

Octro Poker App Analysis

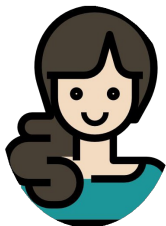
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Executive Summary

Octro app was analyzed from the perspective of serious poker player and a casual poker player. The analysis was done keeping in mind the user's needs and pain points.

- Based on how users felt during their journey, Octro Poker can be rated **3.5 out of 5 (5)**
- **Leaderboard, Net win/loss icon and in-game** chat are the best features (6)
- **Bot players, in-app celebrations and lack of Poker variants** are features that need improvement (7)
- Adding an **unlock in xx mins to the Spin feature** can increase engagement by 22% (8,9)
- Introducing **practice tables** in the app can increase day 1 retention by 19% (10,11)
- **Promoting winners** to higher stake tables and **demoting losers** to lower stake tables can increase monetization by 20% (12,13)
- Based on the RICE score, **promotion/demotion nudge, unlocking spin and user customized celebration** can be picked at highest priority

Understanding Octro Poker from User's Perspectives - A casual poker player's persona



Name Erica Wynn
Age 42 years
Profession Sr Marketing Manager

“ I might not be as good at poker as my friends are but it has always been a medium of connection between me and people ”

Wants - What I want from a game of poker is



Connection

For me poker is all about connecting with others. I need to constantly engage with other users while I play



Learning

I am weak at poker. I lose track of the hand rank. I also find it difficult to predict how well I am playing



Competitive

Even though I am not good at poker, I play to win and I am very competitive with my friends/peers.

Needs - I am looking for a poker game that is

Can interact with other

Guides Me

Shows me if I am
getting better

Can Connect me with
my friends and others

Understanding Octro Poker from User's Perspectives - **A serious poker player's persona**



Name Joshua Williams
Age 27 years
Profession Data Analyst

“ I wish to work on my poker strategies so that when I go to a casino, I can use them and win.”

Wants - What I want from a game of poker is



Alter gameplay

I like altering gameplay of my opponents when I am playing through expressions/banter/taunts etc



Opponent statistics

I like to know who I am playing against to adjust my gameplay



Standings

I wish to know where I stand in comparison to other players around the globe. I aim to become the best.

Needs - I am looking for a poker game that is

Has good players

Has opponent stats

Ranks my progress

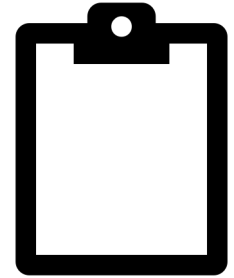
Find and share resources

Qualitative Research: Interview Questions

Open Ended Questions About Experience

Can you describe your experience and familiarity with playing poker games on mobile apps?

How often do you typically play poker games on mobile apps, and what do you enjoy most about them?



What are the main challenges or frustrations you have encountered while playing poker games on mobile apps in the past?

Can you walk me through your expectations or goals when playing a poker game on a mobile app?

Can you describe your preferred playing style or strategy when it comes to poker games?

Are there any specific concerns or reservations you have about playing poker on a mobile app, and how do you think they could be addressed?

Open Ended Questions About Features

What specific features or aspects of the Octro Poker app attracted you to it?

What do you consider to be essential features or functionalities in a poker app to enhance your overall experience?

How would you like the Octro Poker app to differentiate itself from other similar poker apps on the market?

How important is social interaction or multiplayer functionality to you when playing poker games on a mobile app?

Quantitative Research: Survey Questions

1. Familiarity with Octro Poker App:

a) Have you heard of the Octro Poker app before?

- Yes
- No

2. Experience Level:

a) How would you rate your experience level in playing poker?

- Beginner (limited knowledge and experience)
- Intermediate (moderate knowledge and experience)
- Advanced (extensive knowledge and experience)

3. Frequency of Playing Octro Poker:

a) How often do you anticipate playing the Octro Poker app?

- Daily
- Several times a week
- Once a week
- Several times a month
- Once a month
- Rarely or never

4. Previous Use of Poker Apps:

a) Have you used any other poker apps before?

- Yes
- No

5. Preferred Game Modes:

a) Which game mode(s) are you interested in playing on the Octro Poker app? (Select all that apply)

- Cash games
- Tournaments
- Sit and Go
- Fast-fold Poker
- Other (please specify)

6. Features and Functionality:

a) Rate the importance of the following features in your decision to use the Octro Poker app:

- User-friendly interface
- Variety of game options
- Realistic graphics and animations
- Multiplayer functionality
- In-app chat or messaging
- Leaderboards and achievements
- Other (please specify)

7. Payment Options:

a) Which payment options do you prefer for in-app purchases on the Octro Poker app? (Select all that apply)

- Credit/debit card
- E-wallets (e.g., PayPal, Skrill)
- Bank transfers
- Cryptocurrency
- Other (please specify)

8. Social Interaction:

a) How important is it for you to interact with other players on the Octro Poker app?

- Very important
- Somewhat important
- Neutral
- Not important

9. Satisfaction with Octro Poker App:

a) On a scale of 1 to 5, with 1 being "not satisfied at all" and 5 being "extremely satisfied," rate your overall satisfaction with the Octro Poker app.

10. Recommendation:

a) On a scale of 1 to 10, how likely are you to recommend the Octro Poker app to a friend or colleague?

User journey to rate the overall experience - **Octro poker rates 3.5/5**

Phase	Finding a good poker App	Considering which app to download	First Time login and experience	Exploring the App	Gameplay	Purchase
What users felt  Bad  Average  Great	 Casual Player					
	  	  	 	 	 	 
Actions	- Open App Store - Search for Poker Apps	- Open Octro Poker - Check Ratings and Reviews - Check if "Editor's Choice"	- Download App - Login to the App - Experience the look/feel	- Check playing options - Bonuses/Slot Machines for chips - Live Tournaments - Private Tables - Check community/blogs	- Choose buy-in and check stakes - Check table fill rate - Check Player statistics - Check Win Chance probability - Interact with players	- Choose the bundle
Opportunities	-Improve Ranking on the App Store -Add Thumbnail on the search page	-No recent reviews (Best rating on App Store is 1 year old)	-Login with mobile number lets user connect with whatsapp friends	-Only Texas Hold-em variant present -Low fill rate in tournaments	-No option to choose buy-in with players -Bot players dilute the experience -Custom Celebrations	-Only 2 bundles in "Sale" -Low Discoverability of other bundles
KPI (WAU level)	App hits/week	App installs/Week	%users who played first game/week	%users who played first game/week	Avg Time Spent/user/week	%users who purchase chips/week
Overall Rating	1/5	4/5	5/5	2/5	5/5	4/5

Bad Experience = 1 star, Average Experience = 3 star and Great Experience = 5 Star

Overall Rating = Average of the rating given by 2 users

Octro Poker App rating = Average Rating at each stage of the app

3 features that Erica and Joshua like - **Octro's Amazing features**

	Leaderboard	Total Win/Loss Icon	In-game chat
 Why Erica loved it	Shows my rank in comparison to other players (Competitiveness)	Keeps track of how much I have lost/won during the game (learning)	Connect with other users (Network)
 Why Joshua loved it	Shows my progression in comparison to Top Players (Standings)	Helps me understand who's playing aggressively and who's playing safe (opponent stats)	Taunt the losers and engage opponents to alter gameplay (Alter Gameplay)
Further improvements	Show comparison with Top 3 players of the league/game	Glitter Animation if user stays positive after a hand	Add emoji's to further improve interaction
Measuring success	Hits/user	Avg time spent/user	Chat messages sent/user

3 features that Erica and Joshua didn't like - **Octro's features that need improvement**

	Bots	Player celebrations	Poker variants
 Why Erica didn't like it	Wants to play with real people	Unable to properly celebrate post win. Less time to write a message	Gets bored very easily while playing just one kind
 Why Joshua didn't like it	Wants to strategize gameplay based on how other players play, not how robots play	Cannot properly taunt another player with win celebration	Plays multiple variant to increase chances of winning
Further improvements	Be transparent to user about bot players vs non-bot players & Model features on actual poker players	User customized celebrations	Add more variants such as Omaha, Seven card stud etc.
Monitoring KPI	Drop off rates/table	No of hands played/user	No of hands played/user
Trade-offs	Bots increase table fill rate Better fill rate improves user experience	Time between two hands is less which leads to more hands played	With a low user base, adding more variants might reduce fill rate of existing tables

Increasing engagement by 20% - Identifying how engagement can be increased

To increase engagement, increase no of hands played/user which can be achieved by either increasing total time spent on table or reducing time spent/hand

$$\text{Engagement} = \text{No of hands played/user} = \frac{\text{Total time spent}}{\text{Time spent/hand}}$$

Solution

Unlock spin and optimize chips offered

Unlock spin in x mins to increase time spent by user in a session



How it meets user needs

The above solution keeps both the users engaged when folded/waiting for other players to play their hands



Increasing engagement by 20% - How will unlocking spin in x mins improve engagement

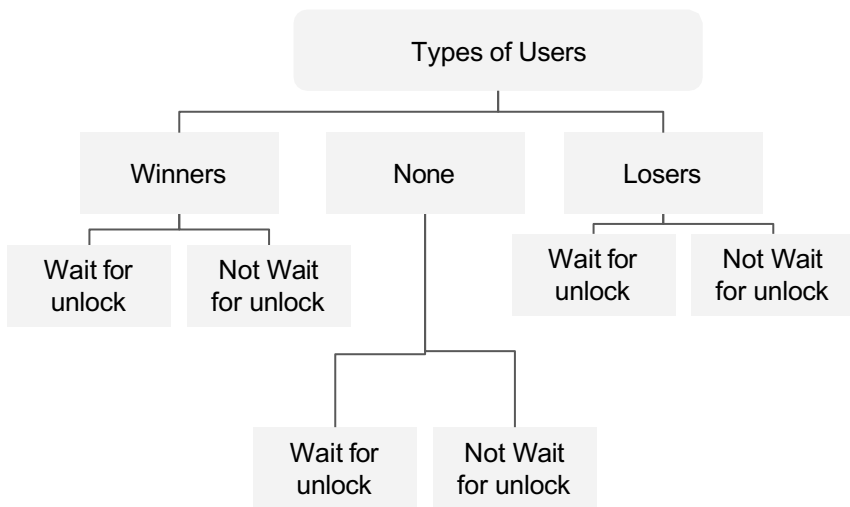
Engagement

=

Total time spent per user



Assuming every player plays 1 session of 10 mins



How many chips to offer from spin - Segment users based on gameplay

	Aggressive	Moderate	Safe
Net Winners	Low	Low	Low
None	Medium	Low	Low
Net Losers	High	Medium	Medium

	Winners	None	Losers
% of users	10%	50%	30%
Avg Time Spent (in mins)	10	10	10
% who will wait	1%	20%	40%
Increase in time (in mins)	0.1	2	4
% increase in overall time	22%		

Sources :

<https://www.blog.udonis.co/mobile-marketing/mobile-games/casino-game-marketing>
<https://automaticpoker.com/lifestyle/what-percentage-of-poker-players-win/>

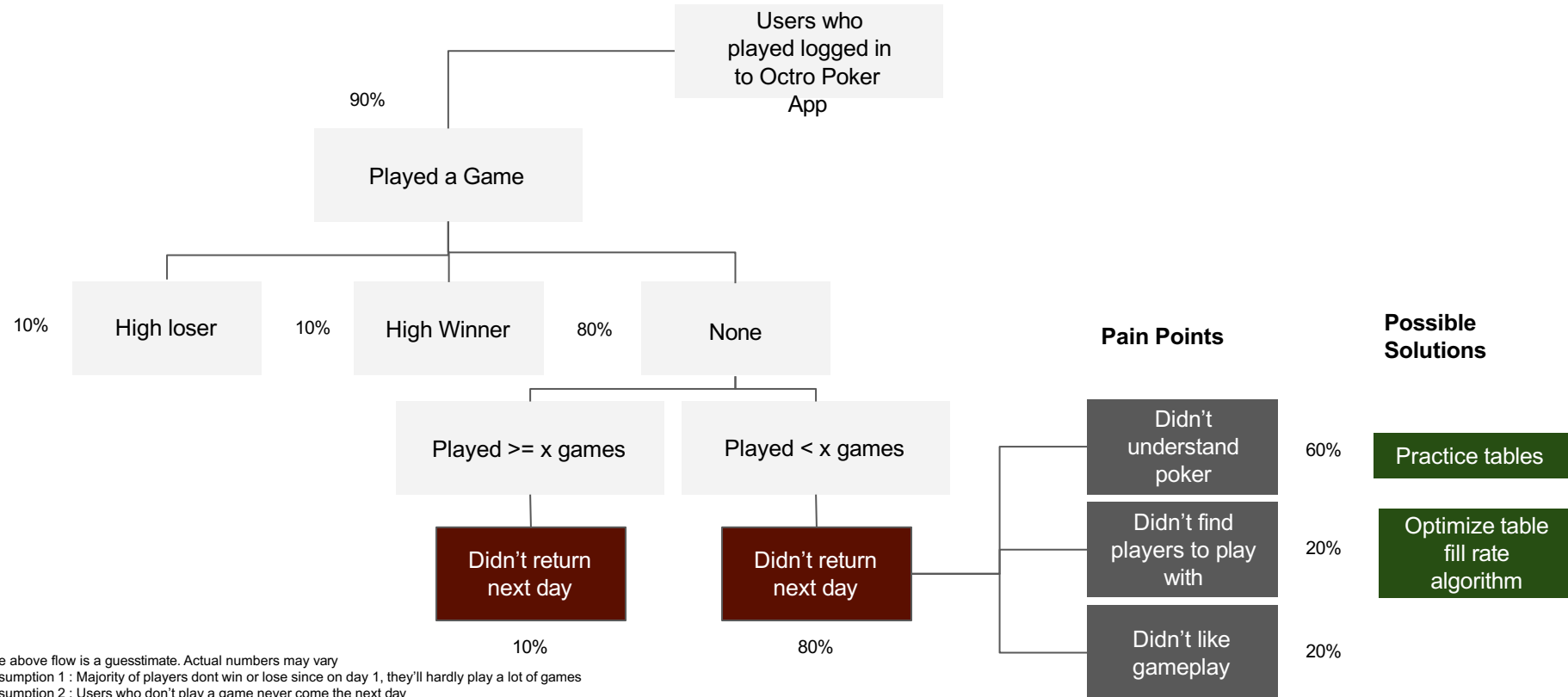
Assumption 1 : Octro Poker is an average poker app, time spent per hand is approximately 1 min

Assumption 2 : Losers play more since they wish to recover their losses. Aggressive Losers will exhaust chips faster than other segments

Assumption 3 : Nudge acceptance is 25% for losers and 1% for winners (These numbers have been assumed based on medium/very low acceptance qualitative evaluation)

Increasing retention by 20% - Identifying how retention can be increased

Day 1 Retention is at 24% for majority of gaming apps. Thus, maximum drop off happens post day 1. Increasing day 1 retention can lead to overall improvement in Day 7 and Day 28 retention.



The above flow is a guesstimate. Actual numbers may vary
Assumption 1 : Majority of players dont win or lose since on day 1, they'll hardly play a lot of games
Assumption 2 : Users who don't play a game never come the next day
Assumption 3 : Users who don't return next day is because of the three stated reasons and no other reason
Applied Pareto Rule to pin point the scope of improvement

Increasing retention by 20% - **What is practice table and how it can increase day 1 retention**

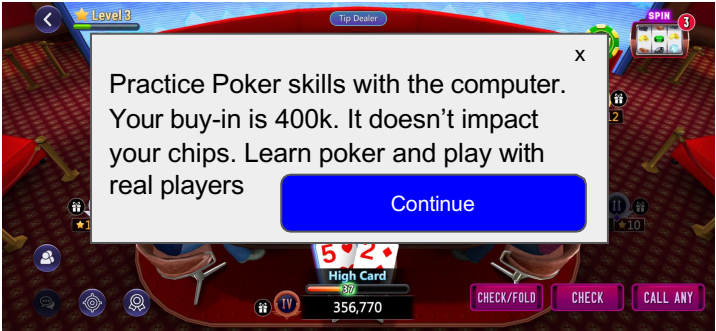
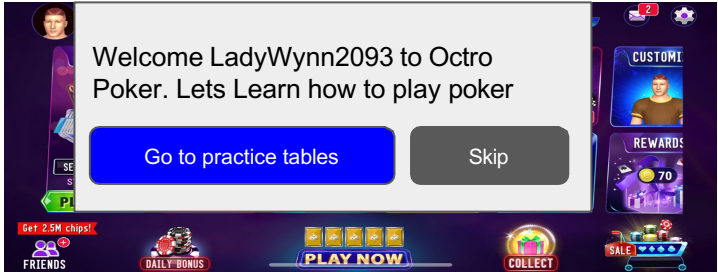
Feature Design



How it meets user needs

The above solution solves solves Erica's pain point wherein she can learn new poker strategies. It solves Joshua's need of creating new strategies by playing again and again with bots to improve game play

User is given prompt on sign in

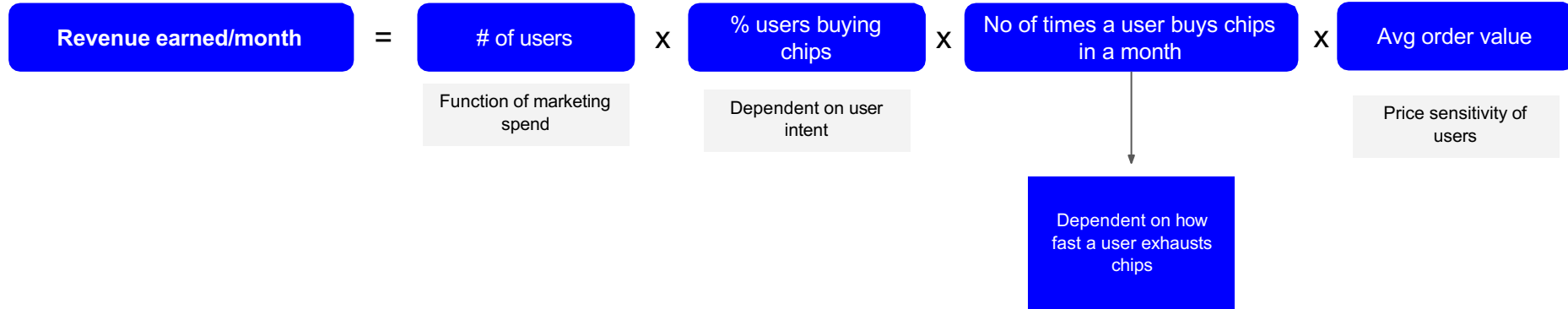


The feature can increase retention by 19%

%of users who played a game	90%
None Category	80%
Who don't understand poker	60%
Feature adoption	60%
Who will end up playing >=x games	80%
Probability of return post playing >= x games	90%
Increase in Day 1 Retention	19%

Increasing revenue by 20% - Identifying how app monetization can increase

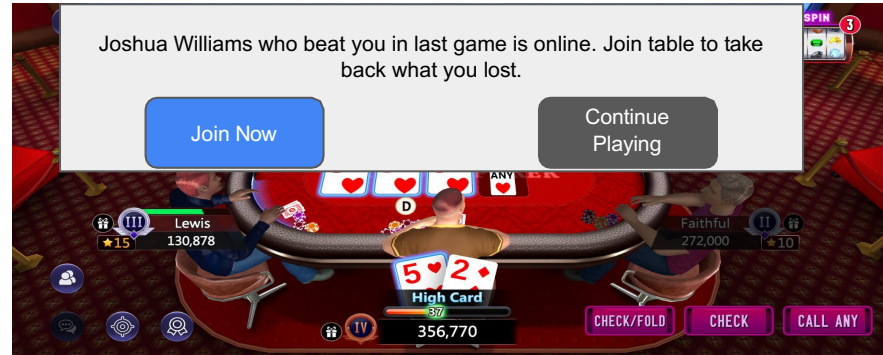
To increase revenues, there are 2 options. Revenues earned from purchases and revenues from in-app ads.
In-app ads lead to bad UX and hence, focus will be on increasing purchases made on the app



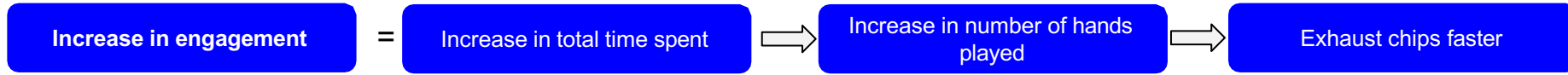
Solution 1 : Promote user to higher stakes table if winning



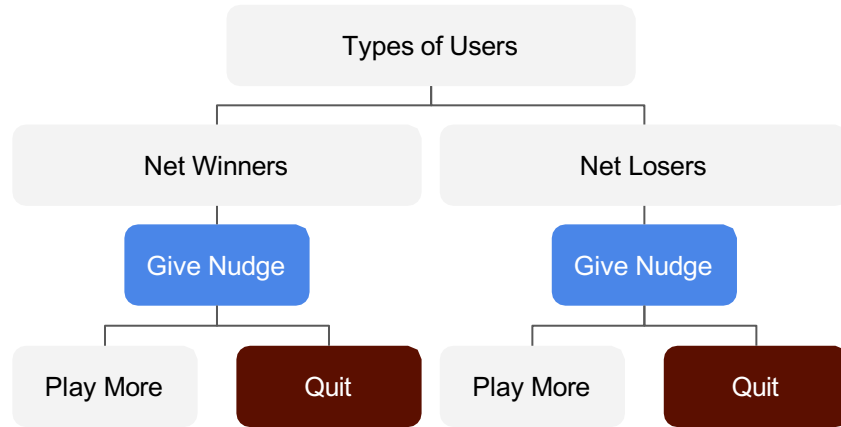
Solution 2 : Nudges for users to take "Revenge"



Increasing revenue by 20% - How engaging user for more hands increase revenues



Assuming every player plays 1 session of 10 mins



Achieving 20% increase in acceptance

Type of User	Winner	Loser
% of users	20%	80%
Nudge Adoption	1%	25%
Avg time spent	10	10
Incremental hands played	0.02	2
Total additional hands played	2.02	
% increase in number of hands played	20%	
% increase in chips buying frequency	20%	

Sources :

<https://www.blog.udonis.co/mobile-marketing/mobile-games/casino-game-marketing>

<https://automaticpoker.com/lifestyle/what-percentage-of-poker-players-win/>

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Assumption 2 : Losers play more since they wish to recover their losses

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Assumption 4 : Increase in hands played = Increase in chips buying frequency

Prioritizing which features to pick

Feature	Aim	Reach	Impact	Confidence	Effort	RICE Score
Comparison with top 3 players on leaderboard	UX improvement	20	40	40	20	1600
Glitter Animation	UX improvement	100	100	40	100	4000
Emojis to chat	UX improvement	20	100	40	40	2000
Bot identification	UX improvement	100	40	40	40	4000
3 User customized celebration	UX improvement	100	100	100	100	10000
Variation addition	UX improvement	100	20	20	100	400
1 Unlock spin	Increase engagement	100	100	100	20	50000
Practice Game	Increase retention	100	100	40	100	4000
2 Promotion to high stakes	Increase Monetization	100	100	40	40	10000
Take Revenge notification	Increase Monetization	40	40	40	20	3200

Scoring criteria

High	100
Medium	40
Low	20

Appendix

Based on the experience at multiple stages, Octro Poker rates 3.78/5

First Time User Experience

	Pre Login			Post Login				
Step	Finding poker apps	Reading Rating and Reviews	Installing	Login	Choosing Avatar	Finding Table	Gameplay	Checking result and progression
Experience	Found Octro Poker at 19th position	Satisfied with ratings and reviews (4.6/5 on App Store)	Fast Install on 4G network	Smooth Login with Apple Arcade/ Facebook	Different from what other apps offer	Not too many variants	3D gameplay with real-life animations and chat option but table had bots	Difficult to understand progression but shows rating among connections
Rating	1/5	5/5	5/5	5/5	5/5	3/5	3/5	4/5

Repeat User Experience

	Gameplay			Incentives and Purchases		Social
Step	Hold'Em	Tournaments	Sit N Go/ Spin N Win	Bonuses	Buy Chips	Connection with Friends
Experience	Unable to choose buy-in and stakes on the first option. Game had Bots.	Low Fill rate in tournaments but present at good frequency	Can choose Buy-in, rules and FAQs make gameplay clearer	Blind Poker, Daily Bonus and 5 Card Draw gave me options to claim free chips	Only 2 bundles in sale. Low discoverability of other bundles	Integration with facebook lets me add friends directly. Shareable link on whatsapp
Rating	1/5	3/5	5/5	5/5	3/5	5/5