

# Event 3 - Badges

Konstantin Abadjiev

## Overview

Due to the success of the Summe Road Trip event, seasonal time-limited events are now part of the live-ops roadmap. These events require multiple releases to be designed and developed, so there needs to be a way to make the gains from time-limited events more sustainable on regular basis. With this in mind, badge events will serve the purpose of being able to surface a smaller event to players easily due to the low cost of support beyond the initial setup of the feature.

The badge event will feature 3 badges at a time with two challenges each. The player will have 3 to 4 days to complete the two challenges of each badge to earn that particular badge along with a reward, and if all three badges are completed, a multiplier is added to the even prize total. The earned badges become part of the player's badge collection which is accessible even when a badge event is not running. On top of the credit rewards associated with earning a badge, this feature offers a collection mechanic that can appeal to engaged players.

## Project Scope

The initial development of the feature should take one release. This will lay the groundwork for additional badge events whose development time will only require art for 3 badges, a set of new challenges for each badge, and the configuration of the new event, with no dev work requirements. This feature has really high ROI potential.

## Problem Statement

The challenge is to be able to surface smaller events to players without creating fatigue or require fresh designs for each small event. These smaller events need to involve minimal effort from the production team who will be focusing on the bigger seasonal events.

## Solution Statement

The way to minimize development and avoid player fatigue with a seemingly repeating event feature is to design an overarching meta collection mechanic. Since the reward of earning badges includes collecting said badges, even though the mechanics do not change with subsequent badge events, the badges themselves do, and they add to the player's collection. To engaged players who have invested their time in earning badges, when a new badge event is surfaced, they will be compelled to grow their collection. This becomes less about trying to re-skin the same feature, and more about continuing the progression of a collection feature which also serves to increase engagement and monetization in the same way as the Summer Road Trip event.

## User Persona

This feature targets the very engaged VIP payers who are most likely to care about a collections feature around an event that rewards their increased participation.

## Design & Flow

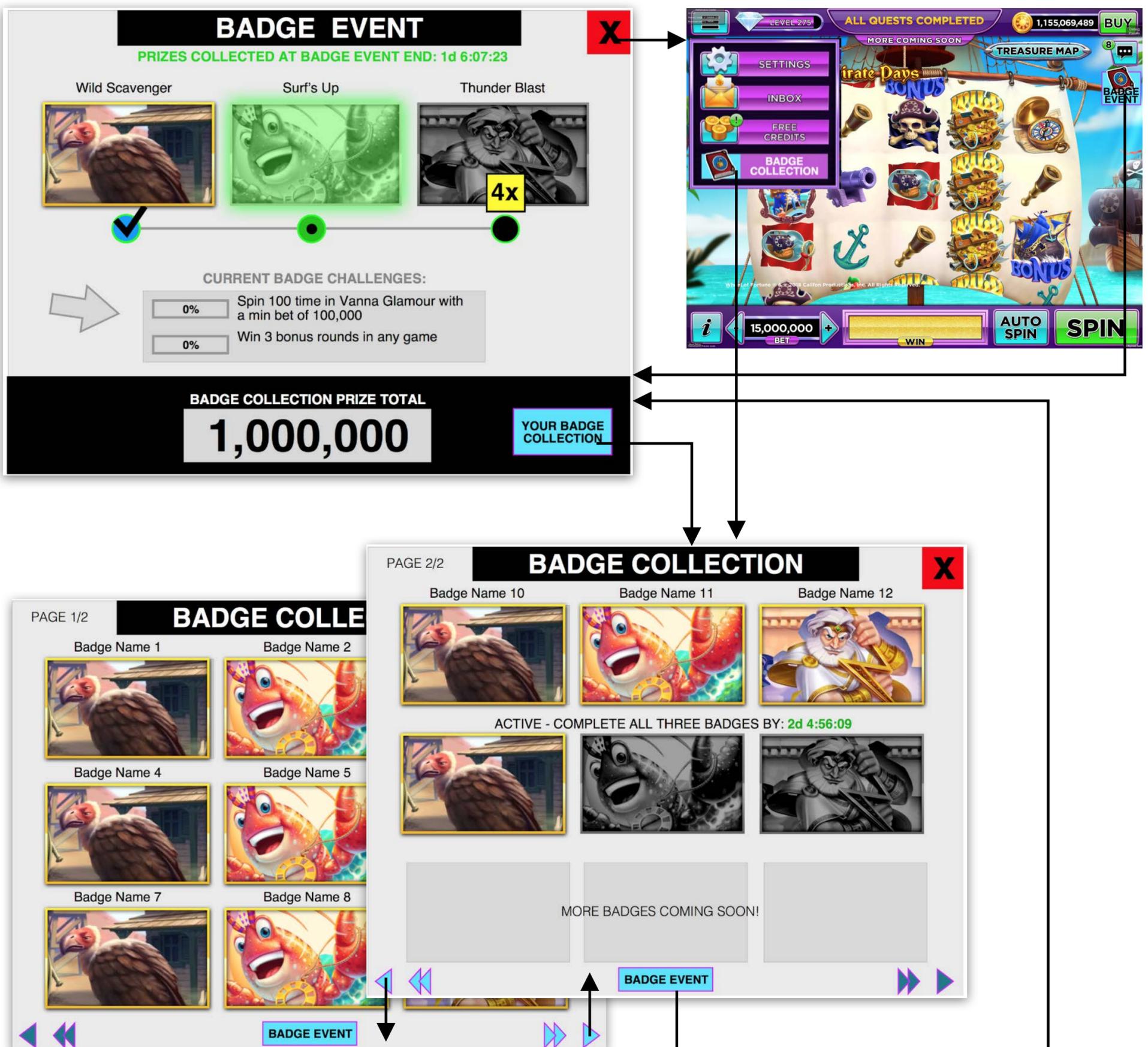
### Popup - Badge Event Page

The main popup when a badge event is live will default to the event page, which will feature a similar UI as the Summer Road Trip event with a timer indicating the length of the event, two challenges with progress meters, and an event prize total. Instead of the progression map from the Summer Road Trip event, three badges will be displayed with different states. The currently active badge will have a highlight state, an unearned badges will have a darkened black & white state, and a completed badge will have a full color state. The last badge will have a multiplier associated with it that will increase the event prize total when all three badges are completed. Additionally, there will be a "YOUR BADGE COLLECTION" button that will navigate to the last page of the player's badge collection.

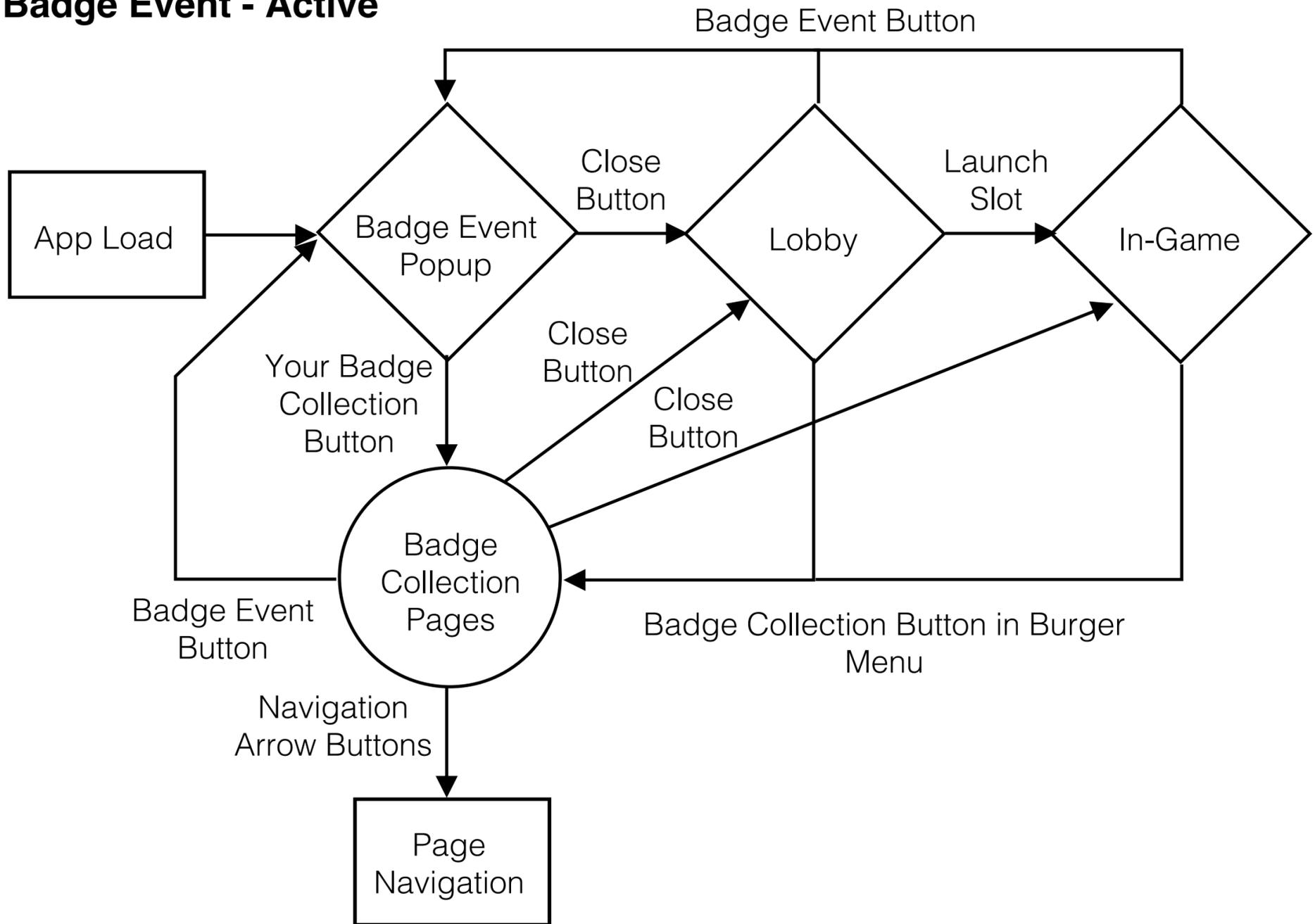
### Popup - Badge Collection Pages

The player can navigate to the Badge Collection Pages from the "YOUR BADGE COLLECTION" button in the Badge Event Page of the popup, or through the "BADGE COLLECTION" button in the burger menu.

When the player navigates to the Badge Collection pages, it will always default to the last page of the collection since that will feature the latest or currently active badges. The first page will feature the oldest badges of the players collection starting from the first time the player participated in a badge event. All completed badges will be in full color, and inactive and unearned badges will be in the darkened black & white state. The copy above the active set of badges will have text stating that these are the active badges and how long the player has to earn them. Unless the active badges are in the third roll, empty rolls will have the text “More Badges Coming Soon!” over darkened rectangles representing future badges.

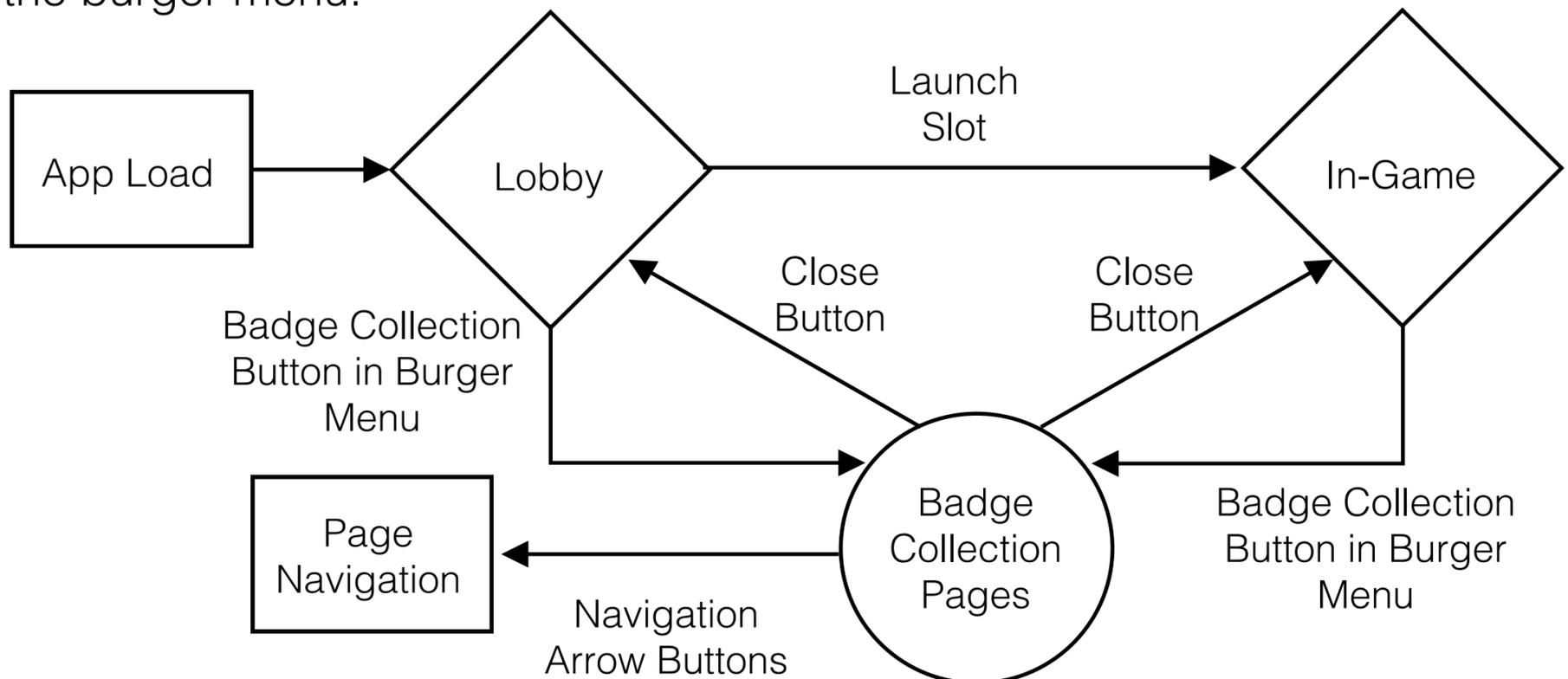


## Badge Event - Active



## Badge Event - Not Active

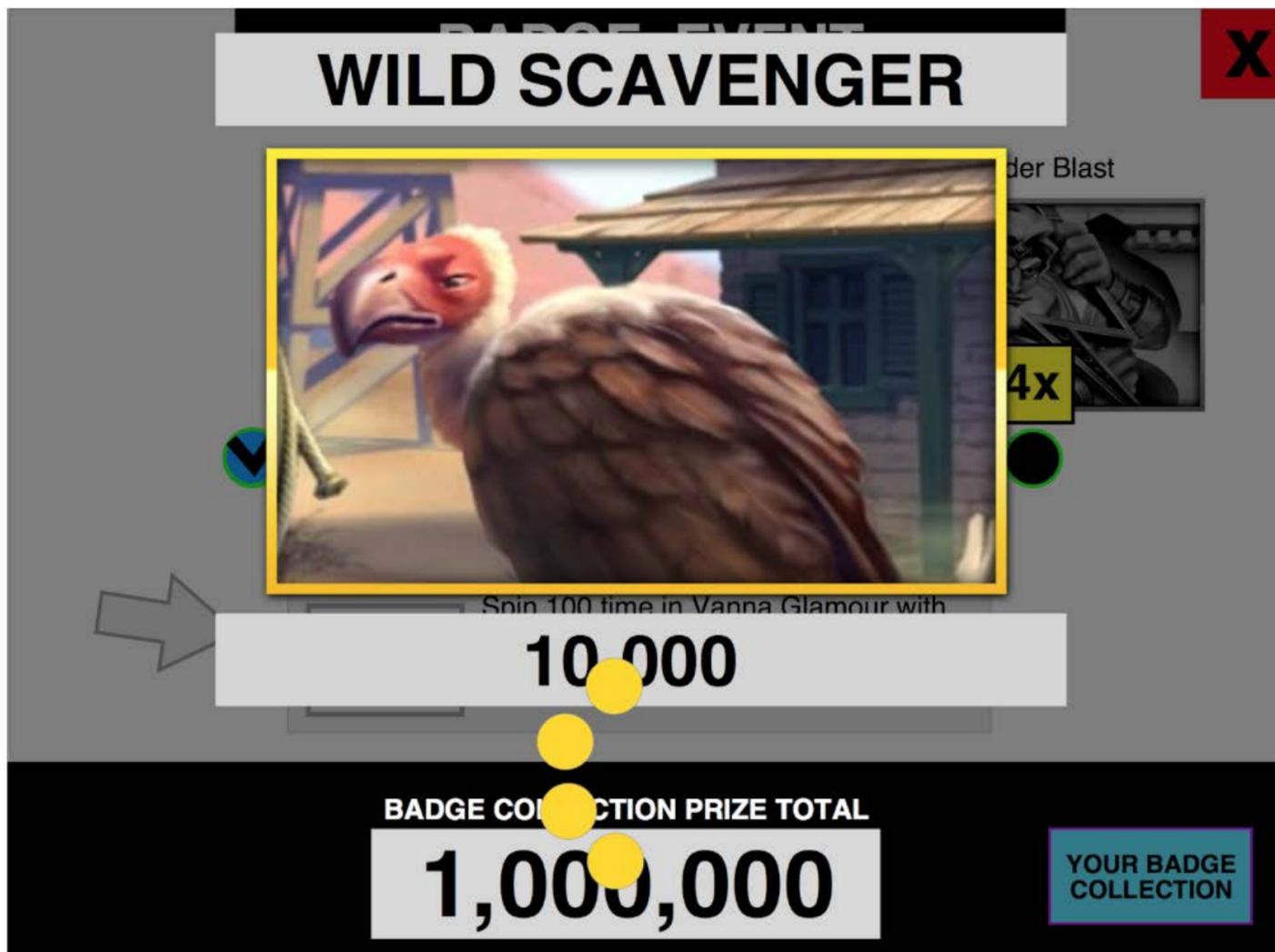
When there is no active badge event, there will be no event button below the chat button, but the player can access their badge collection through the burger menu.



## Challenges & Badge Completion

Like the Summer Road Trip Event, the active event can be accessed through the Badge Event button below the chat button, and completing a challenge will shift the badge event button to the left to reveal the challenge UI receiving a checkmark next to the completed challenge. When both challenges have been completed, the button will change to the completed states of the button that says, "Badge Completed". When the player taps the Badge Event button after completing a badge, the main popup will open and proceed with the completion sequence which is also very similar to the Summer Road Trip Event:

- A checkmark will appear over the node as the badge scales up to the middle of the screen and with a burst changes it to the completed full color state.
- The reward credit value will appear underneath the badge and a coin trail will add the credits to the prize total, which will roll up.
- The Badge will then scale back down to its original position, and the next badge will switch to its active state.
- For the third badge with the multiplier, the sequence will be the same, but at the end of it, the multiplier badge will fly over to the prize total, which will count up to the new value.



## Takeaways

By taking the elements that we know worked well to engage the players and ultimately increase their monetization in a previous event, and apply them to a feature that can surface new events on a regular basis, we can help sustain the KPI increases we saw during the Summer Road Trip event. The biggest question is how will the collection aspect of this “re-skinable” feature resonate with the players. It will take multiple Badge Events to measure the engagement and appeal of the collection aspect of the feature.