

Daily Challenge - Phase 2

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Overview

The basic Daily Challenge design of the initial release of Wheel of Fortune Slots involved a single challenge with a single award. To make the feature more enticing to different types of players, the Phase 2 design will make 5 challenges available to the player on a daily basis. Each challenge carries a mystery reward for completing it, and completing all 5 challenges awards a large mystery reward.

Project Scope

The logic requirements are already supported by the app's tech, so this feature mostly requires UI development and flows. A single release is enough time for the re-design, development and implementation.

Problem Statement

The biggest issue facing the current iteration of the Daily Challenge feature is that because it's a single challenge, for the reward to be enticing enough for the player, the challenge itself has to be really involved, which deters most players. A requirement of spinning 400 times in a slot, for instance, will be fine for a player who spins 300 times a day on average, but for less engaged players who spin 100 times on average, it will be a goal too far to reach.

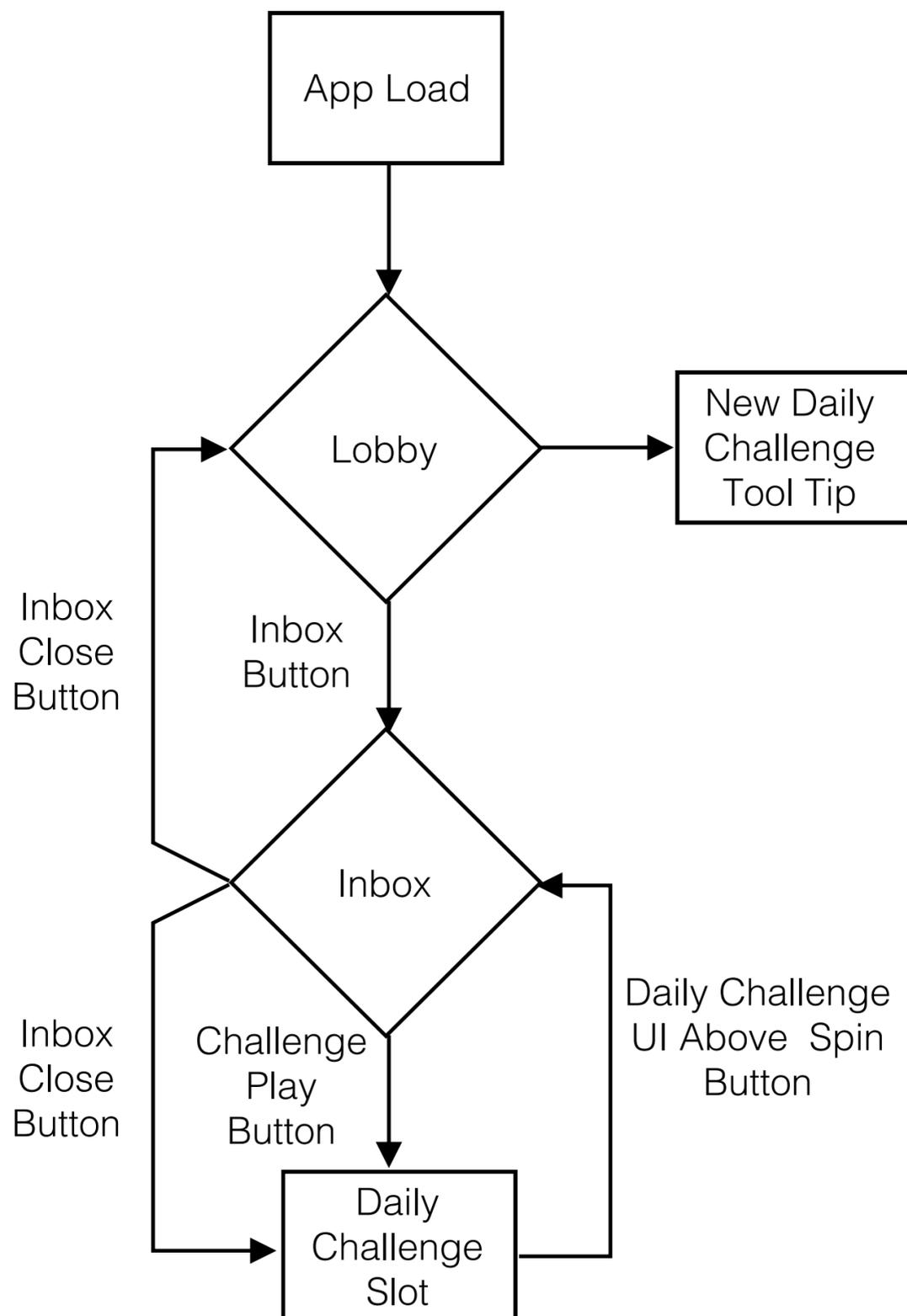
Solution Statement

By making the feature give players an opportunity to complete multiple daily challenges, we are able to make the challenges more accessible to players at different engagement levels. A highly engaged player will benefit from completing multiple challenges and even reaping the large reward for the completion of all 5 challenges. A less engaged player will not be able to complete all 5 challenges, but can easily complete at least one and get some reward out of their effort. This makes the feature more encompassing as far as its player reach.

User Persona

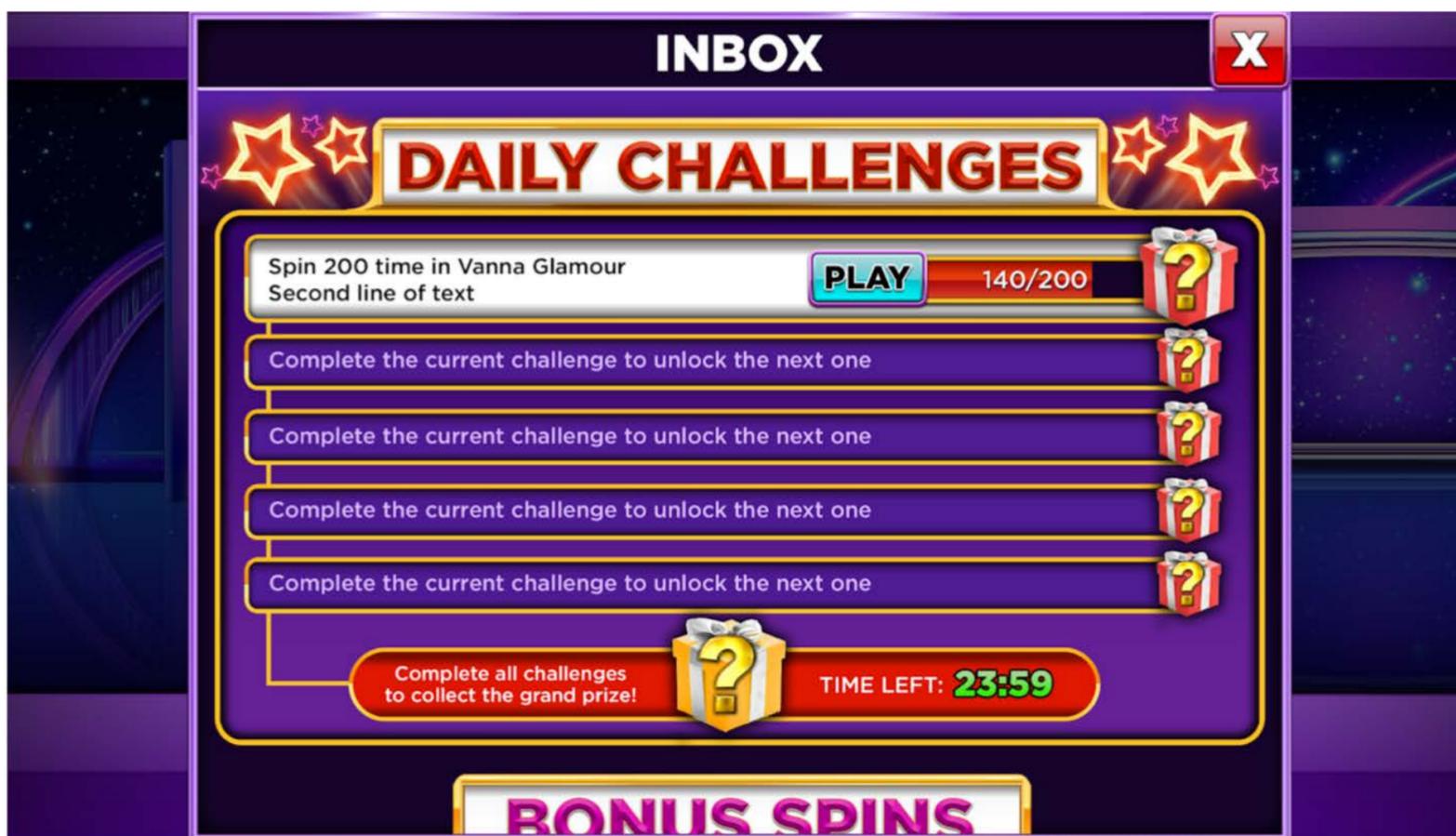
The goal of the feature re-design is to appeal to players of all engagement levels by giving large rewards for high engagement and smaller rewards for more casual play. The hardcore slots player who sticks to one or two slots is still unlikely to engage much with the feature since it often requires play in specific slots, but the feature does have a broader player appeal as a meta game.

Design & Flow

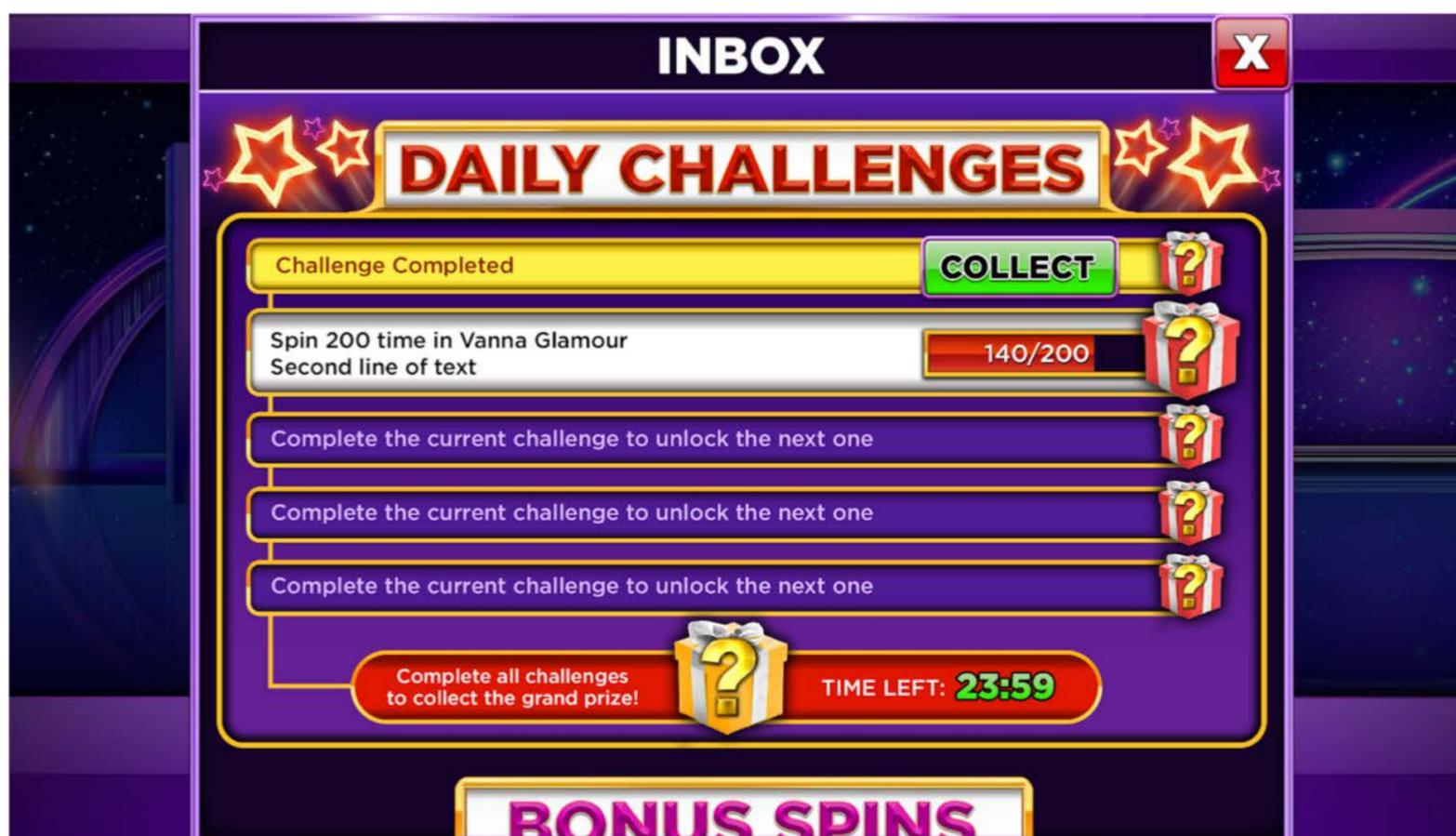


Inbox

When the player enters the Inbox, they will see their first Daily Challenge active. If the challenge is game specific, it will include a “PLAY” button that will send the player to the specific slot. If it is not game specific, there will be no “PLAY” button visible. The challenge must be complete for the next challenge to become active



When the player opens the Inbox after completing a Daily Challenge, they will see their next challenge active, and a “COLLECT” button over the completed challenge which will be in its completed state.



When the player taps the “COLLECT” button, the challenge rewards sequence triggers. The Collect button is replaced with the credit amount of the reward with a burst behind it as the credit balance enters the screen and a coin trail flies to it from the challenge credit amount.

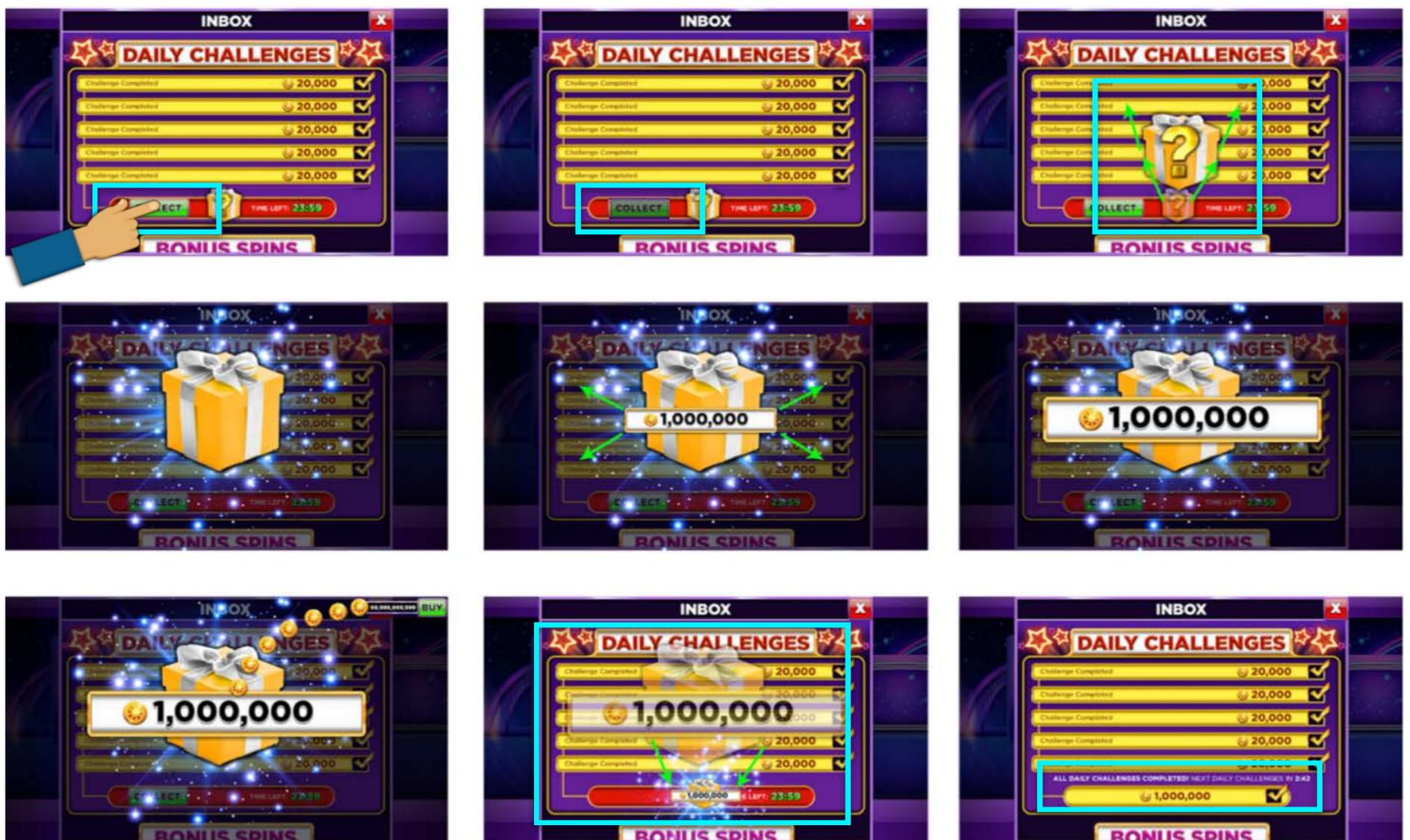


When all challenges have been completed, a “COLLECT” button will appear next to the Grand Prize



When the player taps the “COLLECT” button, the Grand Prize reward sequence will be begin:

- The Grand Prize gift will scale up to the center of the screen as the background darkens.
- The credit amount frame and value will scale from the center of the gift to reveal the credit amount.
- The coin balance will enter the screen and a coin trail will fly to it from the reward credit amount.
- The gift and credit frame/amount will scale back down to the UI transitioning with a burst to the final state that matches the completed state of the challenges.
- Copy stating that the challenges have been completed and how much time is left until the next Daily Challenges appears.

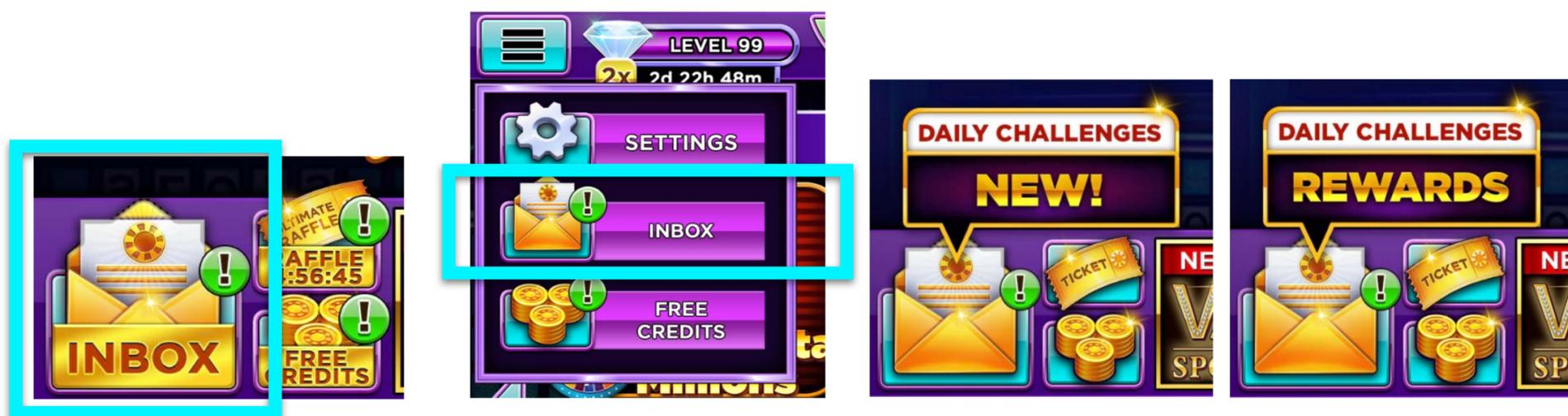


When all Daily Challenges have been completed and their rewards collected, copy stating the completion of the Daily Challenges is displayed along with a timer counting down until the next Daily Challenges.



UI

The Daily Challenges live in the Inbox popup which can be accessed from the Inbox button in the bottom left UI of the lobby or the burger menu in both the lobby and in-game. The Inbox button in the lobby will have a tooltip when a new Daily Challenge is available and when there are unclaimed rewards from a completed Daily Challenge available.



The slot that is part of the currently active Daily Challenge will feature the progress meter above the spin button.



When the player completes the Daily Challenge, an attention indicator with a rewards tooltip will appear.



If the next Daily Challenge is in the same slot, the meter will now show the progress of the new challenge, and the attention indicator will remain until the player has opened the Inbox and collected their rewards.



If the next Daily Challenge is not in the current slot, the meter of the Daily Challenge UI will change to a "REWARDS" button with an attention indicator, until the player has opened the Inbox and collected their Rewards. This should be visible in every slot, unless it's the slot of the currently active Daily Challenge.



Once the rewards are collected, the Daily Challenge UI will not be visible above the "SPIN" button unless the slot is part of the currently active Daily Challenge.

Takeaways

The updates to this feature made it more appealing to the player base as it allowed the challenges to be more attainable even for the most casual players. A noticeable increase in participation was observed when the feature launched, and the larger prize for completing all 5 challenges was instrumental in increase engagement amongst the VIP players.