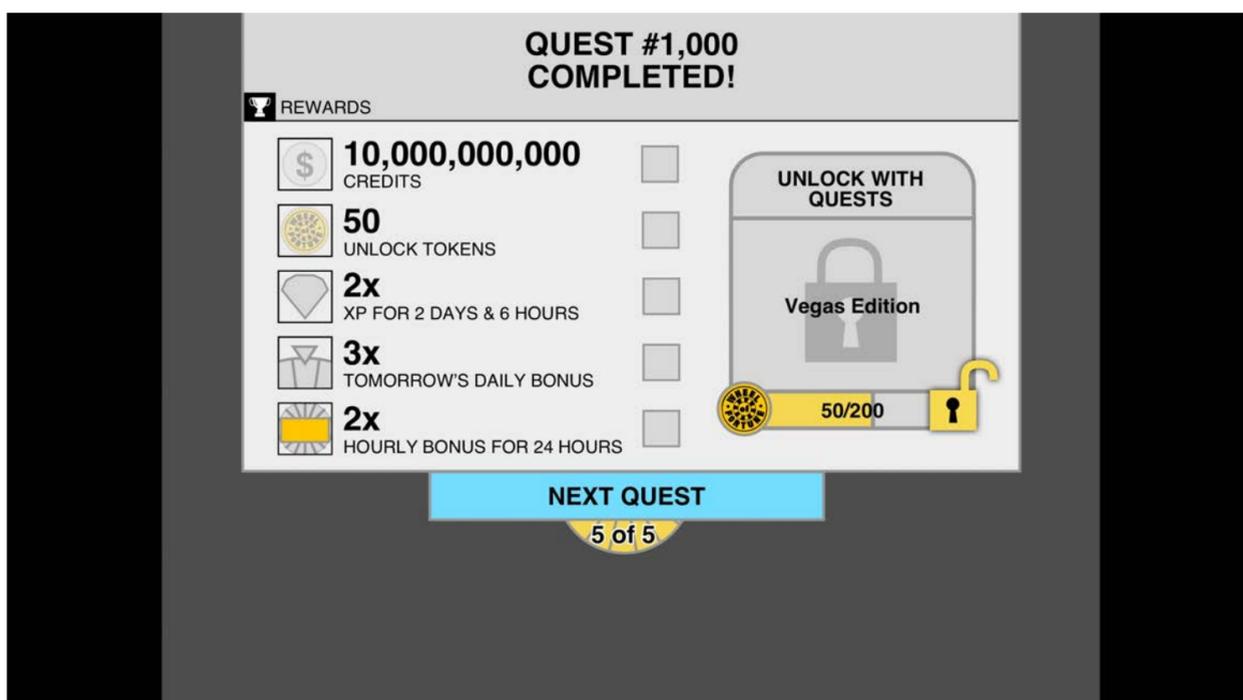


- Similarly, when a Quest is completed, the Quest button will change states to indicate that the player has rewards to collect. Unlike the previous version of the app, we don't want to force the players out of the slots experience, and so all notifications are passive, requiring the player to initiate any collections like the Quest rewards in this instance.

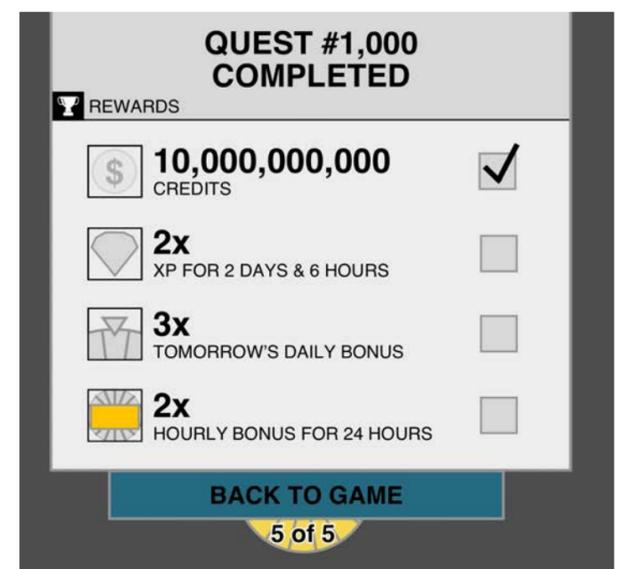


- When the player does tap to collect the Quest rewards, the Quest menu will open showing the reward sequence.

- The rewards of the completed Quest will be displayed, as well as the bonus Quest game, unless it has already been unlocked, in which case, the Quest reward menu will only have the rewards.

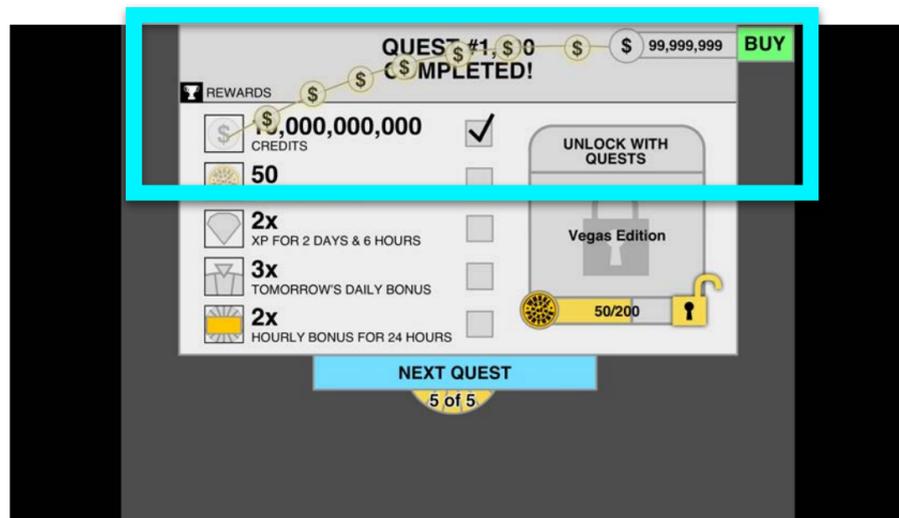


Quest Game Already Unlocked

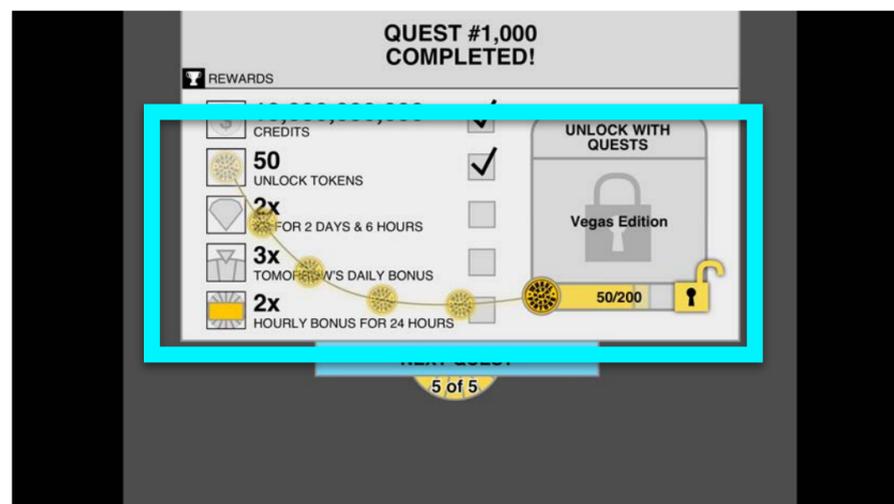


- As each reward is awarded, the UI associated with it will animate on-screen, a checkmark will appear next to the reward, and the icons will fly from the reward to the UI.

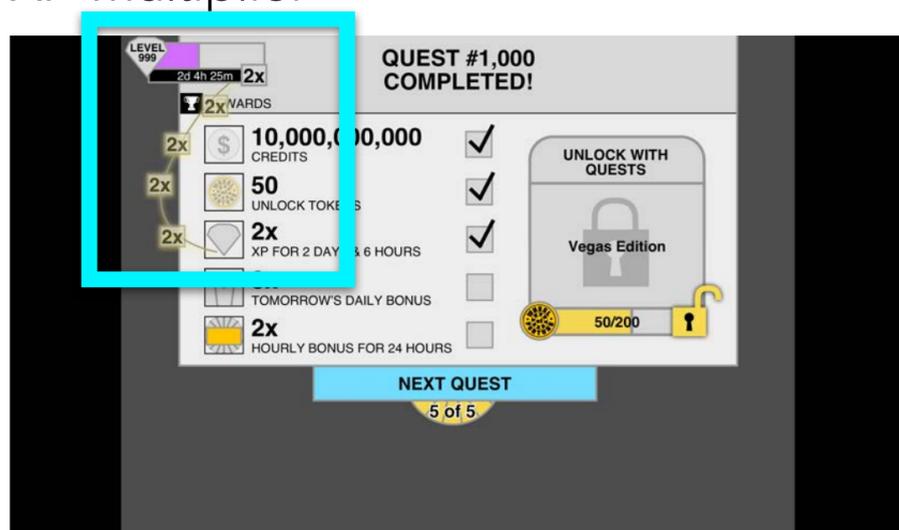
Credits



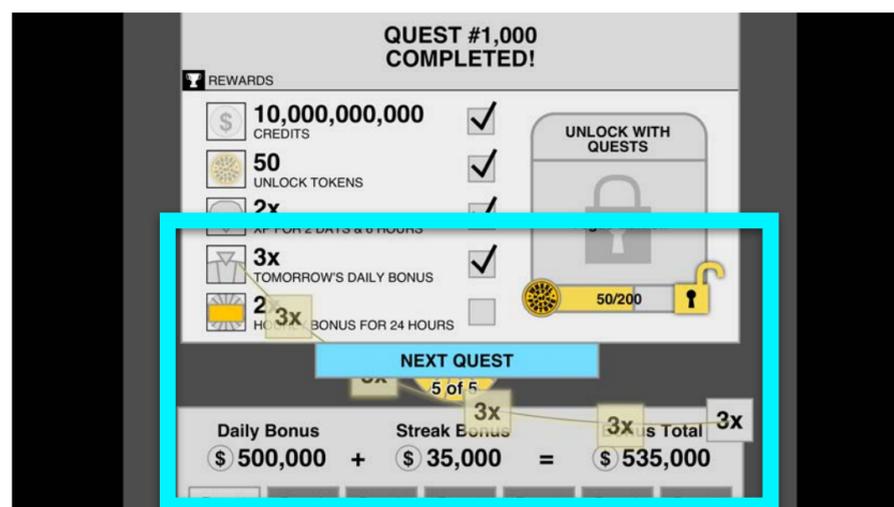
Bonus Slot Unlocks



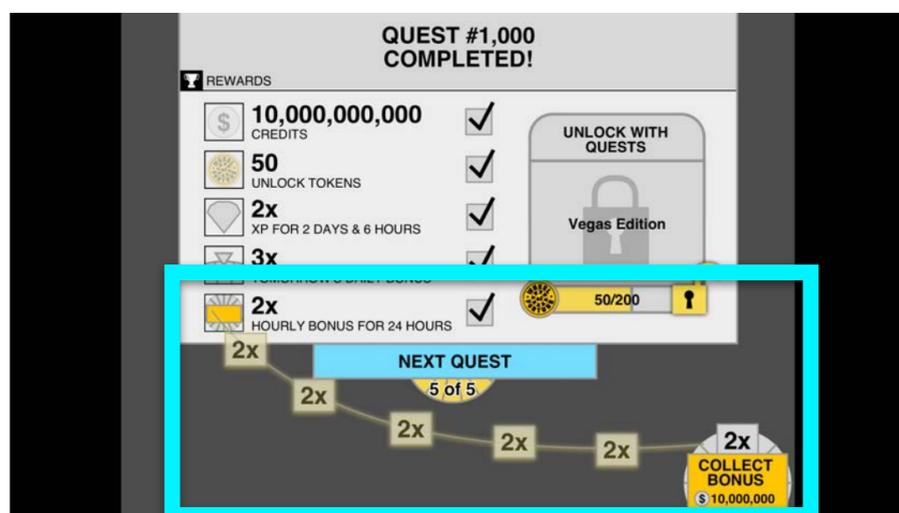
XP Multiplier



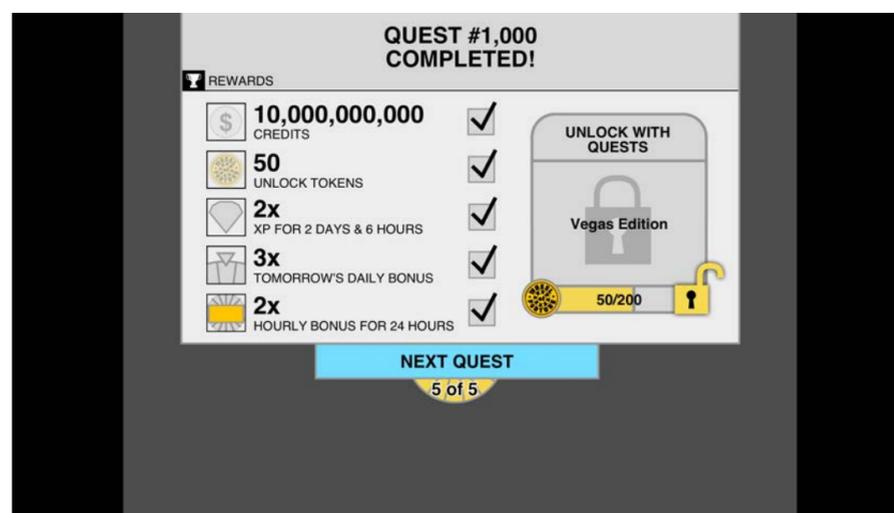
Daily Bonus Multiplier



Hourly Bonus Multiplier

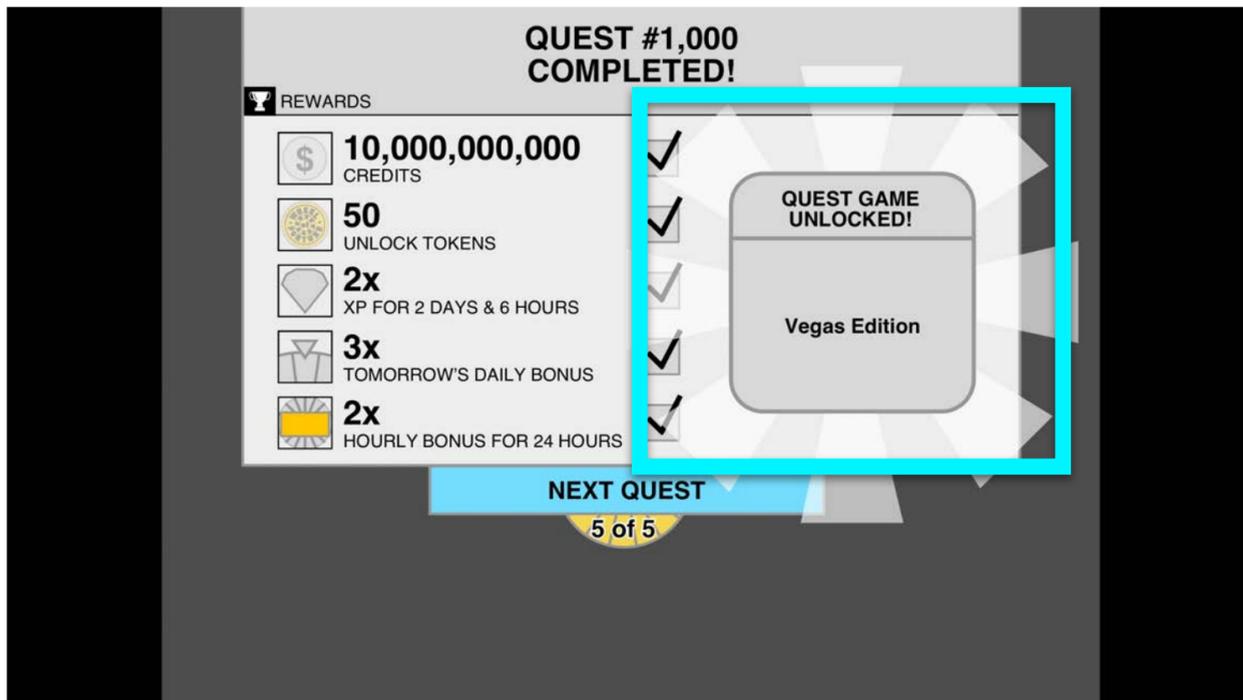


Completed Sequence



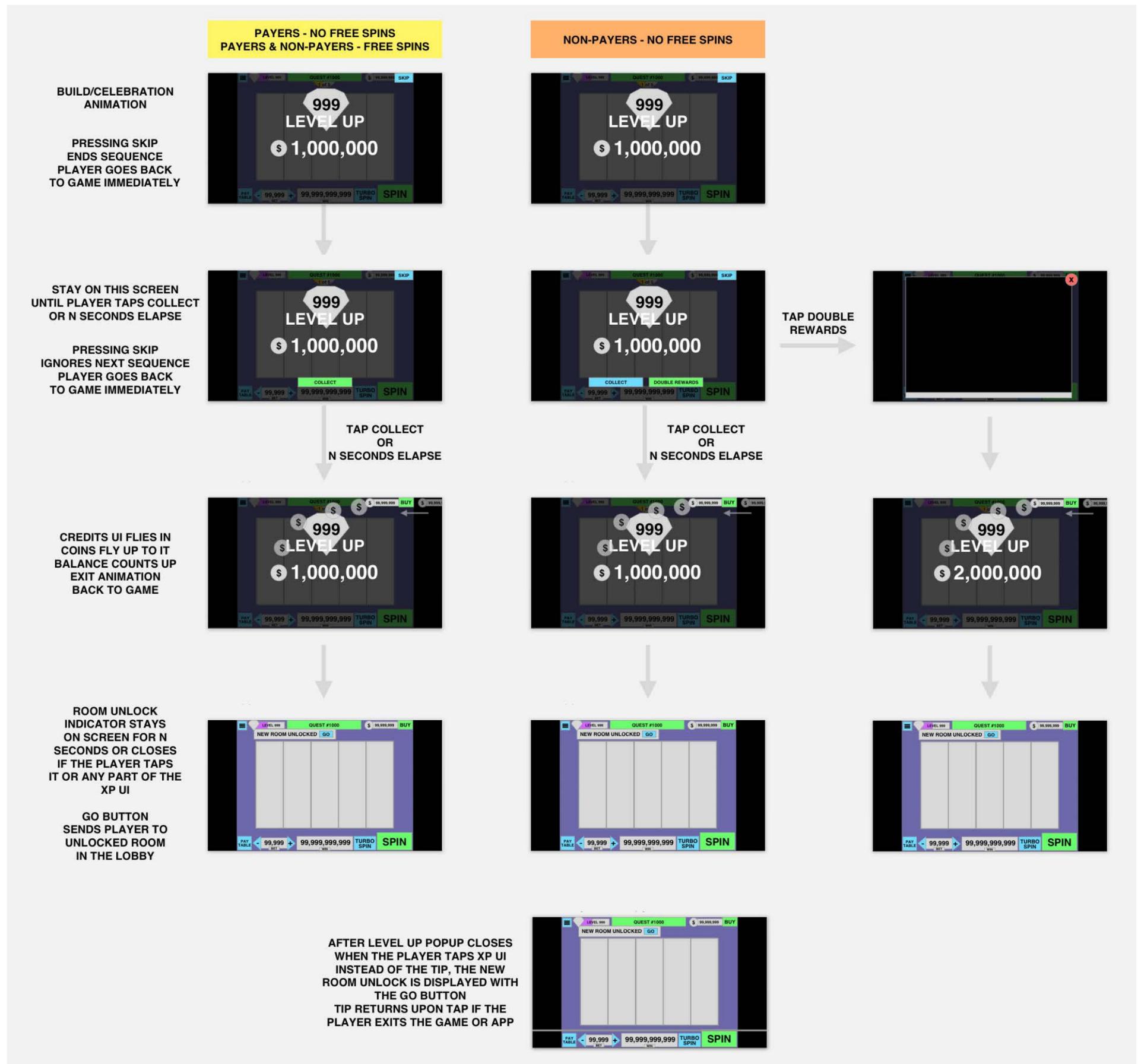
- When the sequence is over, the player will need to tap the "NEXT QUEST" button to see the challenges of the next Quest. This allows the player the marvel at their rewards before continuing on.

- During the quest rewards sequence that unlocks the Bonus Game, when the unlocks fill the meter completely, there will be an animation turning the game icon from black & white to full color indicating that it's now unlocked.



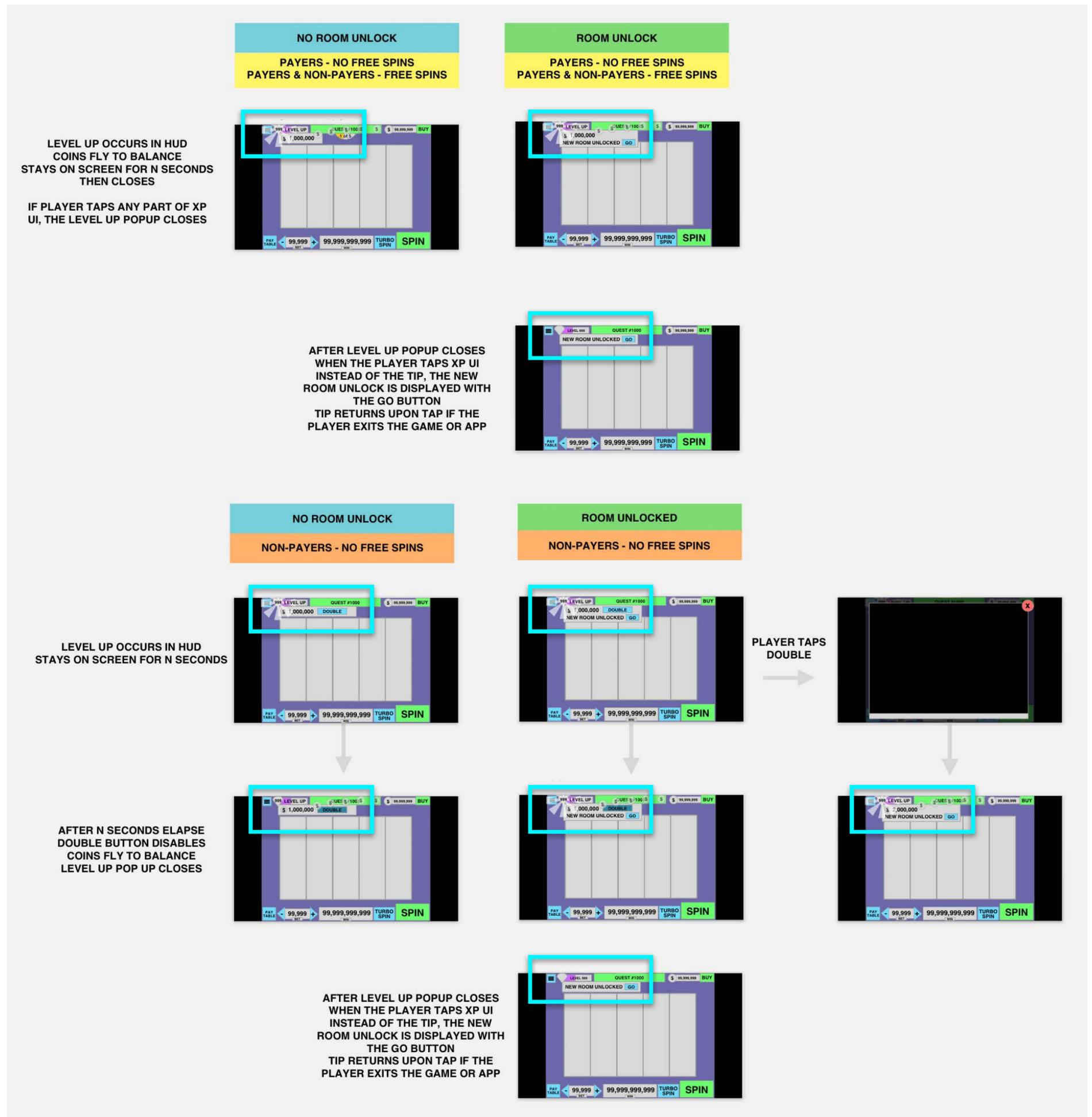
Leveling Up (Full Screen Approach)

- A full screen celebration of leveling up is very common. This explores two flows, one of which is centered on trying to monetize non-payers by giving them the option to double their level up reward by watching a video ad.



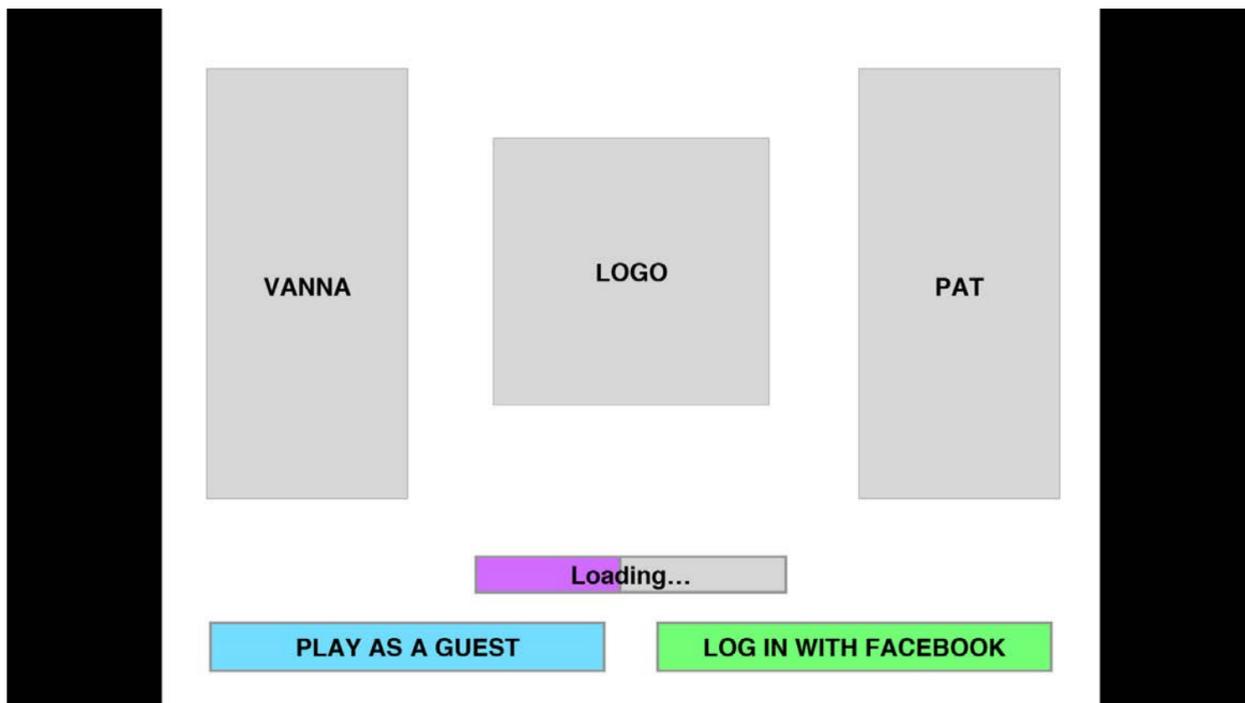
Leveling Up (Passive Approach)

- Part of the design philosophy with the new app is to not interfere with the gameplay. As such, a full screen take over during a level up isn't ideal, and a more passive approach with a smaller celebration over the XP Level in the HUD is what the following explores:



Basic Flow

- When the player launches the app, they will be greeted with the login screen where they can choose to log in with Facebook or play as a guest.



- As they enter the lobby, the Daily Bonus will go through its sequence of spinning the Wheel of Fortune wheel and rewarding the player credits, as well as showing the there is a streak bonus for coming back every day. This sequence can be skipped by the player at any point to get them to playing slots faster.



- After the Daily Challenge spin animates off screen, the player will be in the lobby where they can navigate to different parts of the app.

