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# Subscriptions

UX Spec



# Document Info

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## Corresponding Documentation

- 1. [Design System Spec](#)
- 2. [UX Comp Analysis](#)
- 3. [VIP and Subscription Comp Analysis](#)

## Versions & Updates

- 1. V 0.1 - First draft (19/10 - 2021)

## Spec Formatting Key

- 1. Standard Descriptions
- 2. **Notable Addition**
- 3. **Deprecated**
- 4. **TBD**
- 5. **Emulation Target Deviation**
- 6. **[Configurable]**



# Key Screens

## Subscription UX: Overview

Promotional popup



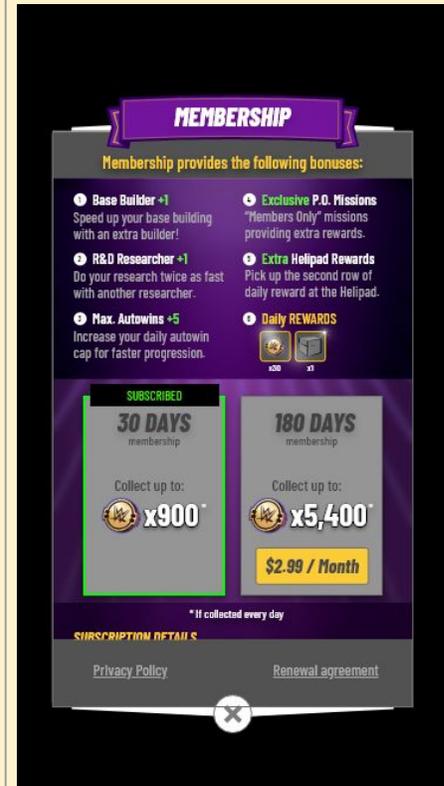
Inactive store tile



Active store tile



Subscription details



Home



# Feature description

## Subscription UX: Overview



Examples of art assets that identify content as being part of the subscription feature. While these are used in this spec they should not be considered representative of final art.

### Membership vs. Subscription

Membership is the **player facing title** of the feature. A subscription should be referred to as a membership.

I.e. the player is **subscribing** to a **membership**.

Whereas "Subscription" has a connotation of being a passive thing (newsletters, magazine subscriptions etc.), "Membership" feels like being part of something social and have intrinsic value.

Use phrasing such as "Members only" to conjure feelings of exclusivity and add value to the feature.

### Iconography

Through use of colour and/or visual effects the player should be able to quickly identify bonuses and game features related to the subscription feature.

This styling should have an exclusive and premium feel to it, to emphasise the added value of subscribing.

### Managing subscriptions

Subscription management is handled in the OS, not in the app. Users can choose to upgrade, crossgrade or downgrade their subscription in their account's subscription settings:

#### From iOS documentation:

*"When a user upgrades, the transition takes effect immediately and they receive a refund of the prorated amount of their original subscription."*

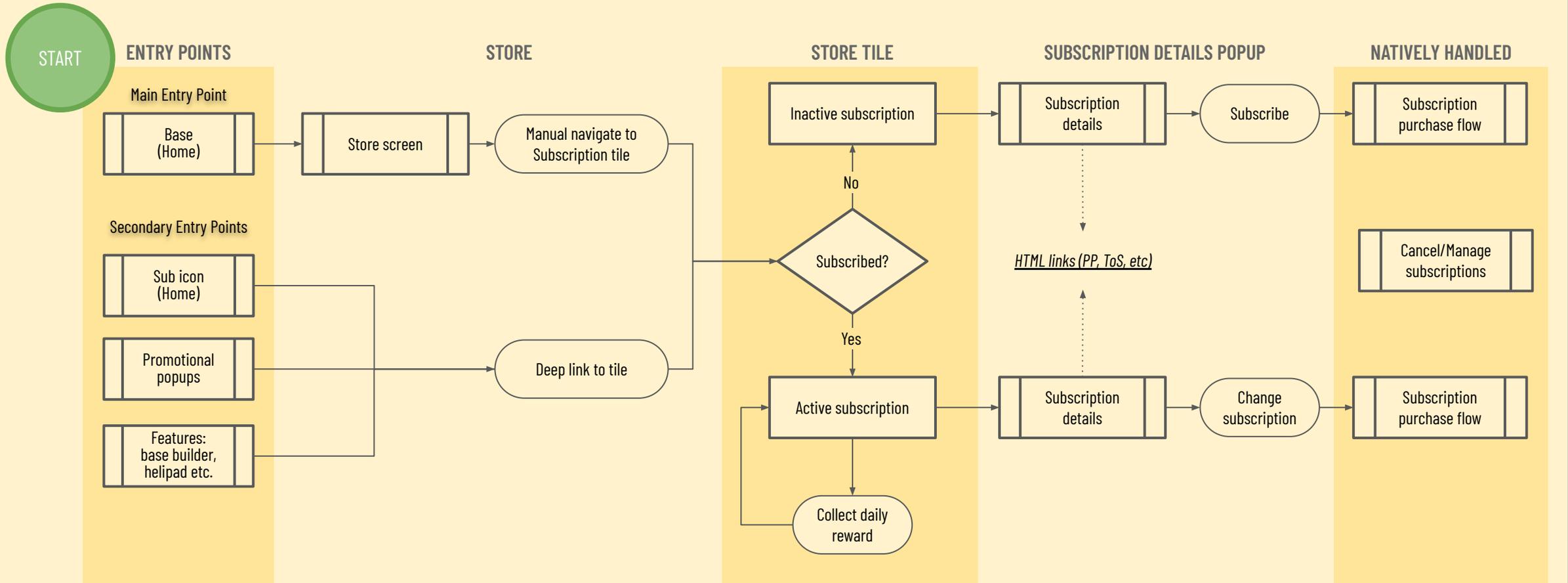
*"When a user downgrades, the original subscription continues until the next renewal date and is then renewed at the lower level"*

*"When a user crossgrades, if the subscriptions are the same duration, the new subscription begins immediately. Otherwise, the new subscription goes into effect at the next renewal date. (applicable if we have more than one subscription group)"*

Deep linking to managing subscriptions may be an requirement for Android, and as such a link to managing subscriptions should be included in *Settings*.

# Feature Map

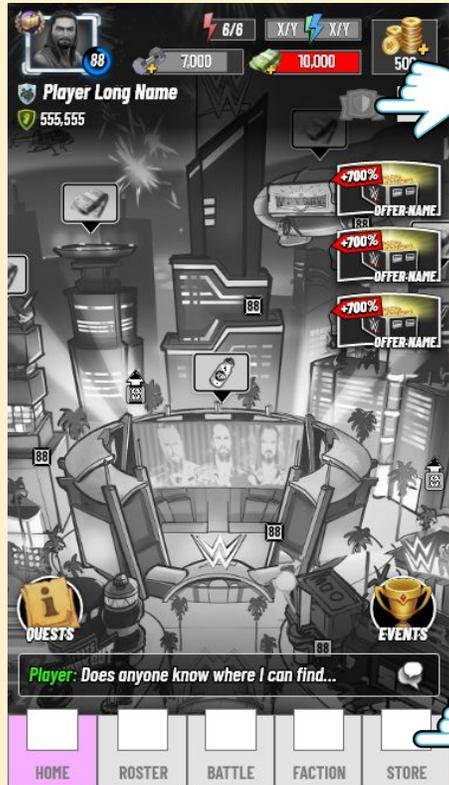
## Subscription UX: Overview



# Main Entry Point Wireflow

## Subscription UX: Overview

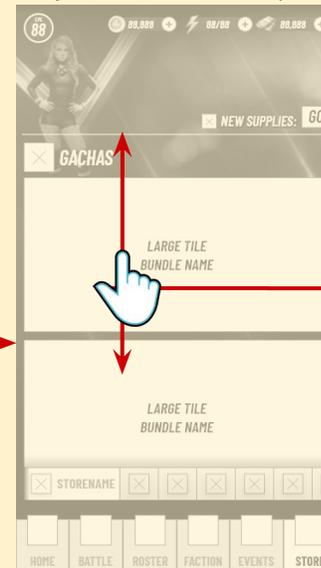
Home



Subscriptions promotion popup



Navigate in store to find Subscriptions



Store tile



Subscription Details



[HTML links \(PP, ToS, etc\)](#)

Subscription purchase flow



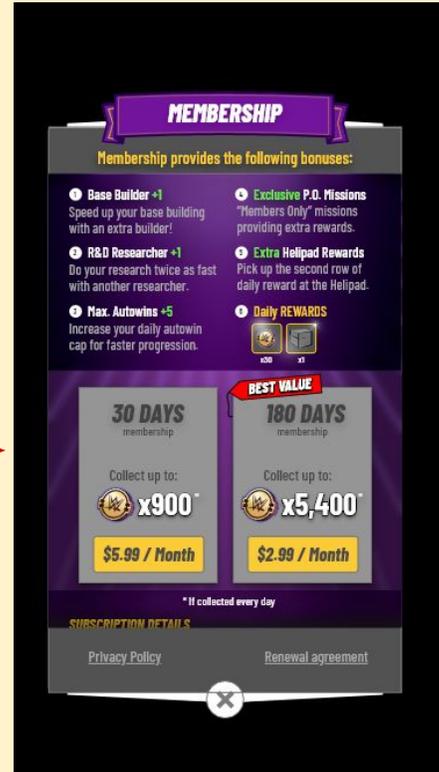
# Promotions Wireflow

## Subscription UX: Overview

Example of Promotion popup



Subscription details



Example of Re-subscribe promo popup



### Screen Summary

1. Promotional popup.  
Will be shown when:
  - The feature unlocks
  - Tapping on the membership icon from feature bonuses
  - Tapping on the membership icon from the main screen when not subscribed.

Can also be configured by liveops to be shown in different scenarios.

2. Example of a promotion after churn.



# Subscription Wireflow, free trial

## Subscription UX: Overview

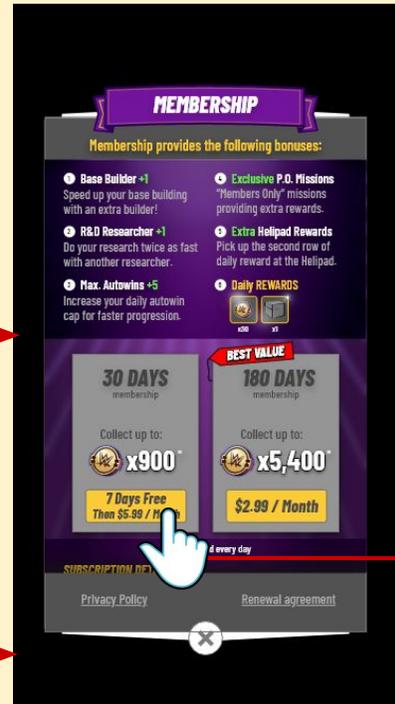
Promotion popup



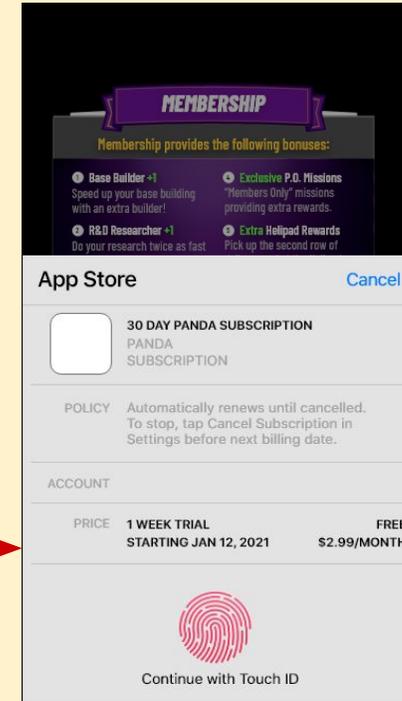
Subscription tile in Store



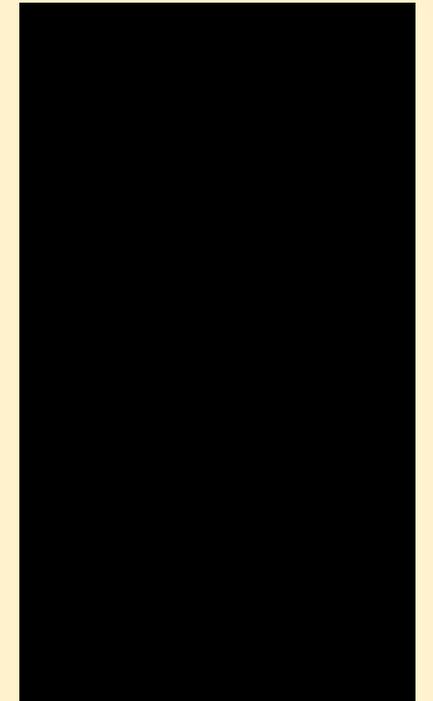
Subscription detail



Free Trial subscription



Subscription successful



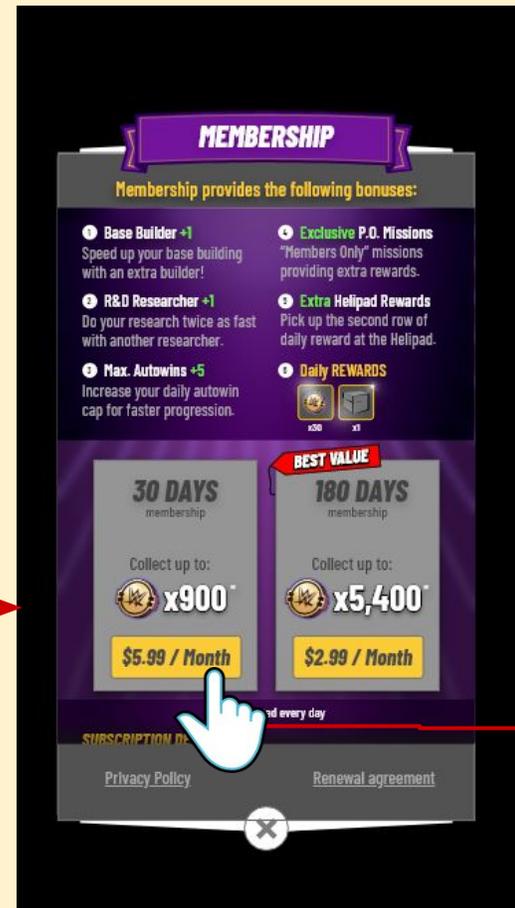
# Subscription Wireflow

## Subscription UX: Overview

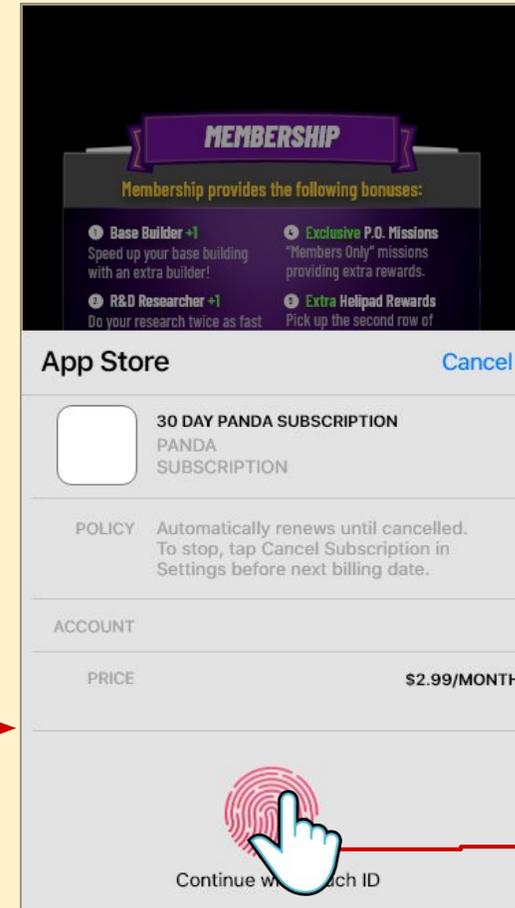
Subscription tile in Store



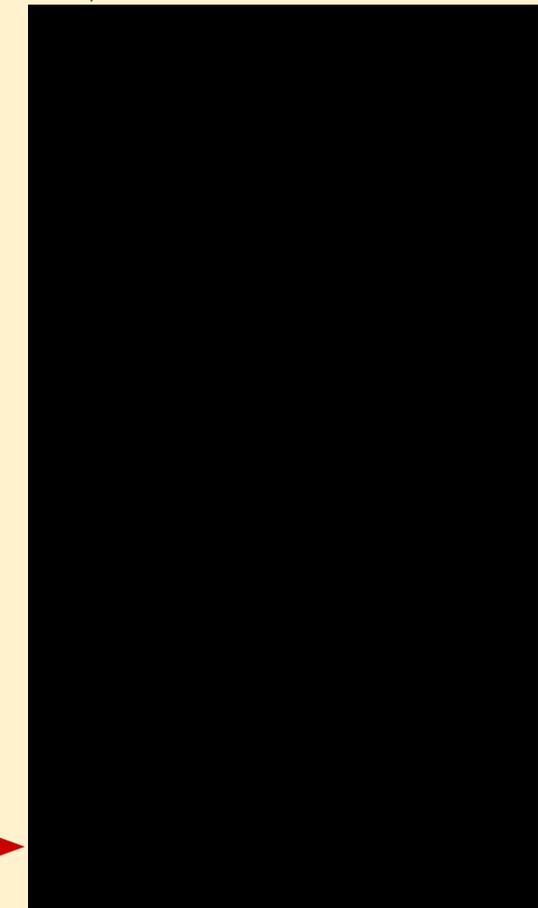
Subscription detail



Free Trial subscription



Subscription successful



# Collect Daily Reward Wireflow

## Subscription UX: Overview

Home



Navigate in store to find Subscriptions



Subscription tile in Store, daily reward available



Subscription tile in Store, daily reward collected



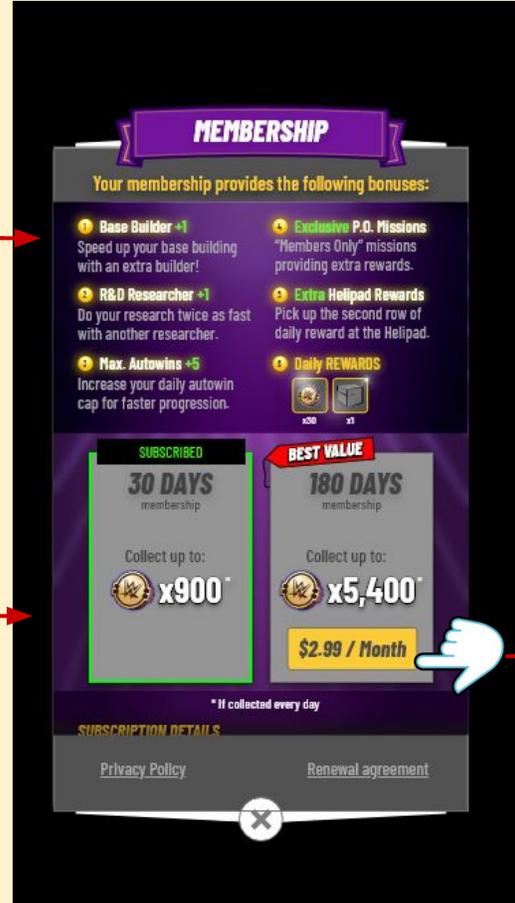
# Change Subscription Wireflow

## Subscription UX: Overview

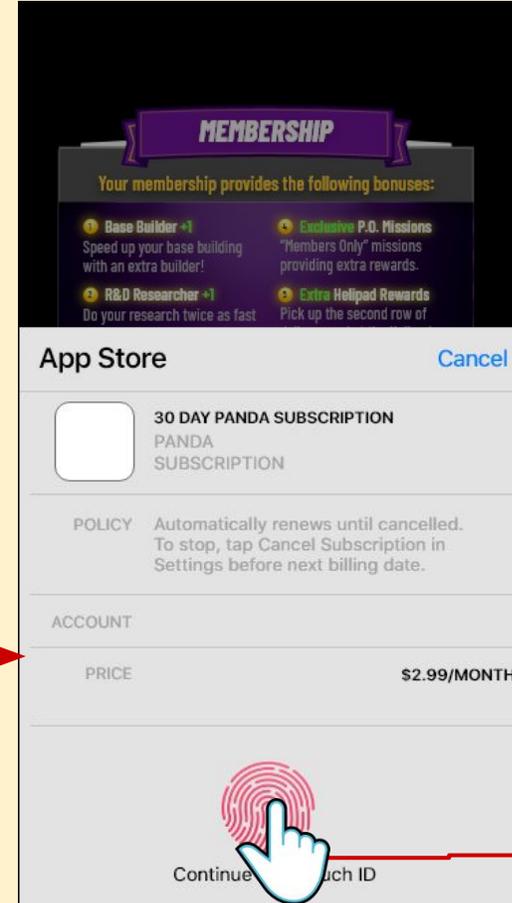
Subscription tile in Store



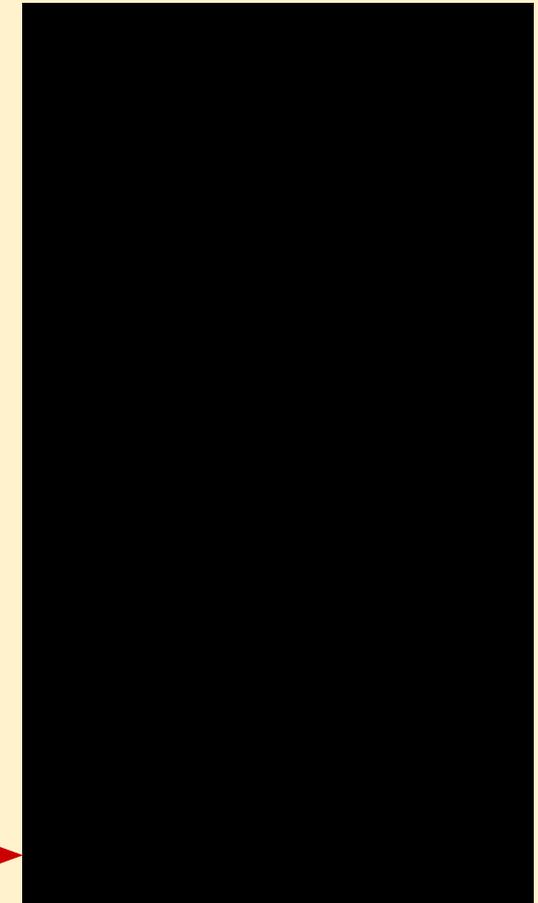
Subscription detail



Native subscription flow



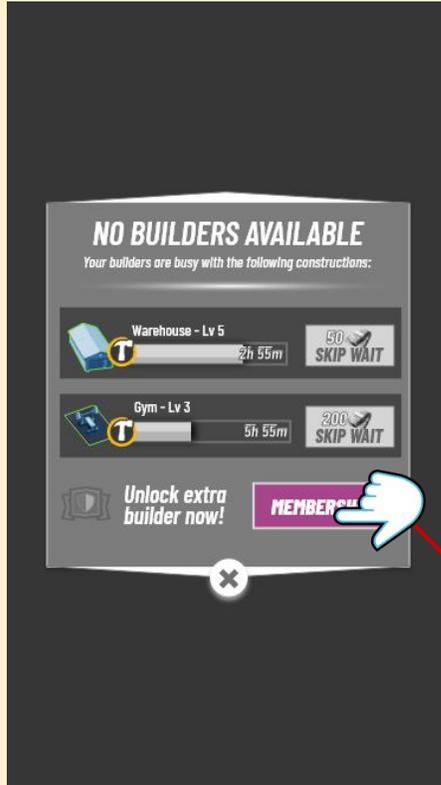
Subscription successfully changed



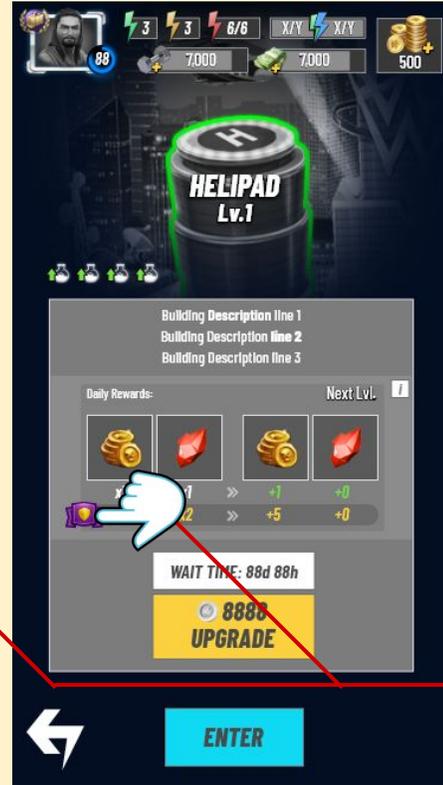
# Feature Bonus Wireflow

## Subscription UX: Overview

Base builder



Helipad



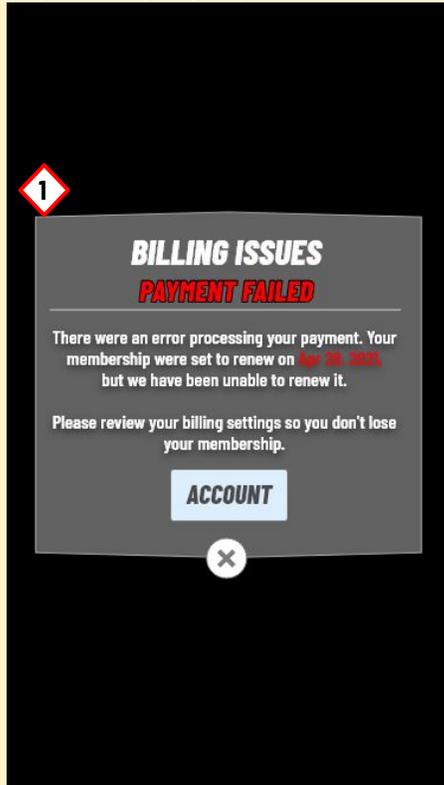
Subscription promotion



# Additional system wireflows

## Subscription UX: Overview

Lapsed subscription grace period



Subscription expired



### Screen Summary

1. **Generic** "System" styled dialog shown to the player when *past subscription end date and payment can't be processed*

This popup should be be styled as a system message or error.

2. The Subscription expired should be shown *after the grace period ends and payment still hasn't been processed.*

It can also be used when the player cancelled their subscription and time runs out.

### Additional system popups may be desired for edge cases (TBD)

Price hikes, deferred subscription dates, etc.

See OS documentation:

<https://developer.android.com/google/play/billing/subscriptions>

<https://help.apple.com/app-store-connect/#/dev75708c031>

### Deeplinks to account management:

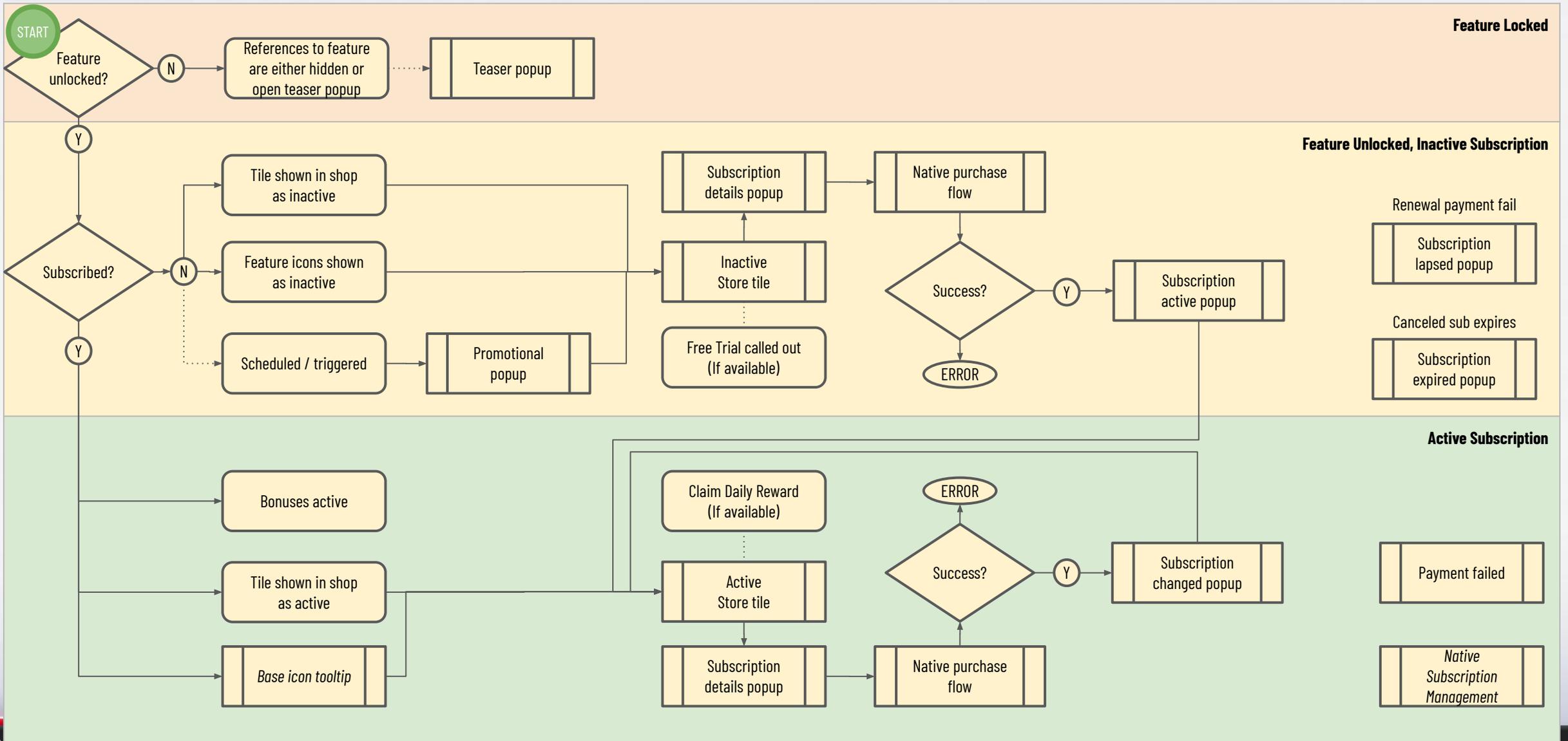
iOS: <https://apps.apple.com/account/billing>

Android: <http://play.google.com/store/account/subscriptions>



# Flow Diagram

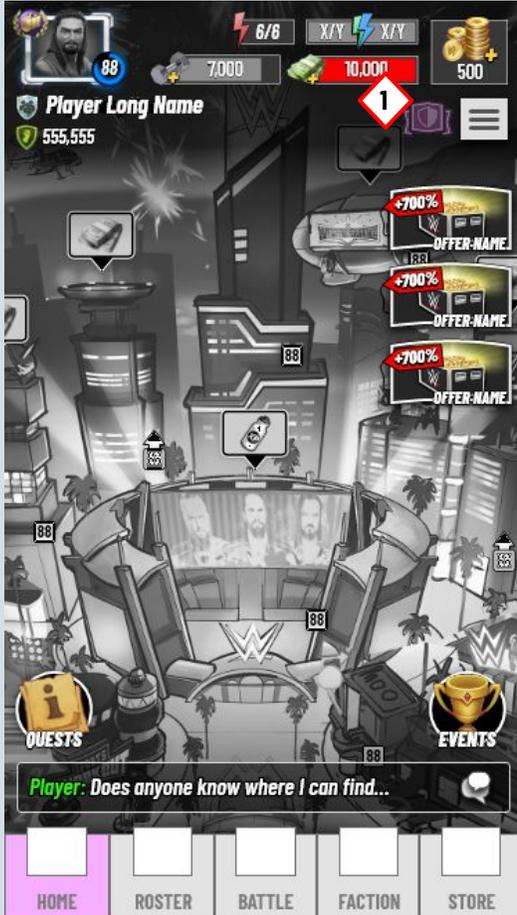
## Subscription UX: Overview



# Main/Home Screen components

## Subscription UX: Detailed Breakdown

Subscription inactive



Subscription active



Subscription active



No subscription active



Not final art / art concept may change.

The use of a shield is merely a suggestion as the shield is also used for the players' name badge etc.

### Screen Summary

1. Inactive subscription icon. The icon isn't shown until the feature is unlocked. Tapping this opens the Promotion popup.
2. Active subscription icon. Shown when the player has an active subscription. Tapping the icon while subscribed works as a deeplink to the store where the player can collect the daily rewards.
3. When the Subscription "Daily Reward" haven't been collected, the Store Menu tab is marked with a notification.
4. An example of how the Membership icon could look, when a membership is active. It is important that the icon stands out amongst other icons, so it is easily recognizable for the player. In these examples we've used a Purple/Gold combo to give an unique royal feel.
5. An example of an inactive membership icon. The icon should not appear disabled as it should invite players to tap it to learn more about subscriptions.



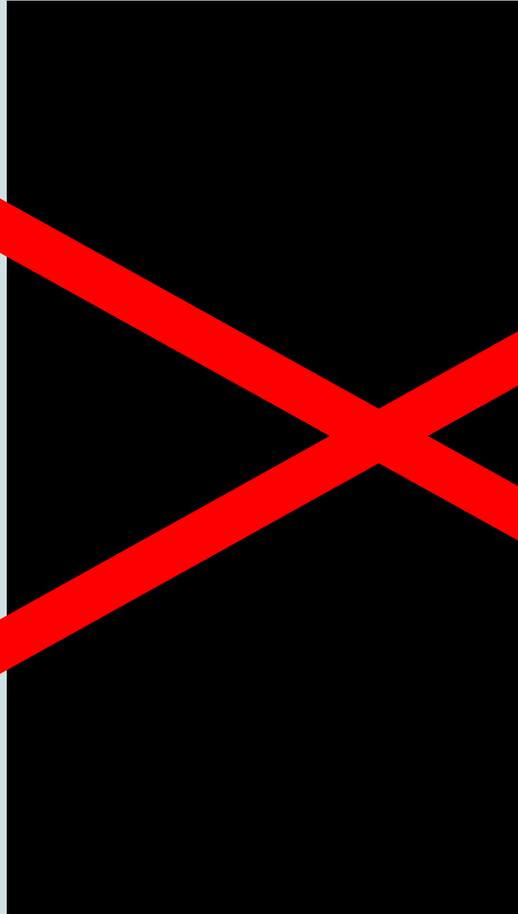
# Game Screen active tooltip

Subscription UX: Detailed Breakdown

Subscription



Tooltip opened



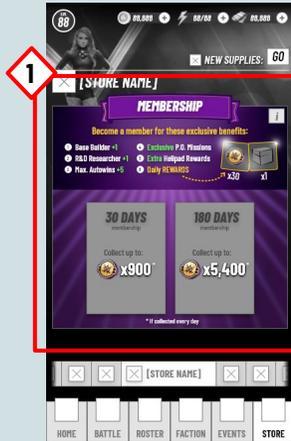
Screen Summary

1. Description
  - a. Description
2. Description
3. Description
4. Description
  - a. Description

# Store tile example, inactive subscription

## Subscription UX: Detailed Breakdown

Subscription inactive, free trial



### Screen Summary

- Subscription store tile. Works as a Large Tile, but is higher to accommodate more content.
  - Title with decorative graphics. The banner is the recurring element that ties the features together.
  - Headline.
  - Opens details
- Bonuses and rewards container.
  - Daily rewards included in the subscription.
  - Bonuses included in the subscription.
- Horizontal list containing medium sized tiles. A tile represents a variants of the subscription group. This area is scrollable if there are enough tiles.
  - The offer disclaimer does not scroll with the group.
- Tappable Medium tile, opens details
  - Title
  - Headline
  - Value if collected every day.
  - Tile Banners
  - Offer flair

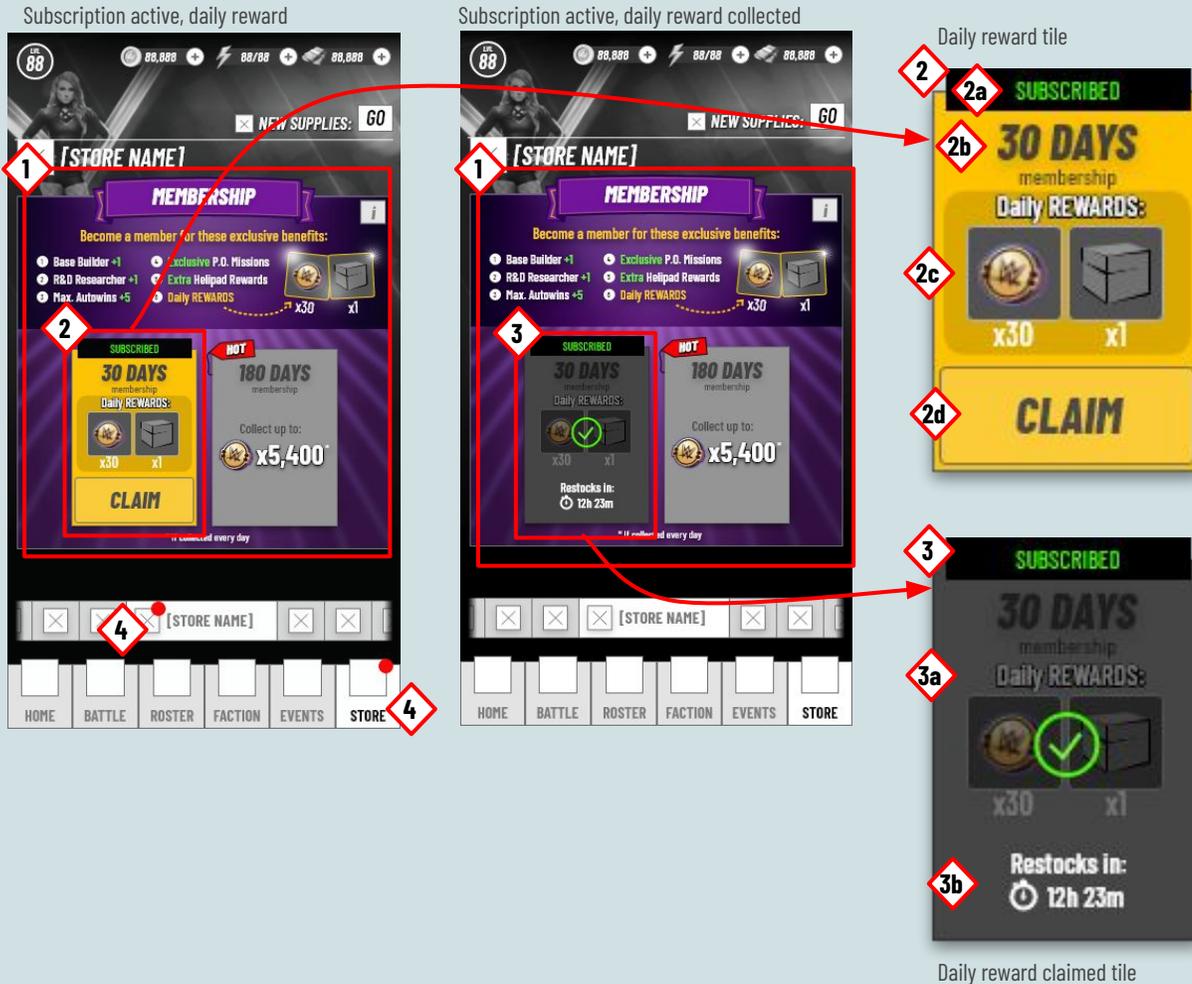
**Note:** Refer to the **Store UX Spec** for Tile specifications:

<https://docs.google.com/presentation/d/1vGus-G2rB47unx1KvedNYe4Ca-iLGz5btcueukKyPM/edit?usp=sharing>



# Store tile, active subscription

## Subscription UX: Detailed Breakdown



### Screen Summary

1. [Large active subscription tile.](#)
2. Medium Subscribed tile, reward not collected
  - a. "Subscribed" banner
  - b. Header
  - c. Rewards panel
  - d. "Claim" button to collect the daily reward
3. Medium Subscribed tile, reward collected
  - a. The tile is covered by the "collected" layer. Refer to the Store UX Spec for further details
  - b. Time until the next daily reward can be collected.
4. Notification pip shown when the daily rewards has not been collected. They work as a "breadcrumb" from the home screen.

**Note:** Refer to the **Store UX Spec** for Tile specifications:

<https://docs.google.com/presentation/d/1vGus-G2rB47unx1KvedNYe4Ca-iLGz5btcueukKyPM/edit?usp=sharing>



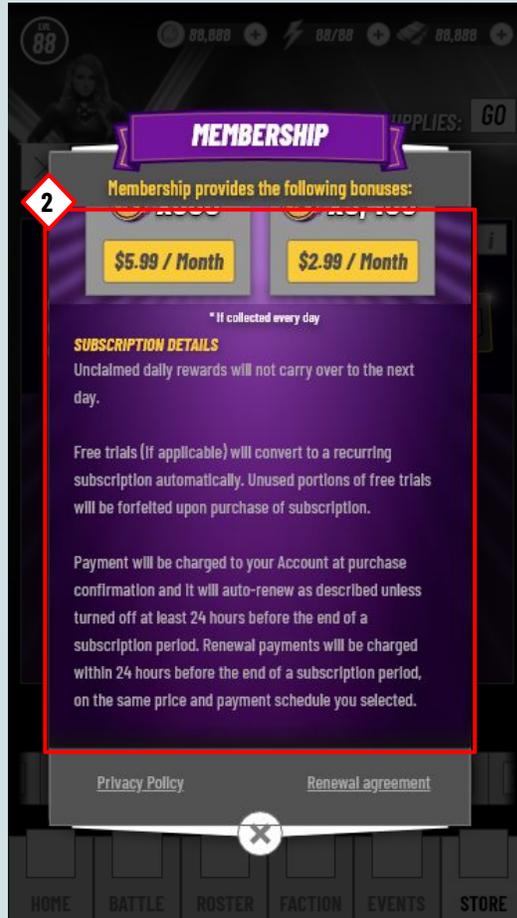
# Inactive subscription popup details

## Subscription UX: Detailed Breakdown

Subscription Inactive



Subscription inactive, scrolled



Scroll contents



### Screen Summary

- Subscription details popup
  - Title - shows the membership title.
  - Header
- Scrolling area
  - Daily rewards
  - Detailed description of bonuses included
  - Subscriptions details
- Horizontal list containing medium sized tiles. A tile represents a variants of the subscription group. This area is scrollable if there are enough tiles. [See page 17.](#)
- External Links to legal documentation. Privacy Policy, Subscription agreements

**Note:** Refer to the **Store UX Spec** for Tile specifications:  
[https://docs.google.com/presentation/d/1vGus-G2rB47unx1Kve\\_dNYe4Ca-iLGz5btcueukKyPM/edit?usp=sharing](https://docs.google.com/presentation/d/1vGus-G2rB47unx1Kve_dNYe4Ca-iLGz5btcueukKyPM/edit?usp=sharing)



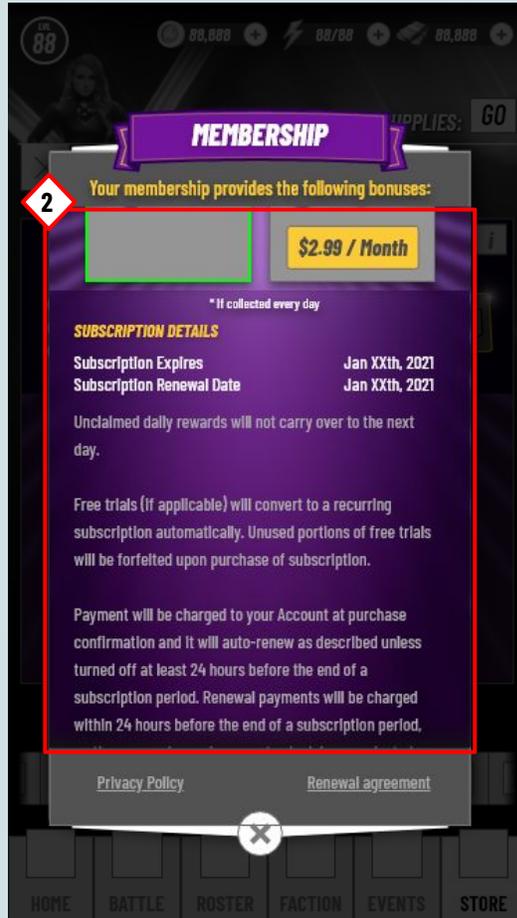
# Active Subscription popup details

## Subscription UX: Detailed Breakdown

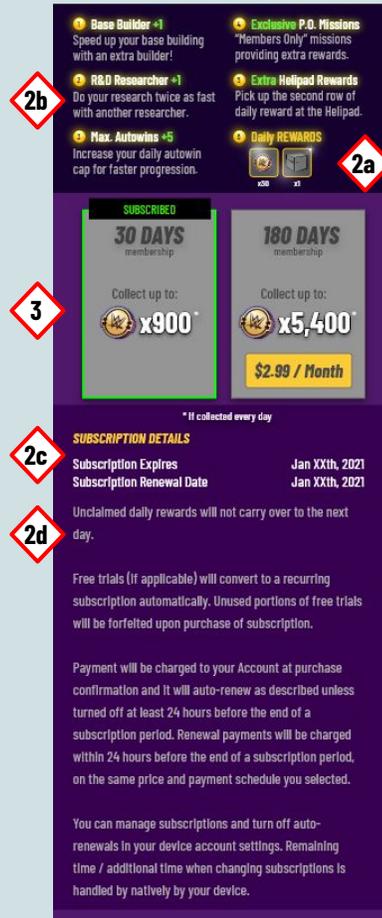
Subscription Inactive



Subscription inactive, scrolled



Scroll contents



### Screen Summary

1. Subscription details popup
  - a. Title - shows the membership title.
  - b. Header
2. Scrolling area
  - a. Daily rewards
  - b. Detailed description of bonuses included
  - c. Subscription expiry/renew date
  - d. Subscriptions details
3. Horizontal list containing medium sized tiles. A tile represents a variants of the subscription group. This area is scrollable if there are enough tiles. [See page 17.](#)
4. External Links to legal documentation. Privacy Policy, Subscription agreements

**Note:** Refer to the **Store UX Spec** for Tile specifications:

<https://docs.google.com/presentation/d/1vGus-G2rB47unx1KvedNYe4Ca-ilGz5btcueukKyPM/edit?usp=sharing>



# Promos / teaser popup

## Subscription UX: Detailed Breakdown

Teaser



Promotion



Re-sub promotion



### Screen Summary

1. Subscription promotion popup.  
This popup is basically the Store tile (see [Slide 17](#)) in a popup and works the same way.
2. Tiles
  - a. Locked tiles. If this popup is shown before the feature unlocks, the tiles will be locked. The player can still tap on the [i] button to read more details.
  - b. Normal tiles as shown when the feature is unlocked.
3. Shows requirements for unlocking the feature.

**Note:** Refer to the **Store UX Spec** for Tile specifications:

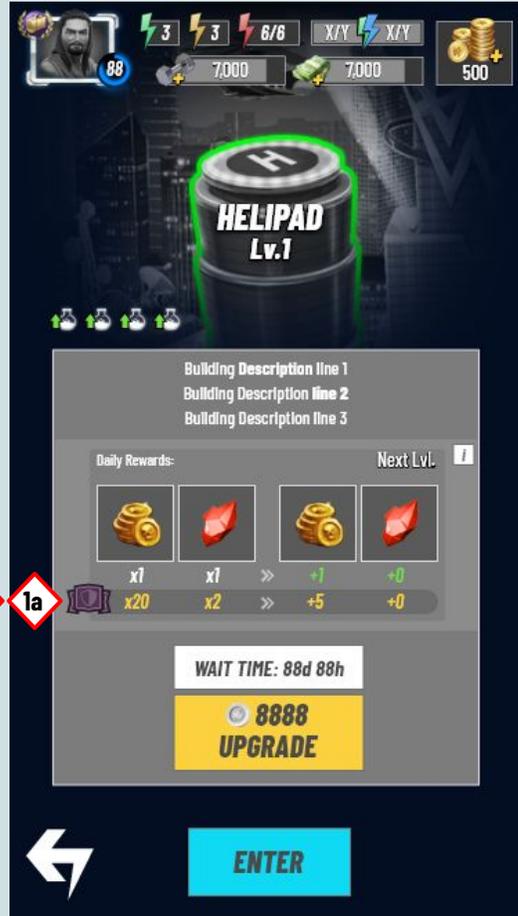
<https://docs.google.com/presentation/d/1vGus-G2rB47unx1KvedNYe4Ca-iLGz5btcueukKyPM/edit?usp=sharing>



# Feature touchpoints, helipad

## Subscription UX: Detailed Breakdown

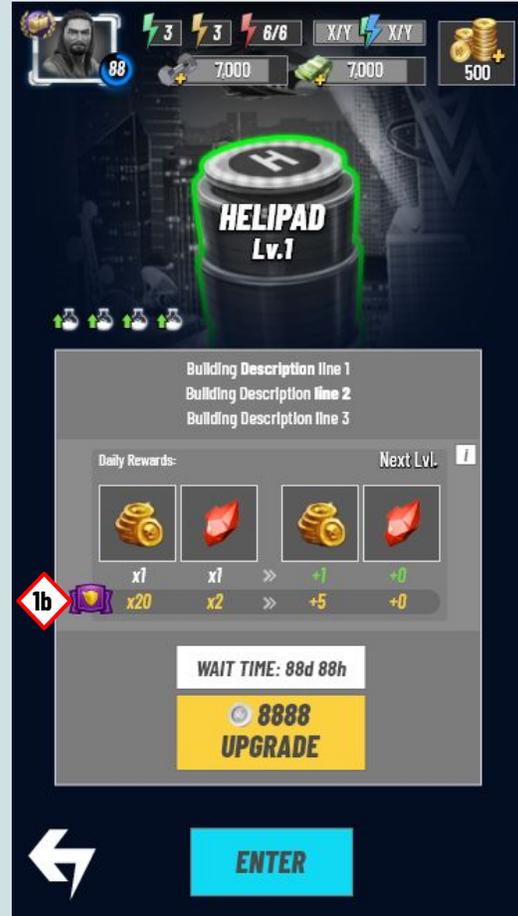
Subscription active



1

1a

Subscription active, scrolled



1b

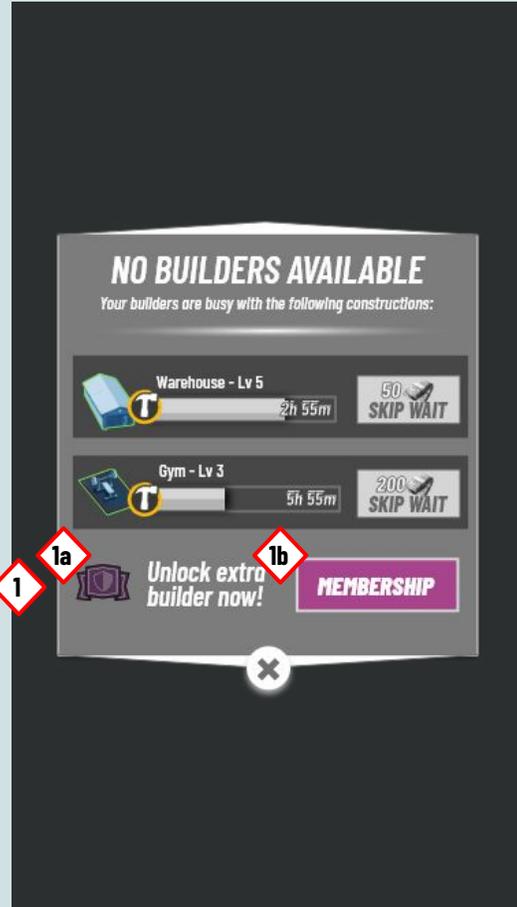
### Screen Summary

1. This additional line shows the extra rewards that is available when the subscription is active.
  - a. When inactive, the membership icon is greyed out. Tapping the icon opens the promotion popup.
  - b. When active, the icon opens the subscription details popup. TBD.

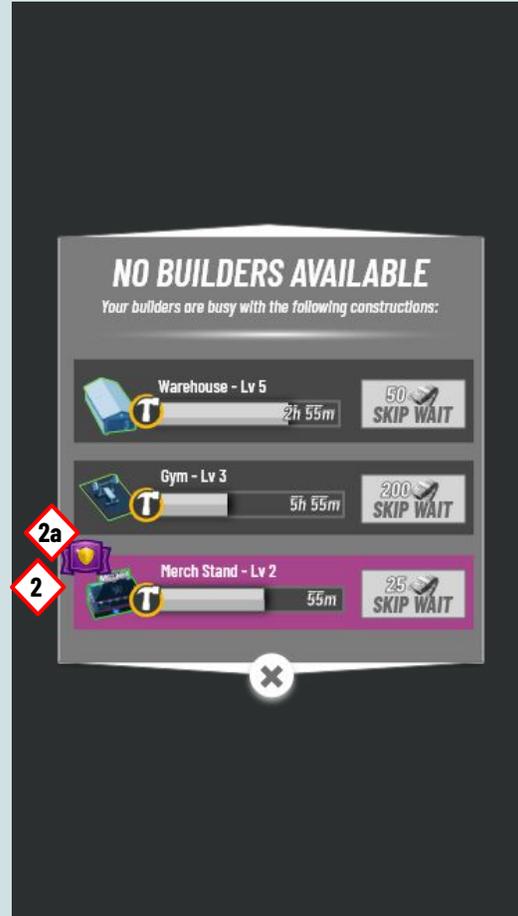
# Feature touchpoints, base builder

## Subscription UX: Detailed Breakdown

Subscription active



Subscription active, scrolled



### Screen Summary

"No Builders Available" has an area reserved for the Subscription feature.

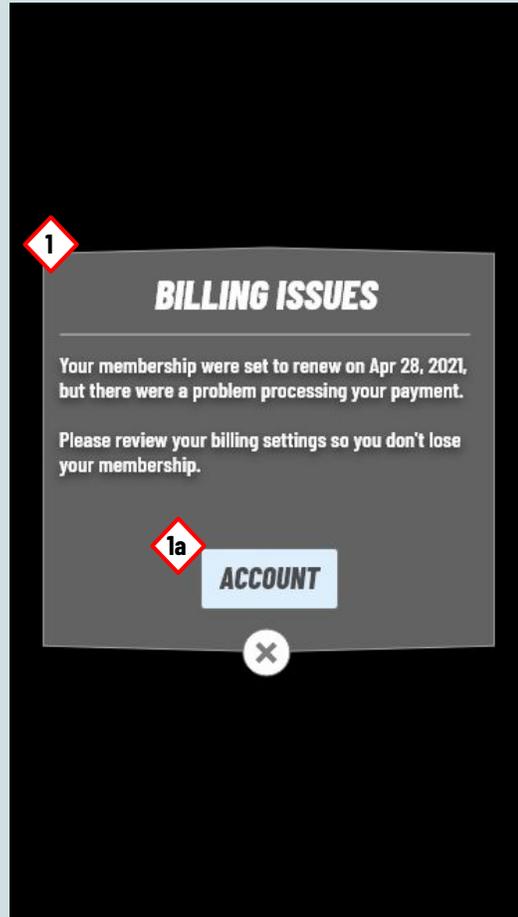
1. No subscription active
  - a. The Membership icon is greyed out to signal that the player isn't subscribing.
  - b. The button is a deeplink to the store.
2. Subscription Active
  - a. The Membership icon is active and the background of the extra builder is purple to associate it with the subscription feature.



# Additional feature popups / edgescases

## Subscription UX: Detailed Breakdown

Lapsed subscription grace period



Subscription expired



### Screen Summary

Examples of some of the popups that is needed for edge-cases.

1. Subscription lapsed due to billing issues
  - a. The button is a deeplink to the devices payment settings. The design should be the same as used for other system popups and not use the more flashy styling used elsewhere in this feature.
2. Shown after a membership expires. Works the same as a normal promotion popup (see [slide 21](#))

**Note:** Refer to the **Store UX Spec** for Tile specifications:  
<https://docs.google.com/presentation/d/1vGus-G2rB47unx1KvedNYe4Ca-ilGz5btcueukKyPM/edit?usp=sharing>

