# Event 2 - Halloween

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## Overview

Because of the success of the Summer Road Trip Event, we would like to capitalize on our takeaways with another time-limited event centered around Halloween. We will utilizes key features that led to the success we saw in the Summer Road Trip event, but also introduce new elements that make the new event fresh for the players and expand on the original design.

The Halloween Event will be a similar location based progression with 2 challenges per location, but instead of the prize rewards appearing instantly during the location completion sequence, a wheel will determine the value of the prize. This event will have a single total prize multiplier "carrot" on the last location, while other locations will have new types of "carrots" that enhance the wheel reward mechanic. These will include a multiplier spinner that will be added to the prize wheel once and persist for the rest of the event, and an upgrade to the wheel which will increase the prizes on the wedges at certain locations.

The theme is centered around Pat and Vanna trick-or-treating around a neighborhood as they visit different houses. Each house is initially a silhouette, until the challenges of the house are completed, at which point the house is revealed. Each house has a unique halloween theme, adding a visual reward on top of the credits awarded to the player.

## Project Scope

Given that we know this event will have a high ROI, we can afford to have development span two releases in order to make the feature more robust and provide really polished art. The most significant increase in requirements compared to the Summer Road Trip Event is the art due to the Halloween theme. The custom houses required by the design have to be illustrated by the in-house art team, so stock photography cannot be used as a shortcut for this event.

## Problem Statement

The challenge with this event is making it different enough from the Summer Road Trip Event so that players have new elements to be intrigued by, but not so different that we cannot confidently expect a high ROI.

## Solution Statement

Balancing what we know has worked in the past and adding new elements is key. The design factors that led to the success of the Summer Road Trip Event are the player's ability to generate a huge reward that is only awarded at the end of the event. To enhance that experience further, instead of just revealing the reward, a wheel mechanic appeals to the player's sense of gambling, and through enhancements of the wheel, the anticipated rewards can seem enormous throughout the progression of the event.
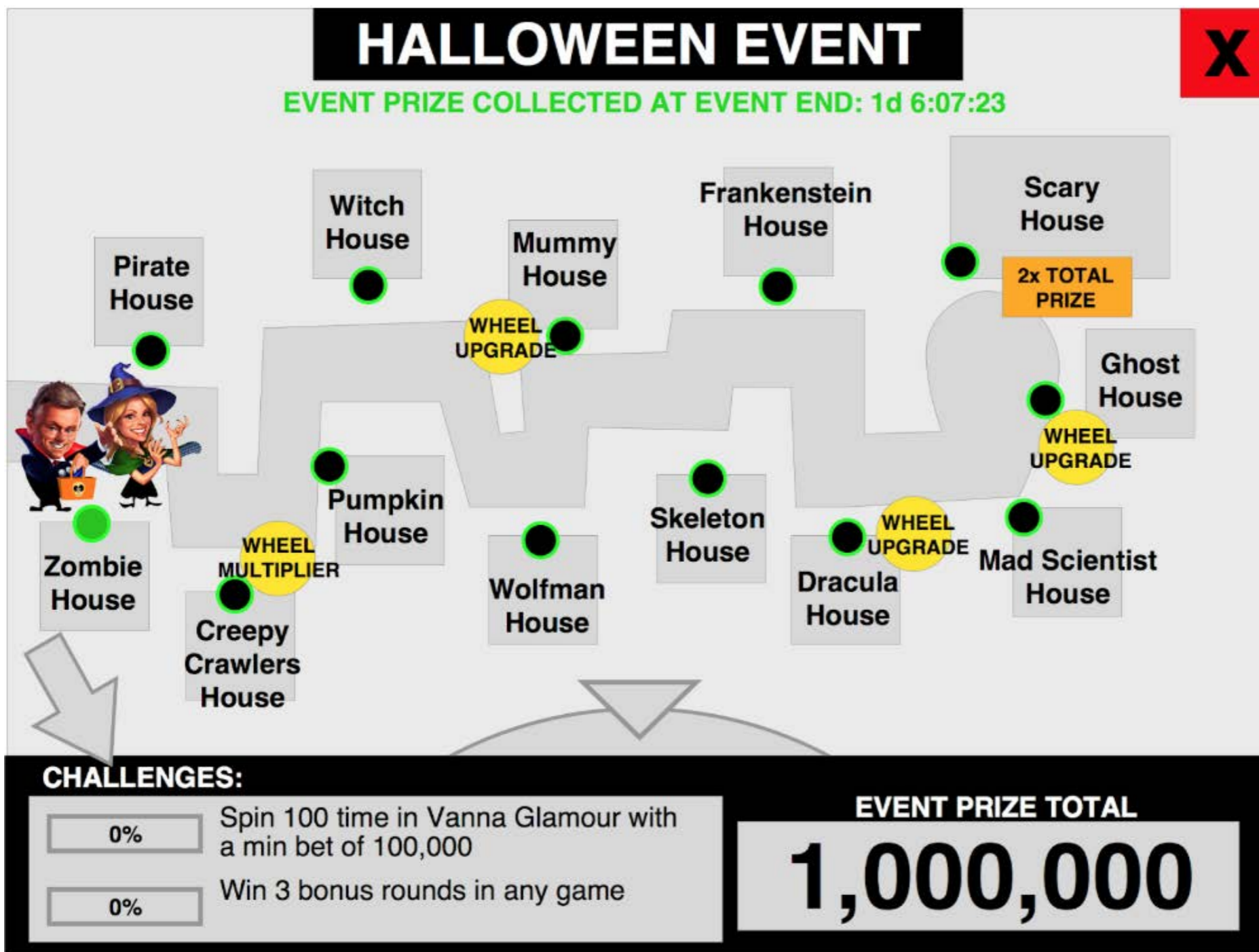
## User Persona

Like the Summer Road Trip Event, we are targeting highly engaged payers giving them a reason to play more and spend. Given that this event is tied to a real life seasonal event, we expect the player participation to exceed the Summer Road Trip event not just with VIPs, but across the player spectrum.
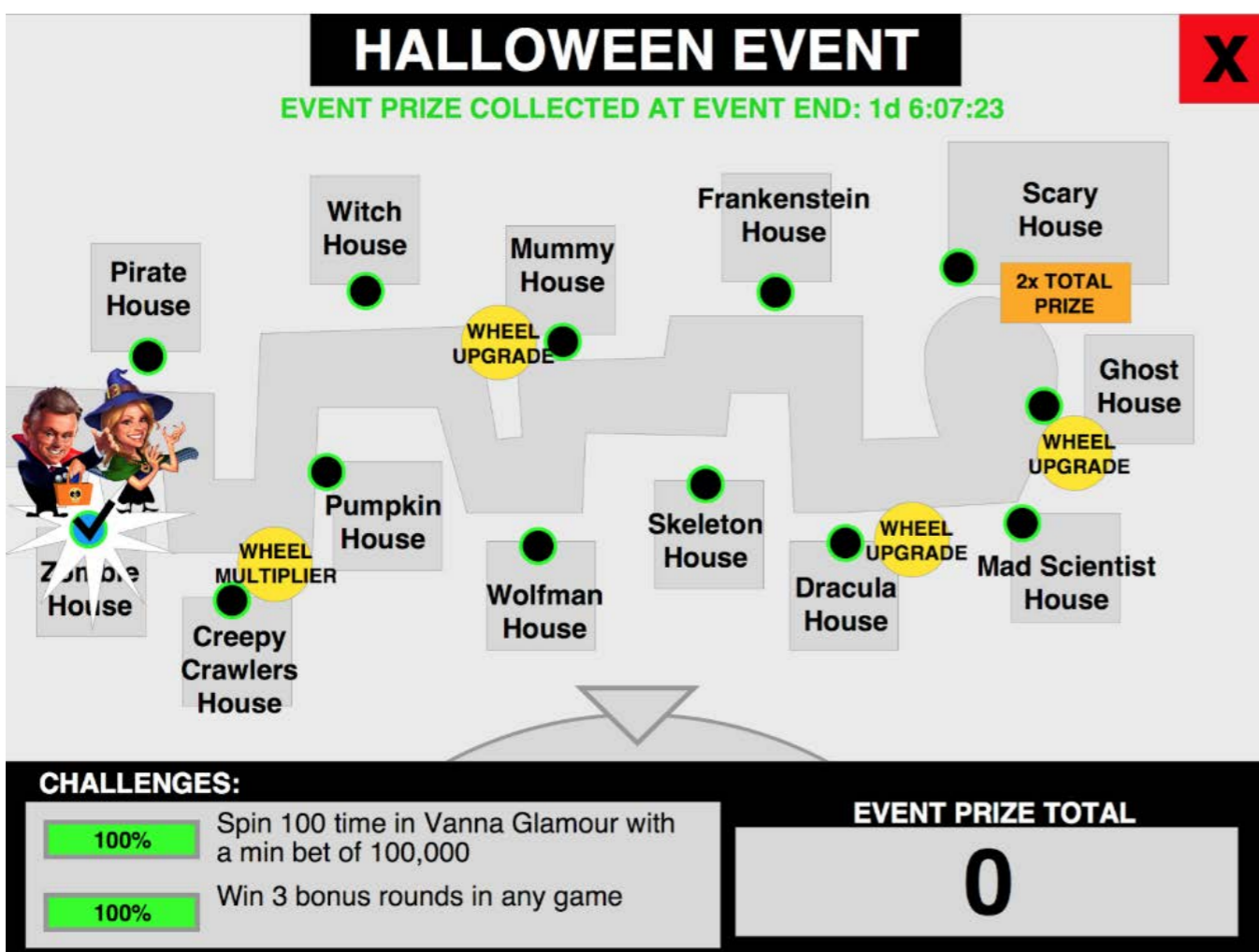
## Design & Flow

### Event Start

The event start will be the same as the Summer Road Trip Event with the main event popup appearing on app load. The how to play UI will be visible and persist until it is dismissed, after which point it will not appear again. The in-game UI will be the same as the Summer Road Trip Event with an event button on the top right of the screen just below the Chat button. The notifications of the challenges being completed and Event button state changes will be the same, with the following copy adjustments: "House Visited" instead of "Location Completed". The player will see a top down view of residential street with silhouettes of houses next to nodes. Pat & Vanna trick-or-treating will be positioned next to the first house silhouette.

**HALLOWEEN EVENT**

EVENT PRIZE COLLECTED AT EVENT END: 1d 6:07:23

Pirate House · Witch House · Mummy House · Frankenstein House · Scary House · 2x TOTAL PRIZE · Ghost House · WHEEL UPGRADE · WHEEL UPGRADE · Zombie House · WHEEL MULTIPLIER · Pumpkin House · Creepy Crawlers House · Wolfman House · Skeleton House · WHEEL UPGRADE · Dracula House · Mad Scientist House

**CHALLENGES:**

| 0% | Spin 100 time in Vanna Glamour with a min bet of 100,000 |
| 0% | Win 3 bonus rounds in any game |

**EVENT PRIZE TOTAL**

# 1,000,000

When the player completes the two challenges of the first house and taps the event button, the event popup will open and the completion sequence will begin. A check mark will appear on the node as the silhouette of the house changes to the full illustration of the house, which will have some ambient animation.

**HALLOWEEN EVENT**

EVENT PRIZE COLLECTED AT EVENT END: 1d 6:07:23

Pirate House · Witch House · Mummy House · Frankenstein House · Scary House · 2x TOTAL PRIZE · Ghost House · WHEEL UPGRADE · WHEEL UPGRADE · Zombie House · WHEEL MULTIPLIER · Pumpkin House · Creepy Crawlers House · Wolfman House · Skeleton House · WHEEL UPGRADE · Dracula House · Mad Scientist House

**CHALLENGES:**

| 100% | Spin 100 time in Vanna Glamour with a min bet of 100,000 |
| 100% | Win 3 bonus rounds in any game |

**EVENT PRIZE TOTAL**

# 0

**House States**

Inactive

Active

Completed

The screen will darken as the event wheel moves up from behind the bottom UI. The wheel has 10 wedges, with the top and bottom wedges spanning the width of two wedges. One will be labeled "BIG WIN" and the other "MEGA WIN". The rest of the wedges will show the values spanning vertically.





After a beat allowing the player to register what's on the wheel, it will automatically spin. When the wheel lands, the value of the winning wedge will scale up and highlight.

The value will fly down to the Event Prize Total UI at the bottom right. The Event Prize Total value will roll up and the wheel will move back down behind the bottom UI as the screen darkening fades out. Pat & Vanna will move to the next node which will light up and the arrow pointing to the Challenges will fade in and out 5 times to get the player's attention.
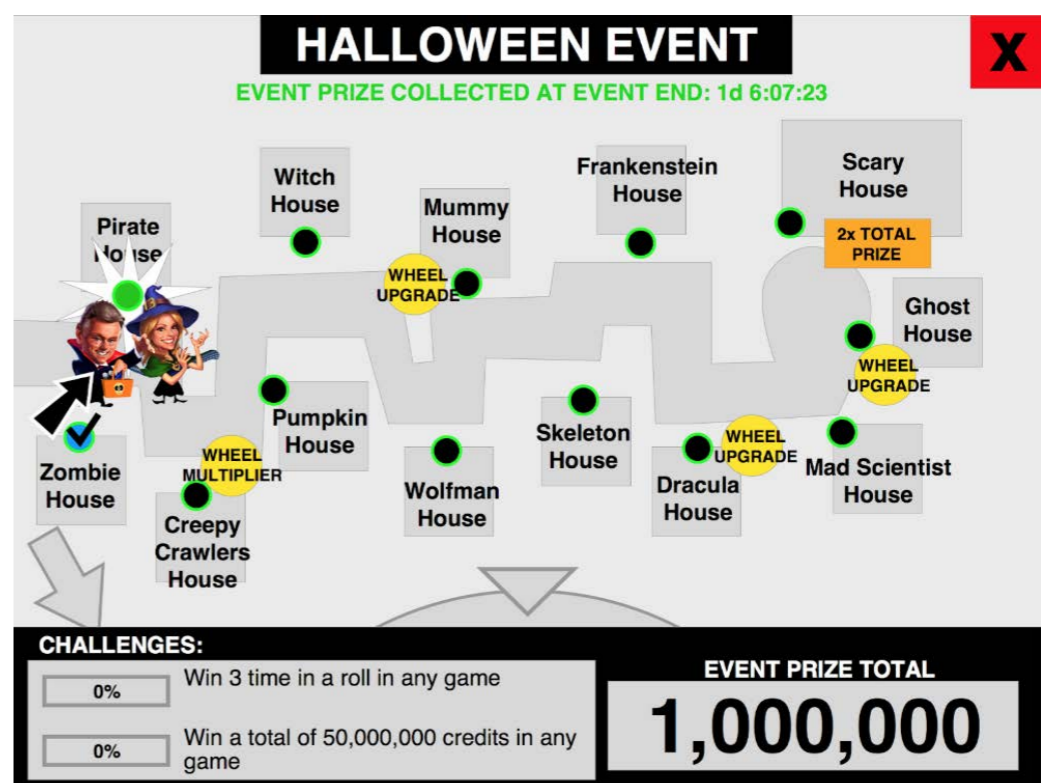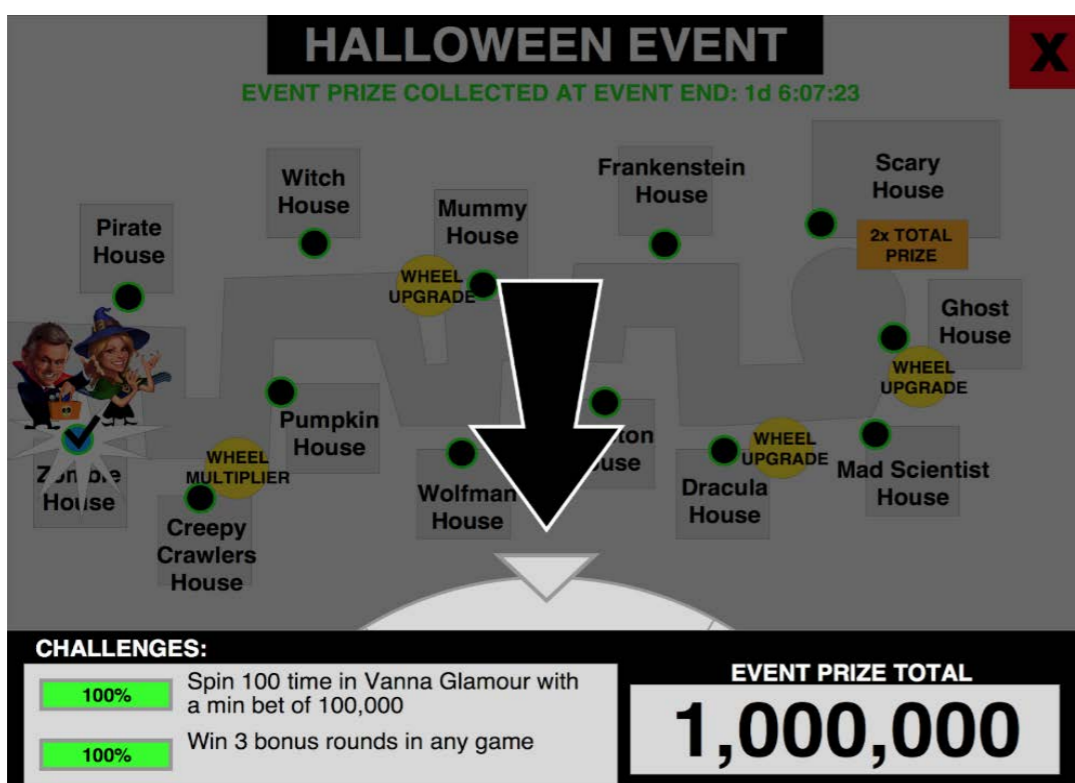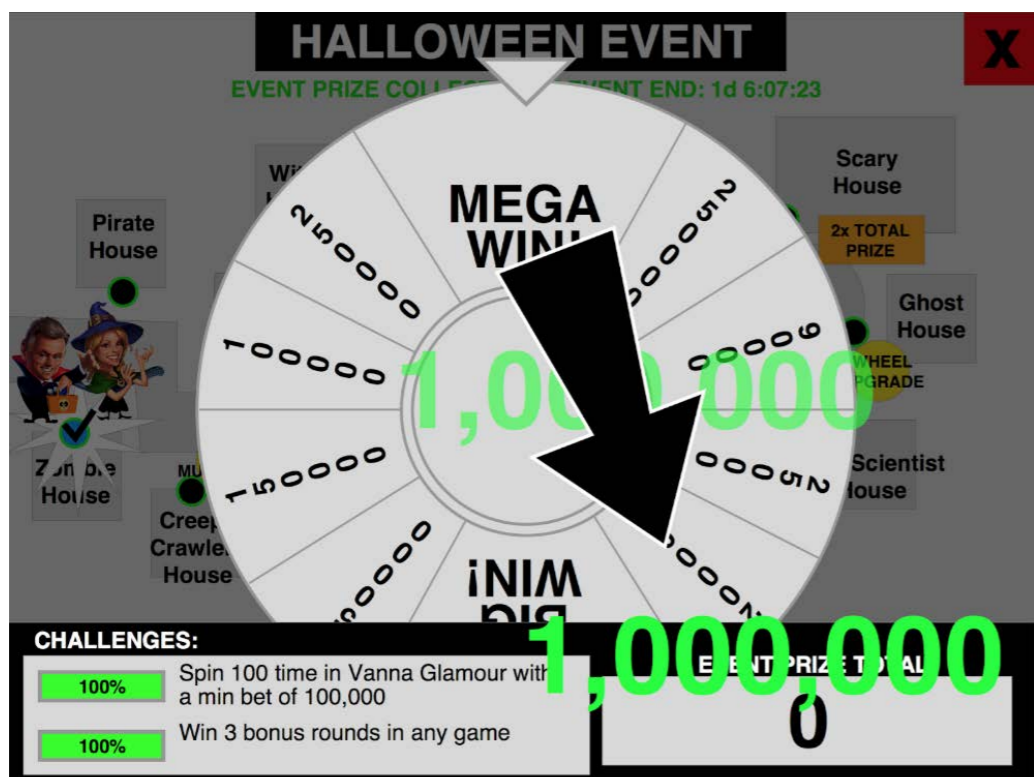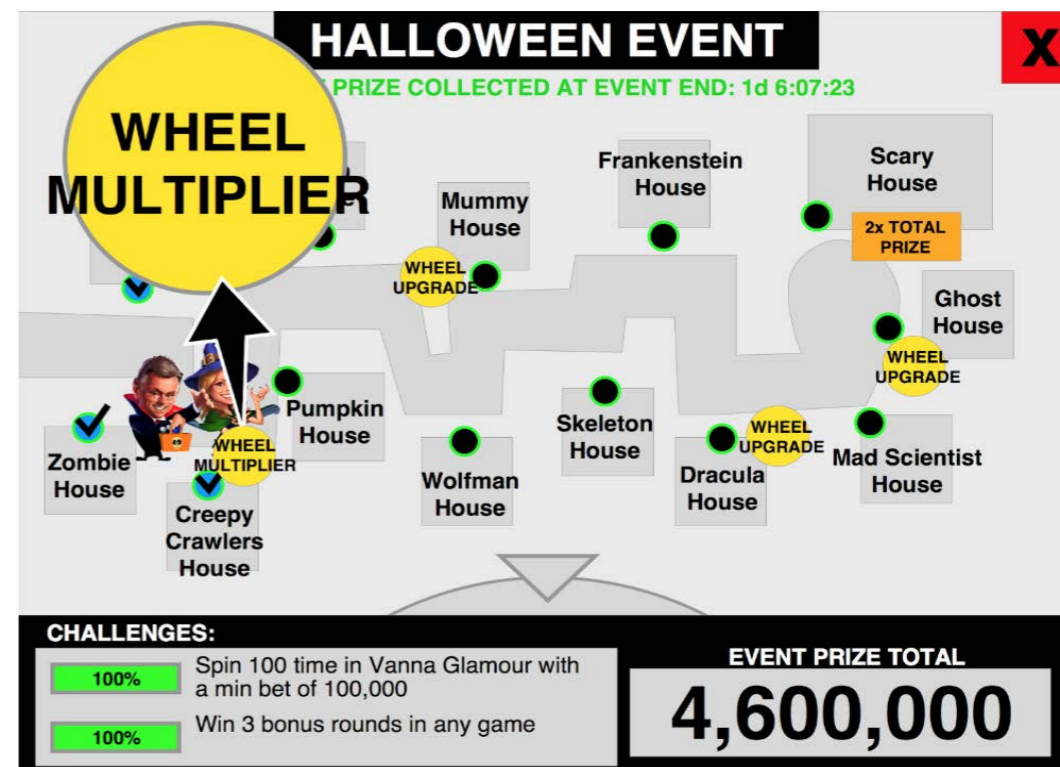
# Wheel Multiplier

The 3rd node will have a "WHEEL MULTIPLIER" badge on it. When the player completes the challenges of the 3rd house, the following variation of the completion sequence will occur:

The check mark will be added to the node and the house silhouette will change to the full illustration of the house.
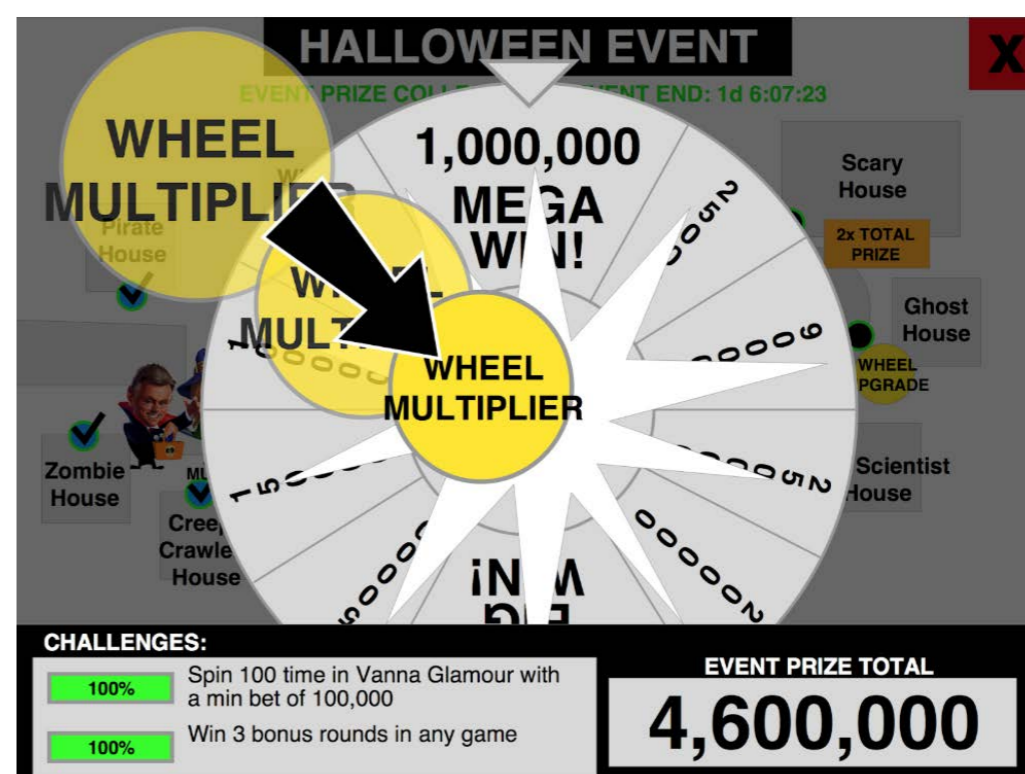


The WHEEL MULTIPLIER badge will scale up from the house to the top left corner of the popup…



… as the event wheel moves up from behind the bottom UI.
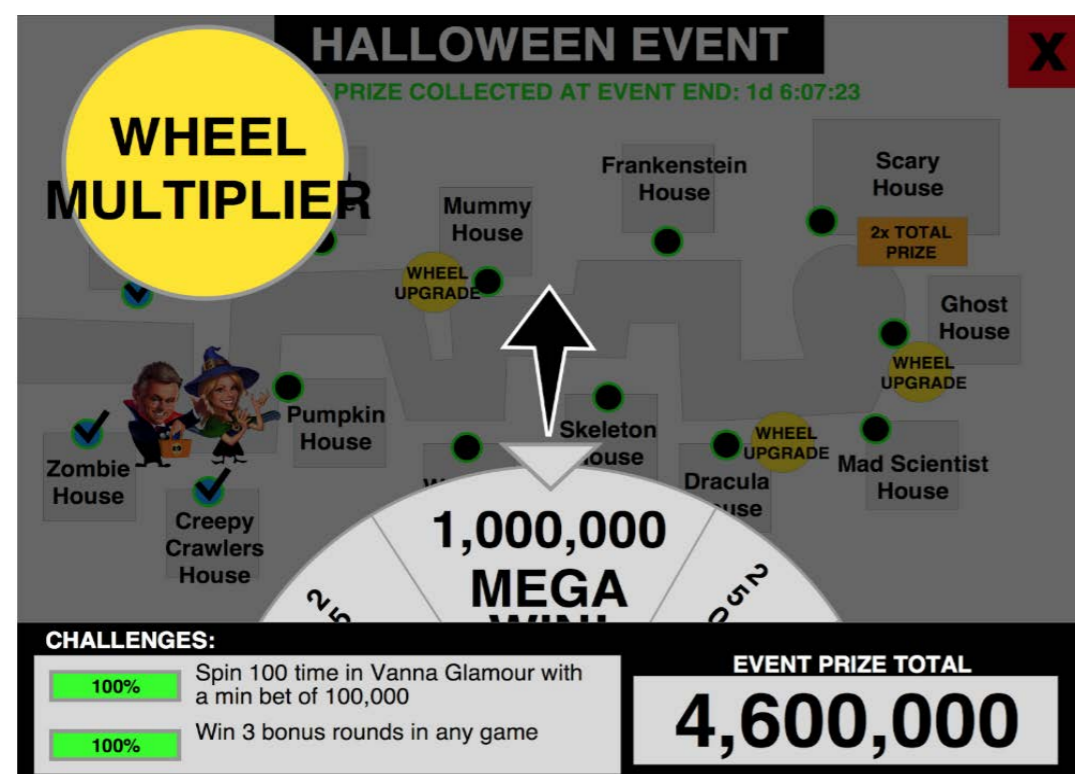


The WHEEL MULTIPLIER badge will fly to the center of the wheel creating a burst.

When the burst disappears, a smaller multiplier wheel will be revealed in the center.



Both wheels will start spinning at the same time in opposite directions.



The main wheel will come to a stop first, followed by the multiplier wheel.



The winning multiplier will scale up to the center of the wheel.



Then fly over to the winning wedge value.



The winning wedge value will roll up to the multiplied total as it scales up and highlights.

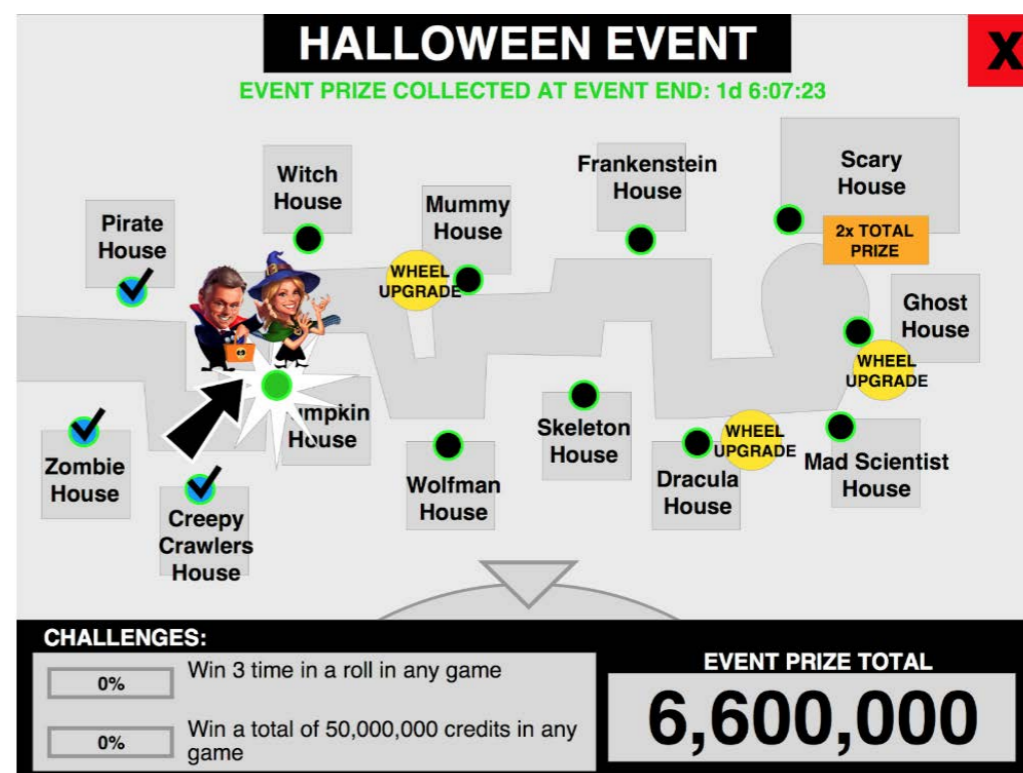The multiplied value total will fly over to the Event Prize Total.



The Event Prize Total value will roll up to the new total.



The wheel will move down behind the bottom UI as the screen darkening fades out.



Pat & Vanna will move to the next node, which will light up. The Wheel Multiplier badge will no longer be on the node since it was already used.



## Wheel Upgrade

There will be 2 nodes that have "WHEEL UPGRADE" badges. When the player lands on a location with a "WHEEL UPGRADE" badge, the following variation of the completion sequence will occur:
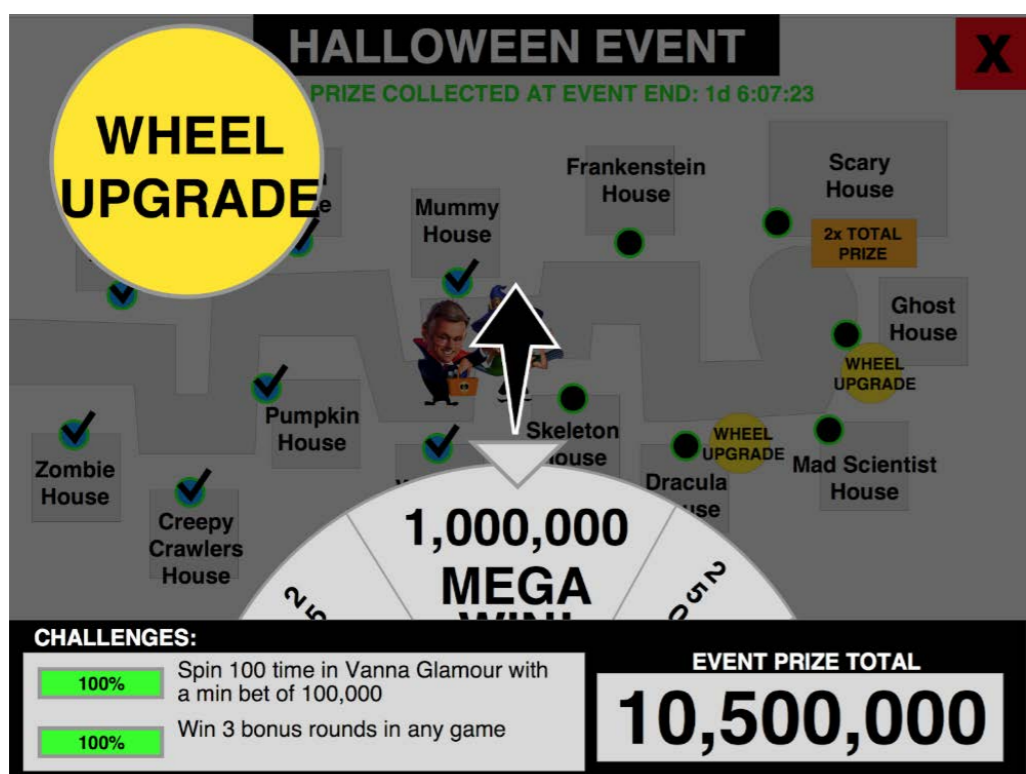
The check mark will appear on the node as the silhouette of the house changes to the full illustration of the house.
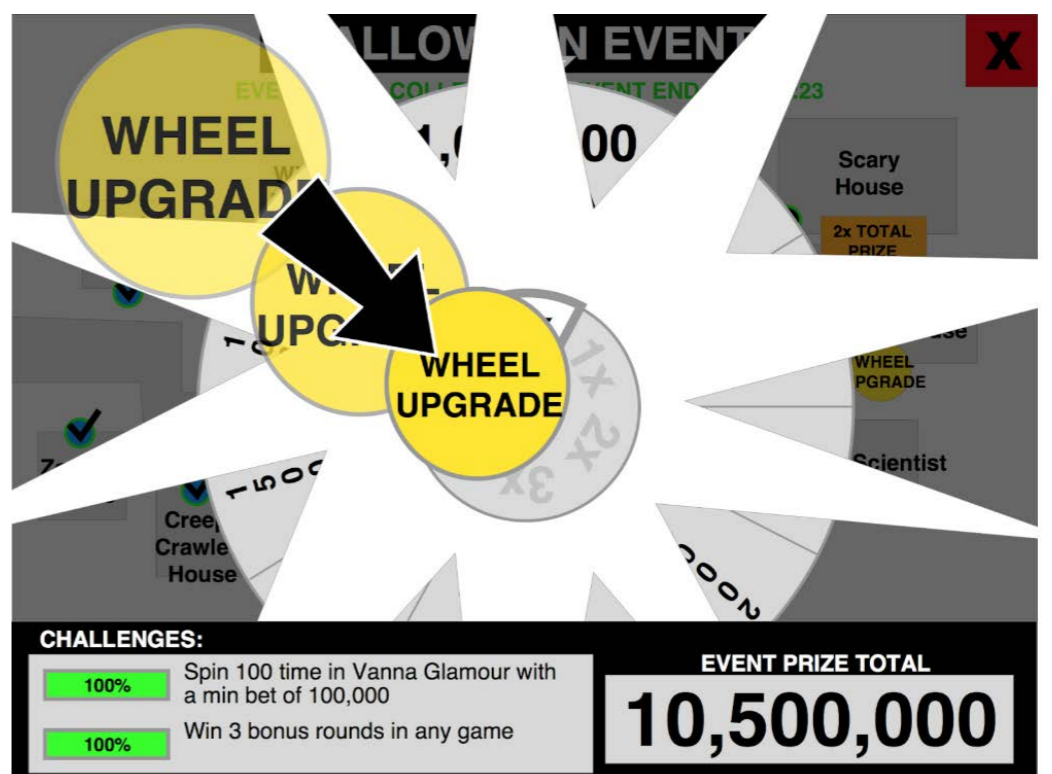


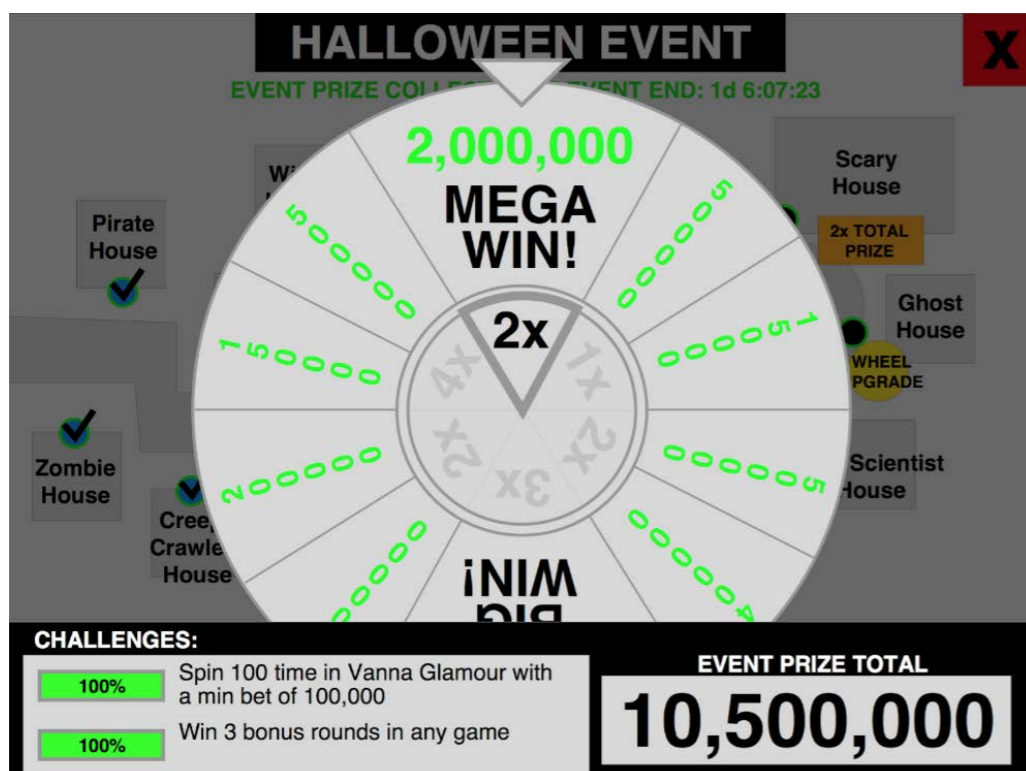The WHEEL UPGRADE badge will scale up from the node to the top left corner of the popup…



… as the wheel moves up from behind the bottom UI and the screen darkens



The WHEEL UPGRADE badge will fly over to the center of the wheel creating a burst.



All the wedges on the wheel will be highlighted as they roll up to their new upgraded values.



The wheels will begin the spin and the rest will be the same as the Wheel Multiplier variation of the completion sequence.

# Total Prize Multiplier

The last house of the event will have a "2x TOTAL PRIZE MULTIPLIER" badge. The completion sequence of the last house will be the same, but after the wheel moves down and the screen darkening disappears, the following sequence will occur:

The multiplier badge will animated to the center of the popup where it will hold for a beat as a burst animates behind it, then it will fly to the Event Prize Total.

The Event Prize Total Value will roll up to the new multiplied value as Pat & Vanna disappear from the final destination and appear over the left side of the bottom UI congratulating the player on their achievement.





A congratulatory sign will animate on screen to celebrate that the player has completed all the houses.

## Design Pivot

As the art for the feature was being created, we quickly realized that we should change the appearance of the event progression from a single top down view of the houses to a side scrolling layout. This decision was make in order to show off how beautiful and creative the designs of the houses are, and to further visuals distinguish this event from the Summer Road Trip Event.



## Takeaways

The design of the Halloween Event requires more time and effort to develop, especially on the art creation side. With a much higher visual fidelity and more involved mechanics, like the wheel and its upgrades, it will be a huge learning experience to measure its performance compared to the Summer Road Trip Event, which required far less effort. With this data we can create an ROI model to guide future events. The expectation is that the Halloween Event will have better KPI improvements than the Summer Road Event, especially in terms of engagement and monetization.