

# Fresh Deck Poker - Re-Design

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## Overview

Fresh Deck Poker is a legacy product that has had minimal live-ops support and little to no new features development. The product has a small but engaged player base that yields a small but consistent revenue stream. It is worth investigating if there are improvement opportunities that are low hanging fruits with high KPI increase potential.

In terms of gameplay, the product is a relatively standard poker app with several variations of the game available: Texas Hold'Em, Sit N' Go Tournaments, and Royal Hold'Em. The app's unique feature is the player avatars that offer a robust selection for players to customize their image.

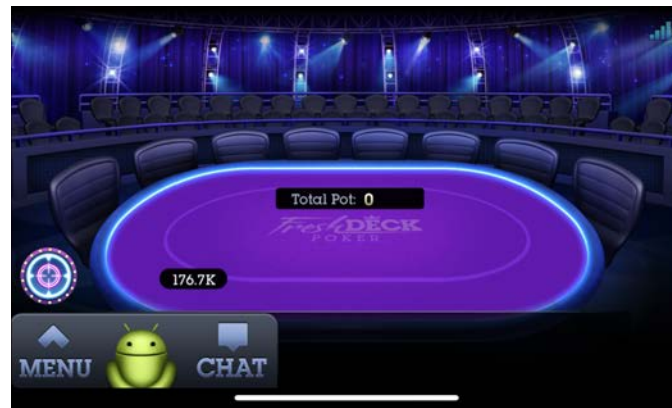
## Project Scope

The small team responsible for the live-ops of the app will be tasked with the re-design of the experience. While most of this work doesn't touch the game mechanics, an overhaul of the user experience as well as visual improvements will require several releases to complete.

## Problem Statement

The biggest issue with the experience of the app is the navigation. The lobby has a lot going on, and it is not clear to the player what to do. The only UI element that stands out is the "PLAY NOW" button in the center bottom of the screen, which is what 90% of the players tap. Navigating through the cards in the lobby makes for a confusing and redundant experience as can be seen from the following user flow which shows that there are 3 different ways to enter the Texas Hold'Em game, while one way to enter the other two game types, which can only be accessed from the Poker Menu and not the main lobby.

Royal Hold'Em



Lobby



Poker Menu



Sit N' Go



Texas Hold'Em



What amplifies the navigation confusion is how the UI is visually presented. It is difficult to distinguish between the lobby and the sub-menus since they all visually look very similar. The only distinguishing navigation characteristic is that the sub menus have a back button on the left side of the screen.



Poker Menu



Free Chips Menu



Lobby



Friends Menu



More Menu



Aside from the navigation issues, the player profile which, includes the avatar meta feature of the product, is disjointed throughout the experience. The player level is at the top left in the lobby, while accessing the profile is in the bottom left. In-game, there is no profile button or player level, instead, the avatar is featured at the bottom of the screen and its functionality is the same at the profile button in the lobby in that it opens the player profile.

Additionally, your bet amount and chips are positioned to the left of the hand holding the cards that represents you, so that you don't immediately associate that information as belonging to you, but rather to the far left player.





## Solution Statement

The user experience of this app needs to be approached from a poker player's point of view. Players are there to play poker and everything else is secondary. Based on discussions with the live-ops team and data analysis of the app, we know that most of the time is spent in and revenue is generated from Texas Hold'Em first, and secondly the Sit N' Go Tournaments. Royal Hold'Em will be taken out as it doesn't engage the players, and while the avatars are a distinguishing characteristic of the app, they yield an insignificant percentage of the revenue. They are prominently feature in-game and are part of the player profile, so they are not a cut candidate, and down the line they can potentially be monetized better, but for the current re-design, they will not be emphasized more than they already are. The number one goal with the re-design is to make it easy for players to play poker immediately and navigate the experience intuitively.

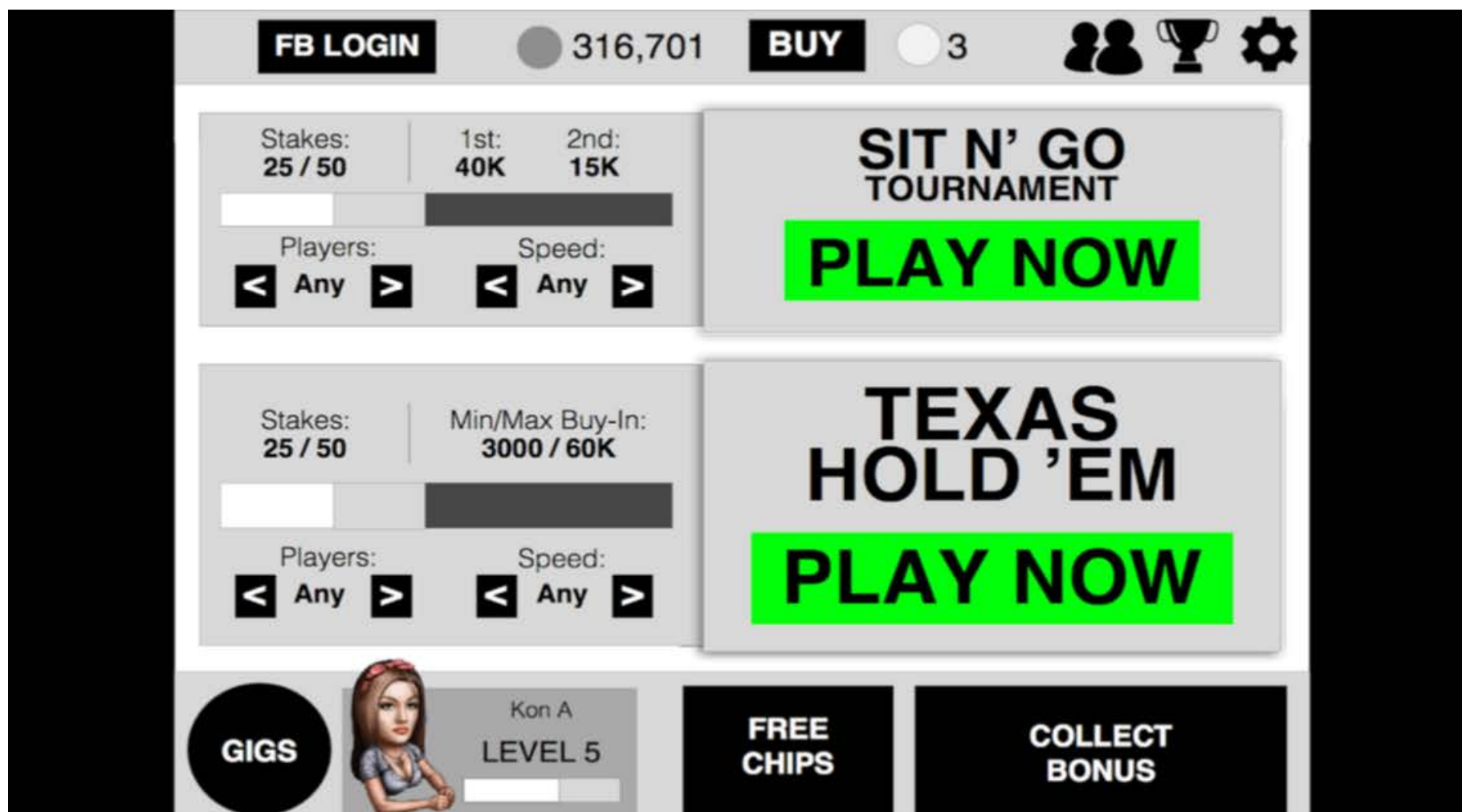
## User Persona

The player base favors the Texas Hold'Em game 2 to 1 over the Sit N' Go, and the rest of the current features, including avatars, friends gifting, leaderboards, etc. do not have a significant affect on player engagement or monetization. Poker players want to play poker, and allowing them to do what want is key to the success of the redesign.

## New Design

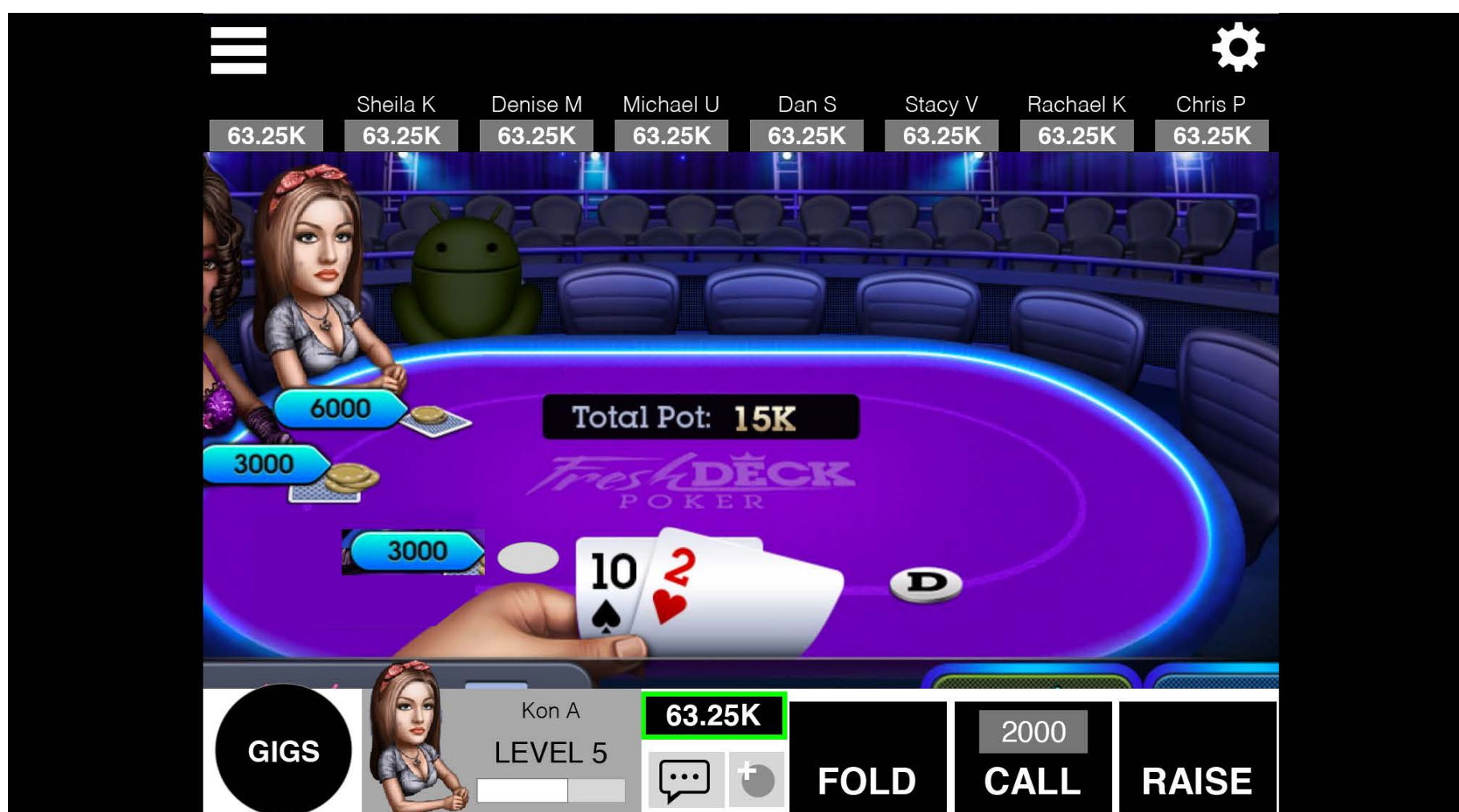
### Lobby Layout

The goal is to focus the player's attention to what's important - playing poker. The most prominent UI in the lobby will be the Texas Hold'Em and Sit N' Go "PLAY NOW" buttons that will send the player to a poker table immediately based on the default settings of each game type, which can now be adjusted right in the lobby. All the different sources of free coins can be consolidated to a menu accessed from a single button. Friends and leaderboards will now be in the HUD. The player profile and levels will be together and in the same place both in the lobby and in-game. The gold coin buy button will be taken out of the HUD, leaving only one buy button that will always default to the chips store, which is the revenue driver.



## In-Game Layout

A burger menu needs to be added to the top left corner of the screen. The settings button will stay in the top right of the screen as in the lobby to allow the player to adjust their settings. The profile will be in the same place as it is in the lobby. The player's table balance will be repositioned below the cards so it's connected to the profile and the gameplay buttons, since currently it's off to the left side, which makes it a little confusing if it's your balance or the far most left player. Similarly, your chips and bet amount will be moved closer to the hand with the cards that represent you to increase the visual connection.



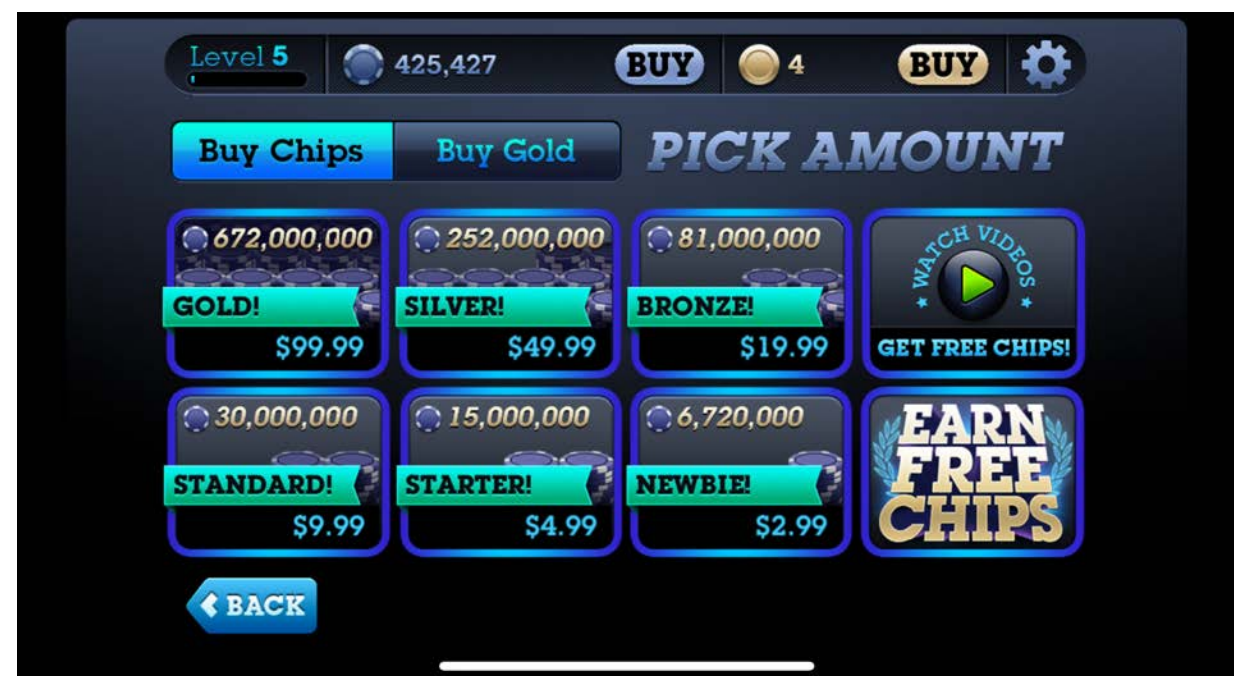


## Store Layout

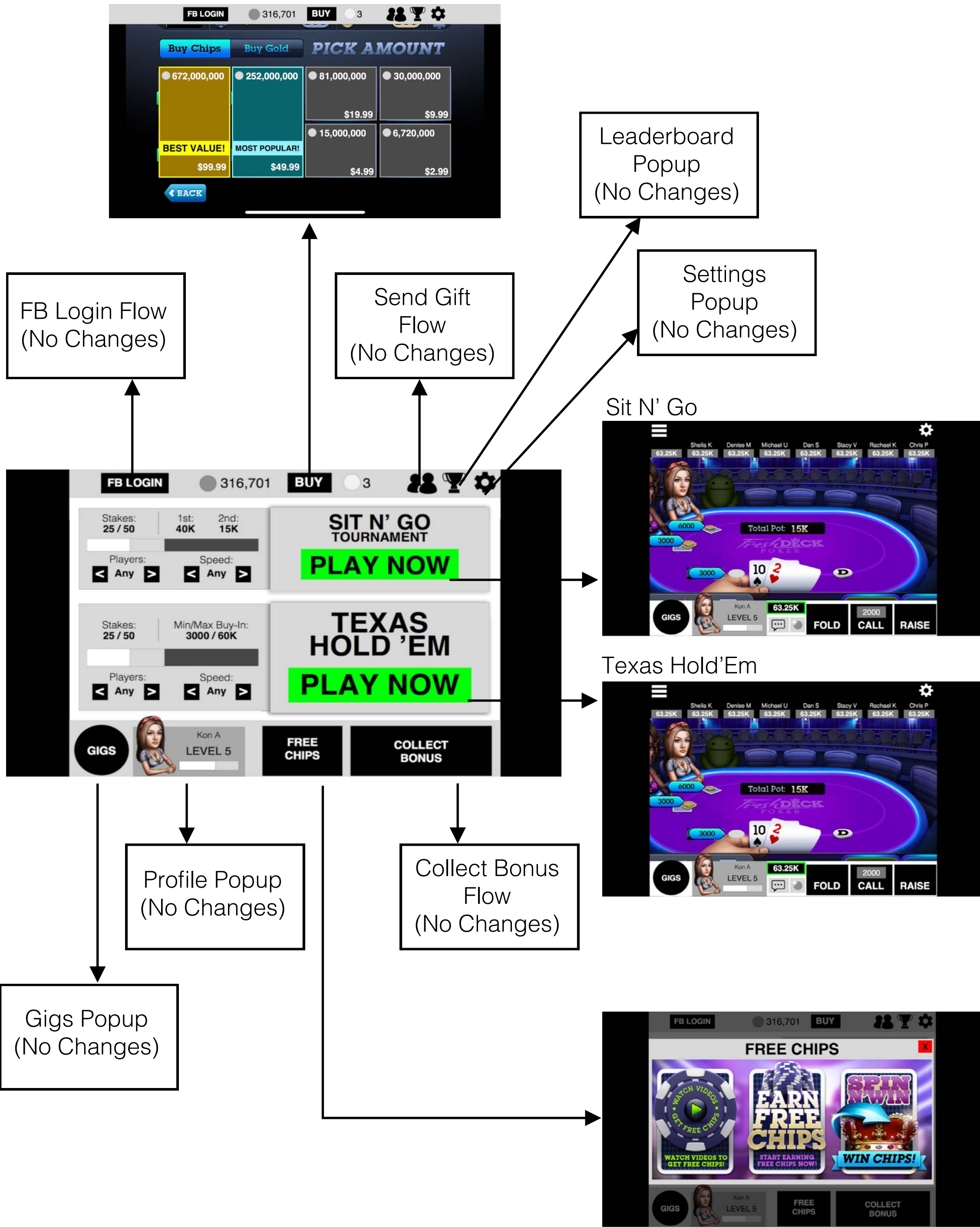
The store is another problem area that was identified because of the visuals and inclusion of free chips. The player accesses the store to purchase chips, given them free chips options is in conflict with what we want the player to do in the store. Additionally, the packages look identical, when visually their value should be obvious. They also have badges that have a strange choice of labeling that conflict with the fact that the app has a secondary currency called “GOLD”.

The layout changes will include the exclusion of the free chips options. The labeling of the packages should be designated to the “Most Popular” and “Best Value” packages, both of which should be visually emphasized compared to the rest of the packages.

During a sale, we can have sales specific tags over the regular packages, and in addition to the “Best Value” and “Most Popular” for the top two packages.

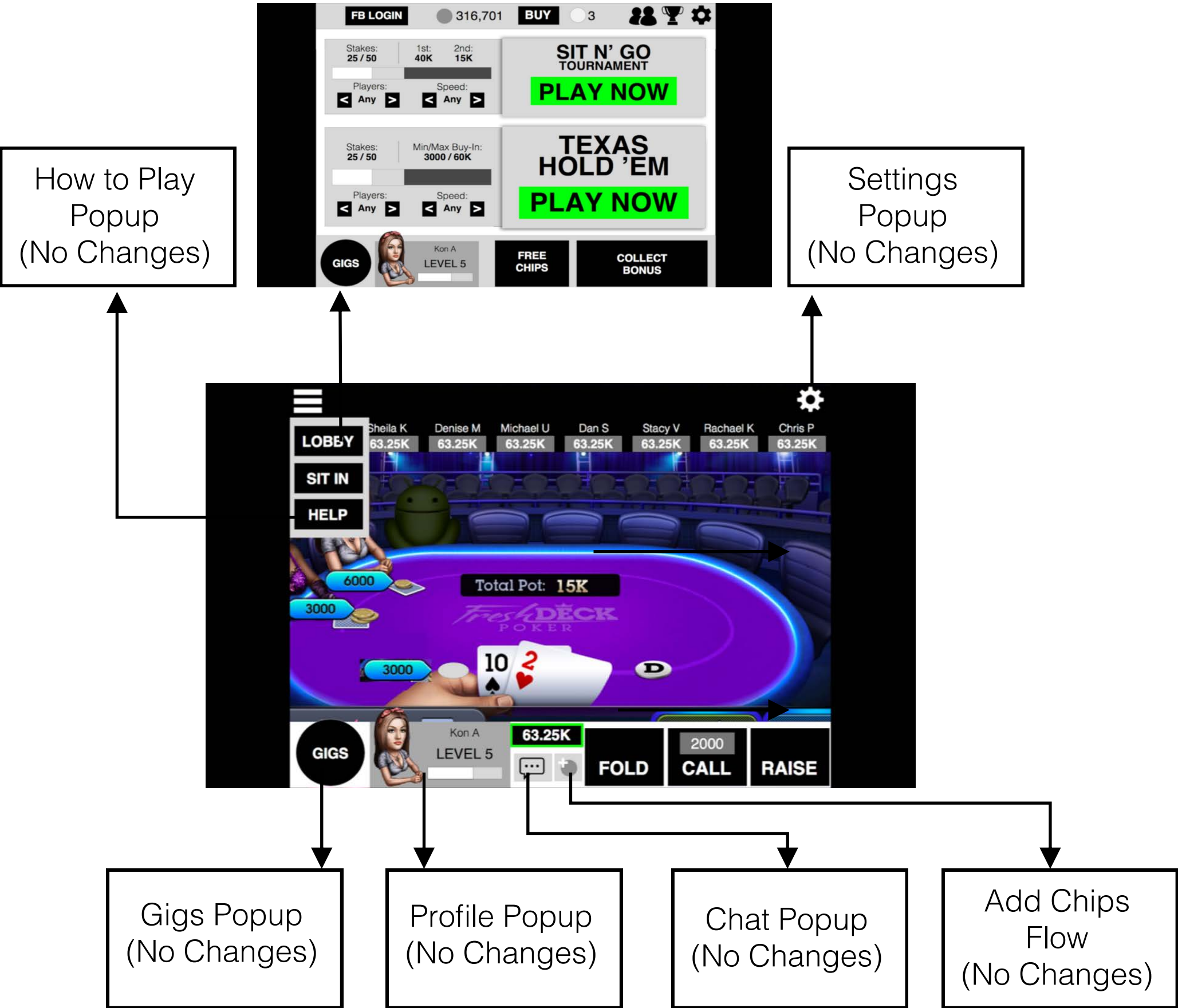


New Lobby Flow





New In-Game Flow





## Takeaways

By examining which features of the existing app engage the players compared to features that don't drive any KPIs, I was able to simplify the user experience so that players can start playing poker immediately. The more intuitive lobby allows the player to access all the features of the game from one screen rather than navigate through multiple confusing sub-menus. My expectations are to see a significant improvement in retention through this optimized user experience.

