

# CALL OF DUTY<sup>®</sup>

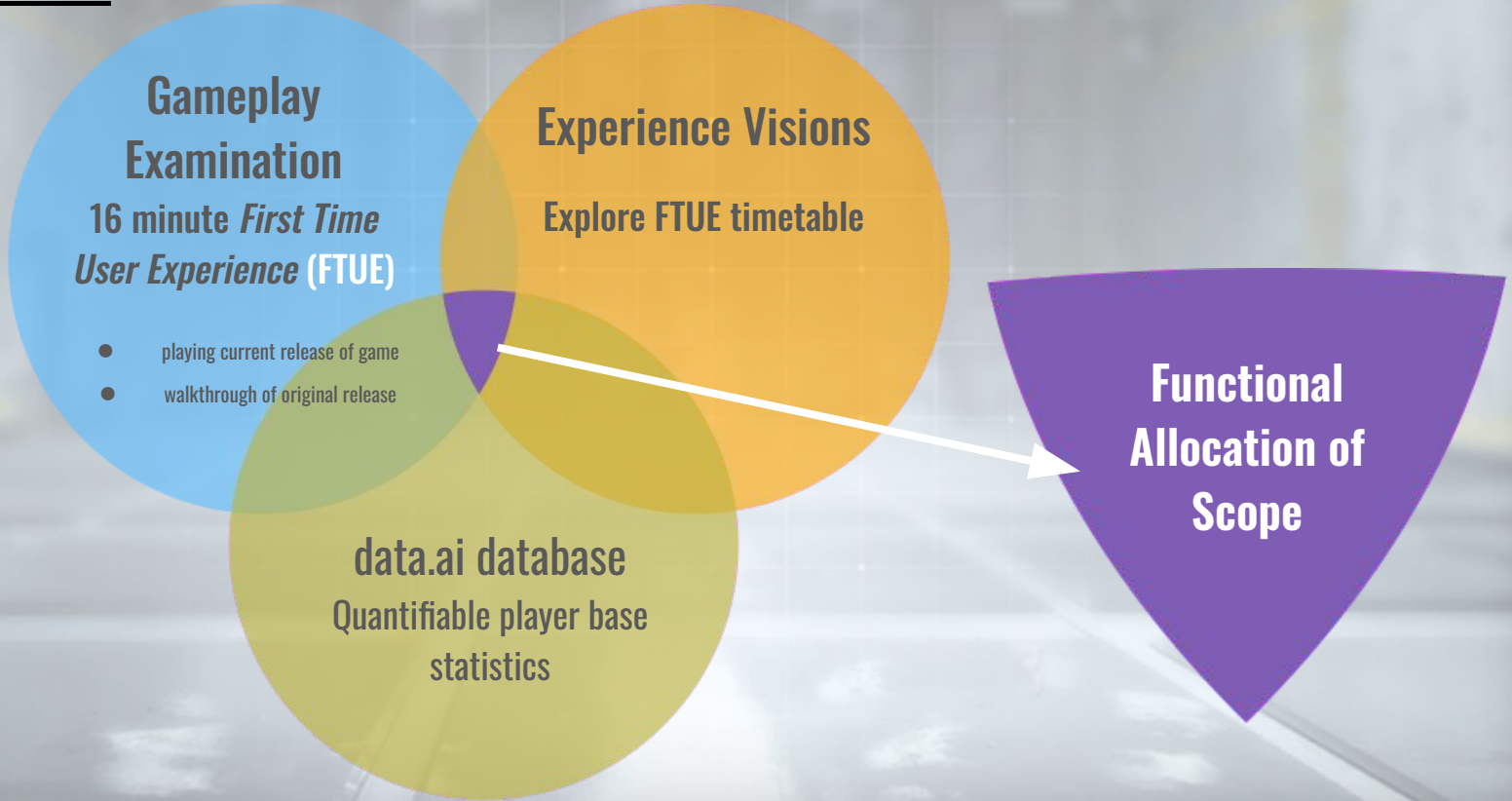
## MOBILE

### D1 Retention Analysis & Proposal

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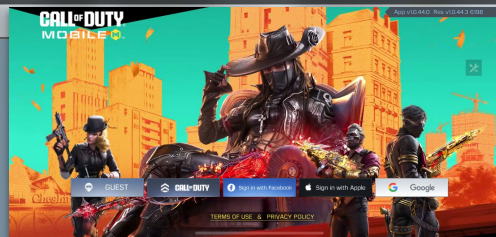
# Core Objective: Improve D1 retention

## Analysis Methods



# Analysis Method Legends

- Examine gameplay of current version of CoD Mobile
- Examining release build walkthrough
  - Both 16 minutes, with notes



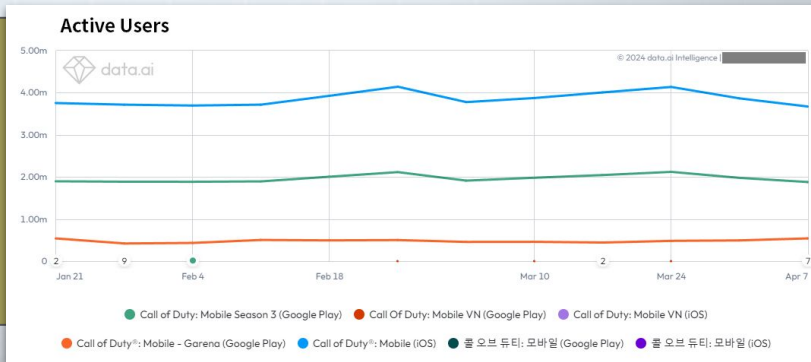
## ● Experience Visions

- timing of FTUE to examine friction points and success feature-by-feature

Feature Name & Goals	Experience Goals			
GOALS: D1/7 Retention, Engagement KPIs (# of Sessions, Duration of each Session)	Usability	Desirability	Scalability	Feasibility
<b>FTUX (First Time User Experience)</b> • <b>Players should be informed of game updates relevant to their interest (events, patch notes) and apply their progress to their player account</b> • Loading • Notifications/Alerts • Troubleshooting • Login	[✓] [✓] Medium. Bare Bones, on a single track. Some issues/friction loops creating usernames • Guest player able to input 18 characters before being cut off, requiring player to count 14 to proceed • Logging in always a pain when passwords are involved • Troubleshooting UI	[✓] [ ] Low/Medium. <b>Increases duration of every session</b> • Differing button styles for different platforms are visually chaotic • Troubleshooting button doesn't look like any other button • Loading bars take awhile, animation and music to break up	[✓] [✓] [✓] High • Patch Notes have infinite scrollbar • Loading progress adapts to any size/time • Animation/Music able to be updated in modular segments • Motion graphics are particles or spline animated from concept art	[✓] [✓] Medium • Modular segments very "set it and forget it" formatting • <b>play session duration could be reduced by optimizing or altering format to reduce data overhead</b>

## ● Player Base data via data.ai

- Establish Core Player Habits
- Average playtime sessions
- Average ages of players
- Store revenue over time



**Increasing frequency of  
shorter play sessions  
will improve D1 retention**

**Two Prong Approach**

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graph TD; A[Two Prong Approach] --> B[Reduce duration of FTUE]; A --> C[Calls to Action offering rewards for returning];
```

**Reduce duration of FTUE**

**Calls to Action  
offering rewards  
for returning**

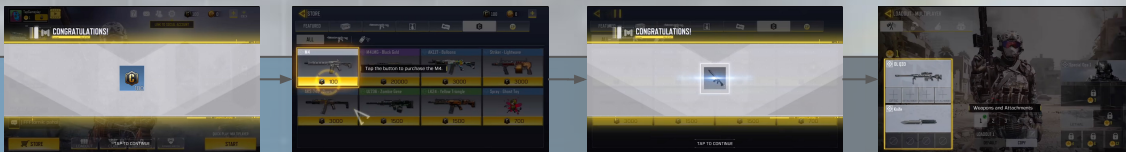
# Methods in Practice

## Improvement Between Builds

- Currency originally introduced in the middle of tutorials

- Top priority of Tutorial: new player learns movement and combat actions. Currency System interrupted action

- Can this be revised? Active player base does NOT have direct relationship with store revenue- Currency is intuitive as a concept



### Gameplay tutorials - basic controls

- **Players should understand and remember how to play the game**
  - Move
  - View
  - Shoot (MLG)
  - Simple & Advanced Shooting Control
  - Change Simple & Adv Shooting Control In Settings
  - Reload
  - Scorestreak (Missile Launch)
  - Sniper Weapon

### Loadout Inventory

- **Player understands performance in game matches correlates to inventory rewards, and how to access those rewards**

• *Acquisition and Usage of in-Game currency is not needed for player to apply their current knowledge towards progression*

### 1st gameplay ("Multiplayer" Match)

- **Player applies what was learned in tutorial in low-stakes gameplay that feels high stakes, enforces long term memory of core loop skills**
  - enemy on radar
  - low health indicators
  - reloading in practice (call to action)
- Score/status indicators realtime cause-and-effect



**Conclusion: FTUE can focus on core loop of combat-relevant action**

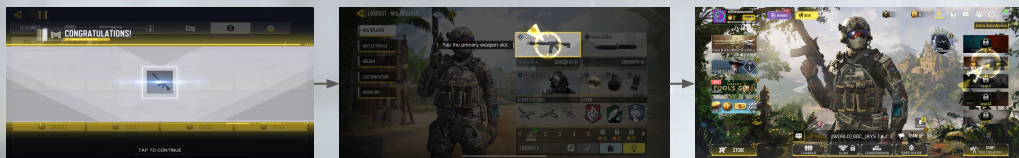
# FTUE Focus Improvement

## Improvement Between Builds

### Original



### Update



***GREAT INSTINCTS!***



Give player a weapon *directly* to tutorialize pre-match loadout

- Increased value of reward
  - Gun has more recognizable function than currency
- Removed screens of false choices - agency no longer withheld
- Streamlined tutorialization by including reward into immediate action
  - Prep for next Match reinforcing main tutorial

***Day 1 Retention = streamlined Tutorialization for D1 players***

# A Note on Relevant Users

## D1 “New” Players encompass two player personas



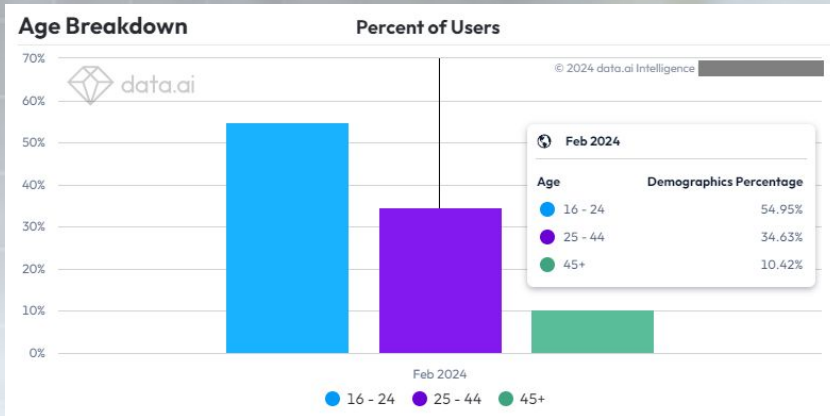
### Basic Training

Brand new/casual players interested in Call of Duty IP



### Veteran Combat

Experienced Call of Duty players joining the mobile experience



CoD has a unique position being a long established IP with a consistently replenishing player base aka: game can sometimes be nearly as old as the players themselves

## BOTH PLAYERS NEED

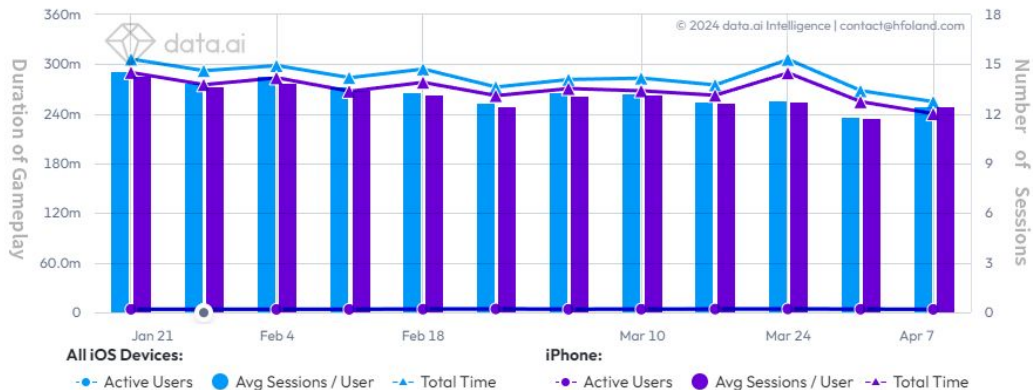
User account creation • Tutorial for new controls • Rewarding Match Gameplay

# Executive Summary

## Data Observation:

Players unable to invest multiple sessions of hours of gameplay are turned away from Call of Duty: Mobile experience

### Call of Duty®: Mobile vs Top 10 Apps in Games



## Two Prong Approach

### Reduce duration of D1 FTUE

- UX bugs for Login/Account Creation
- Optimize asset pipeline to reduce load times

### Motivate D1 Players to return to app

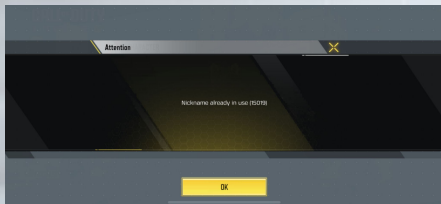
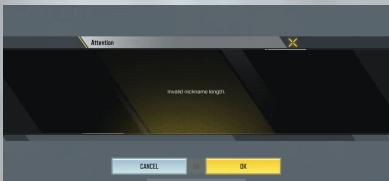
- Motivated calls to action to earn timed rewards
- Offer single serve gameplay modes



# Takeaway 1

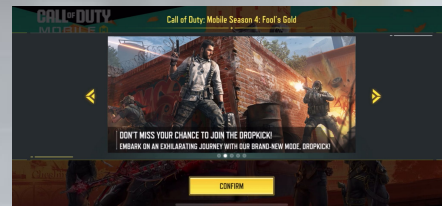
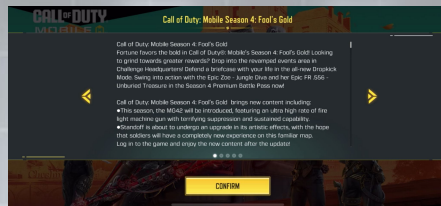
## Reduce duration of D1 FTUE

- UX bugs for Login/Account Creation
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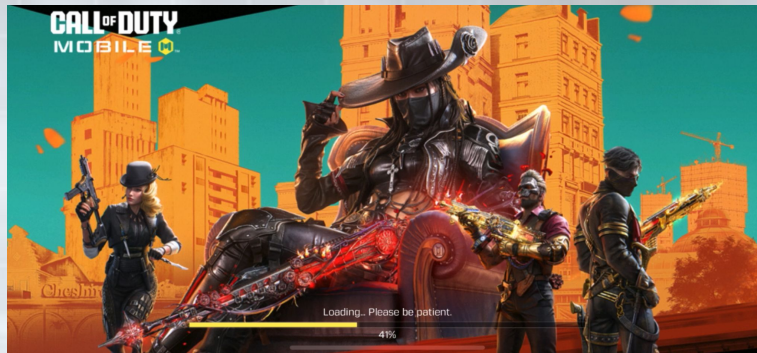


*Login/Profile Creation bugs*

*Reduce negative impressions*



*Wall of Patch Notes text first? Swap with posters*



*Optimize loading times*

*Improve first impressions*

- *Overall Game Assets of full load times*
- *Loading animations in general*

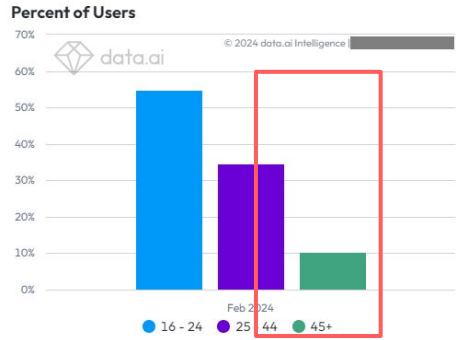
# Takeaway 2

## Motivate D1 Players to return to app

- Motivated calls to action to earn timed rewards
- Offer single serve gameplay modes



*Leaderboards could motivate Younger Players to engage with D1 casual feature additions*



## Older players

- Less free time
- Less community
- Low connectivity & outdated equipment

## Give new D1 players to return for shorter play sessions

- Players can enter a quick, standalone game sessions
  - Offer more single-serve gameplay modes
    - Timed missions
    - Solo missions



*Escape From Tarkov single player offline mods*



*Counterstrike solo mission construction*

# Executive Summary via Scope

*Encourage D1 players to return more frequently for shorter play sessions*

	<b>Bronze Scope</b>	<b>Silver Scope</b>	<b>Gold Scope</b>
<b>Reduce duration of D1 FTUE</b>	<i>UX bugs for Login/Account Creation</i>	<i>Optimize loading screens</i>	<i>Optimize game assets to reduce all load times</i>
<b>Motivate D1 Players to return to app</b>	<i>Unbroken Streak rewards</i>	<i>Timed missions in Training levels</i>	<i>Offer single-serve gameplay modes</i>

# Thank you!

## Any Questions?

If you wish to engage privately or think of anything later,  
please feel free to reach out!

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