FANDUEL CASINO

REWARD MACHINE

Allan Norico | Nov ‘22 - Jan ‘22 | Super Bowl LVII Reskin





AGENDA

1. Business Problem
2. Shape and ship a core experience
3. An evergreen solution
4. Super Bowl 57 reskin and Supercharged Rewards
5. Outcomes / Post Launch Insights
6. Q/A

FANDUEL CASINO

The Problem

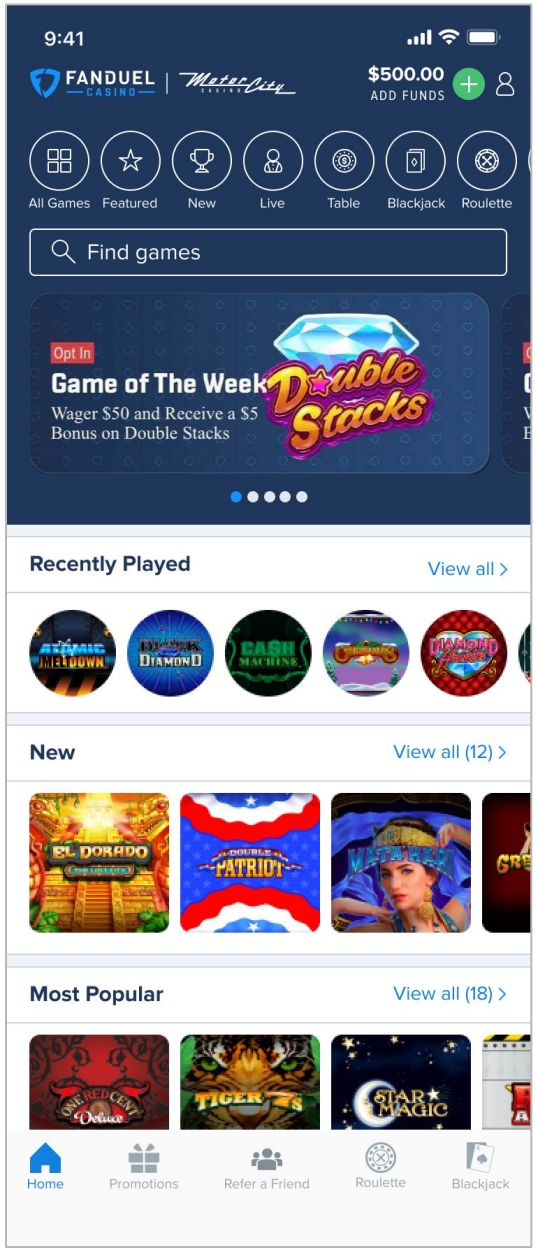
Fanduel Casino needs a primary generosity driver

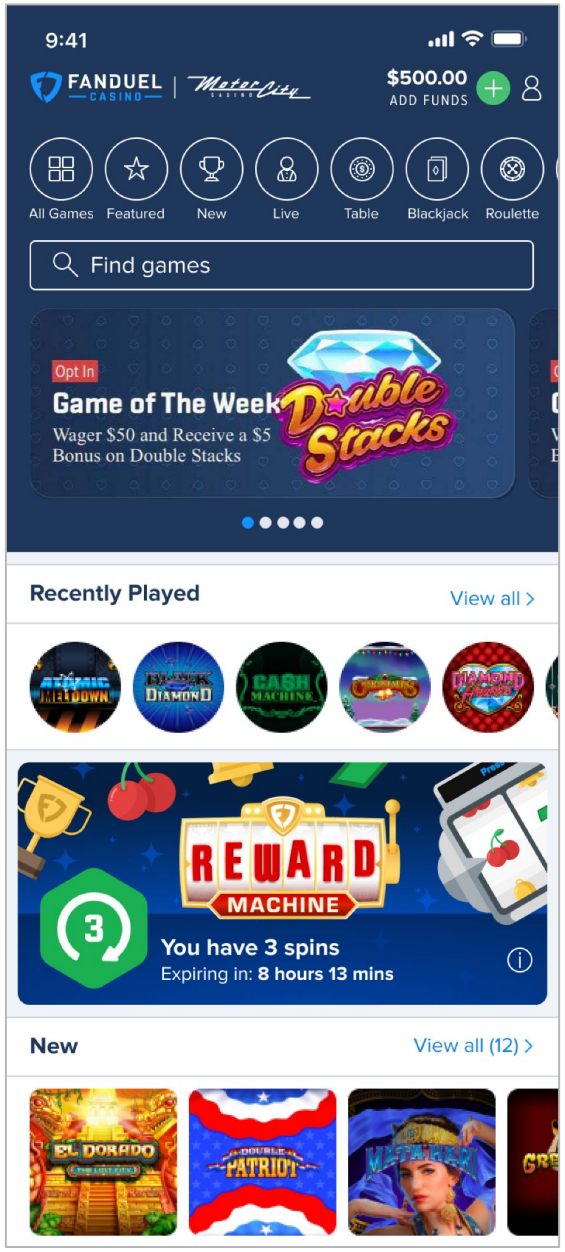


FANDUEL CASINO

Daily generosity needs a home

- HMW create a big bet FD branded generosity engine?
- Must be a unique value prop our competitors don’t offer





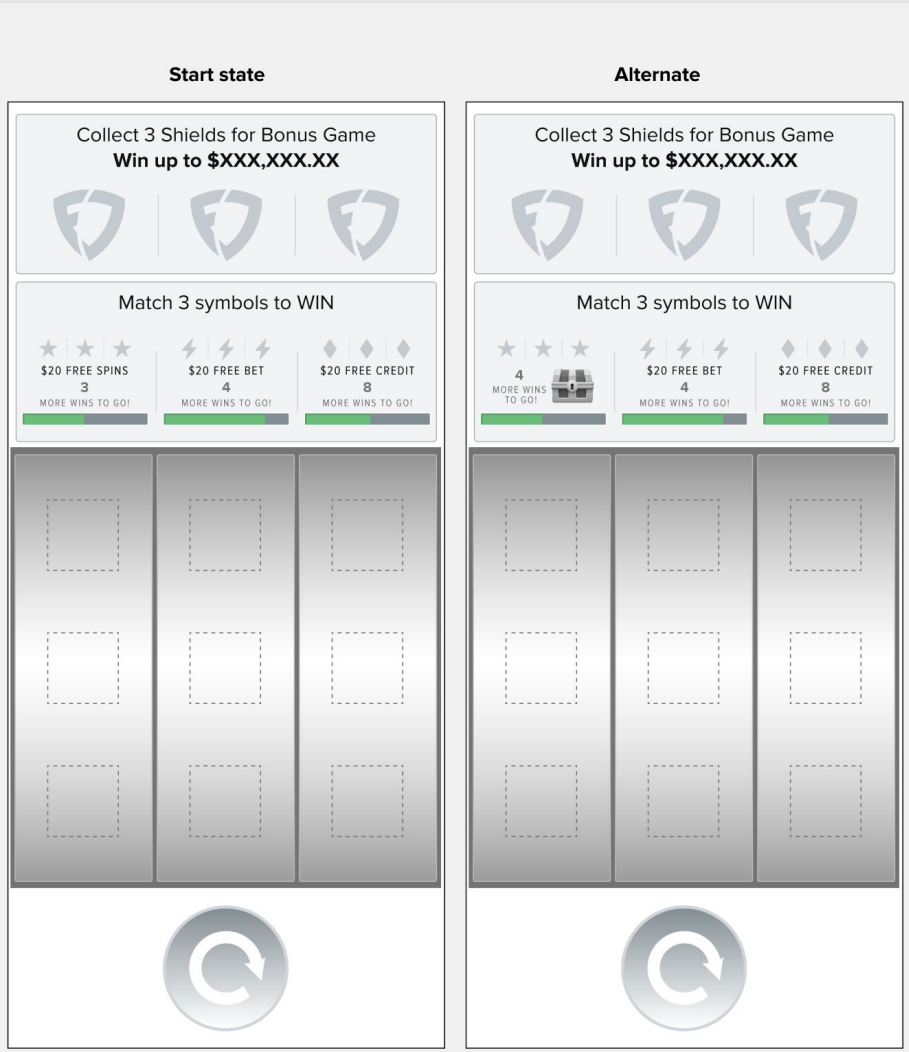
Reward Machine MVP

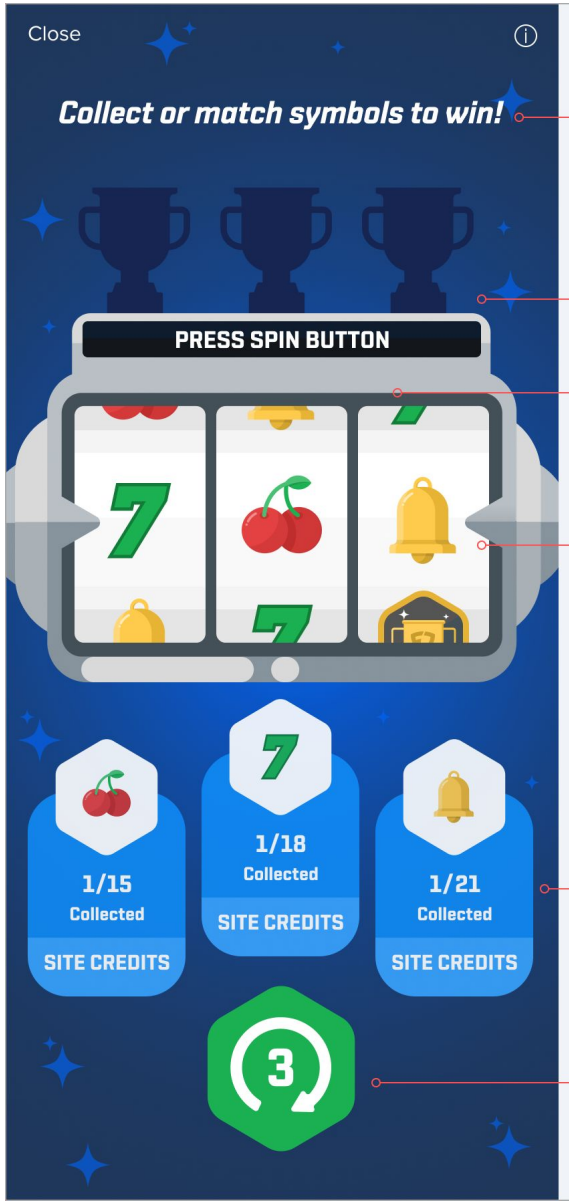
Shape and ship a core experience



FANDUEL CASINO

Align UI with business needs and customer experience





Main Copy Area

Bonus Game Progress Meter

Secondary Copy (Talk Back)

3x Reel Slot Machine

3x Reward Card Carousel

Spin CtA

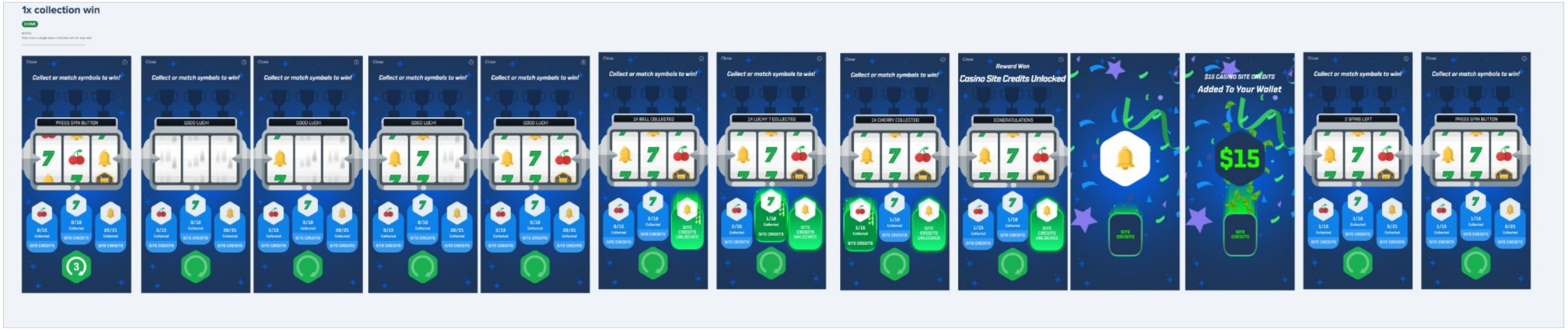
Game View

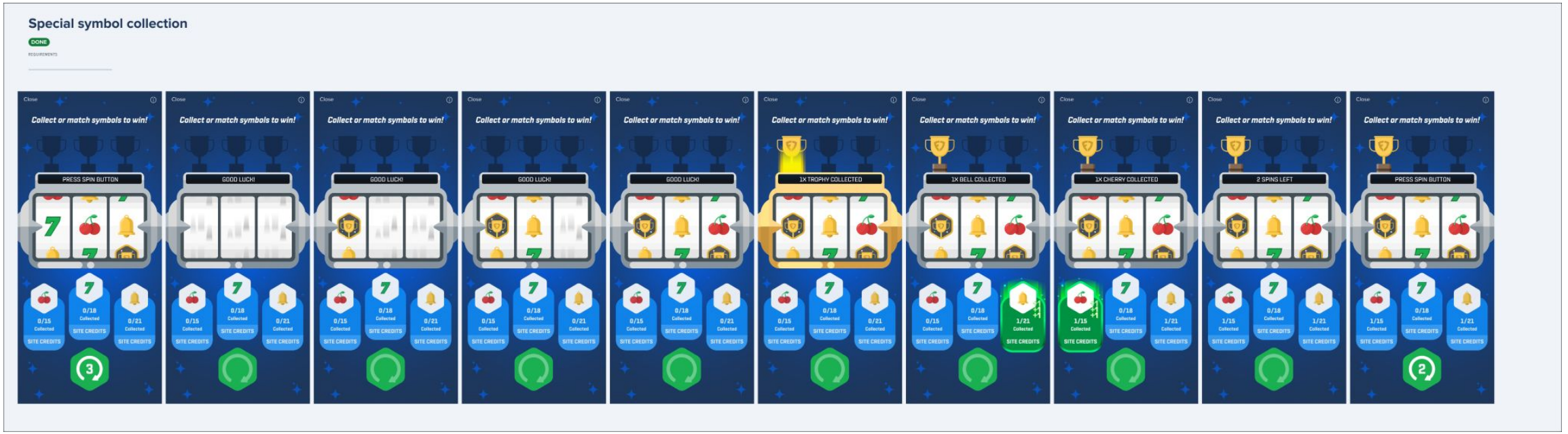
DONE

REQUIREMENTS

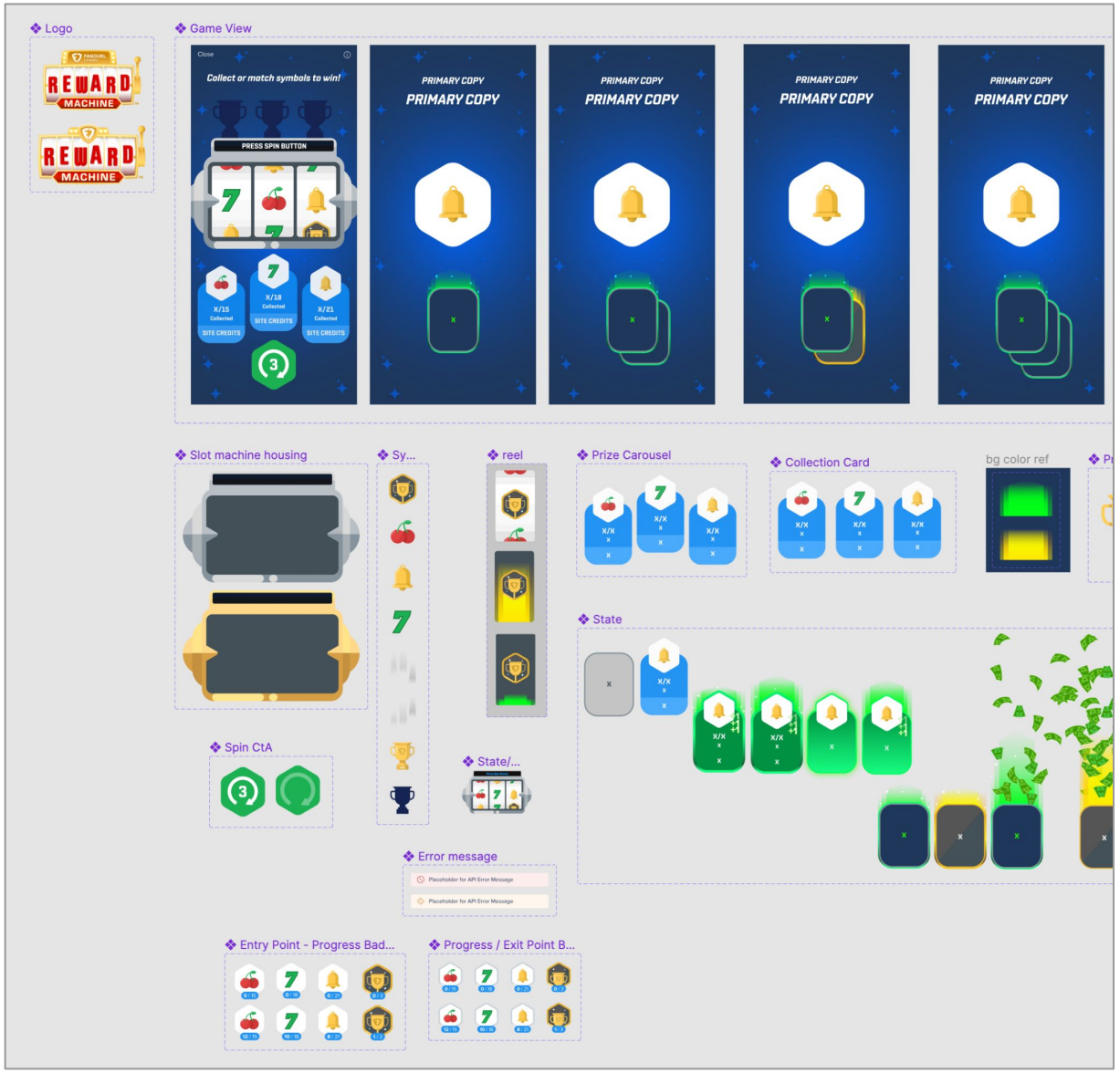
Main Copy (Top Value Proposition)
Bonus Game Progress Meter
Secondary Copy (Talk Back)
Slot Machine
Collection Card Carousel
Spin CtA

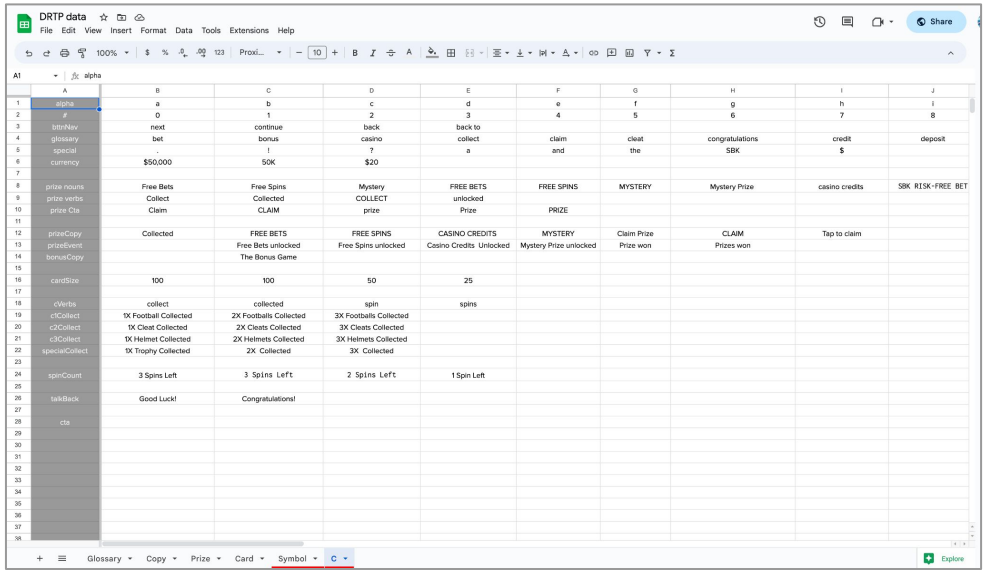
Shape and prototype core user journeys

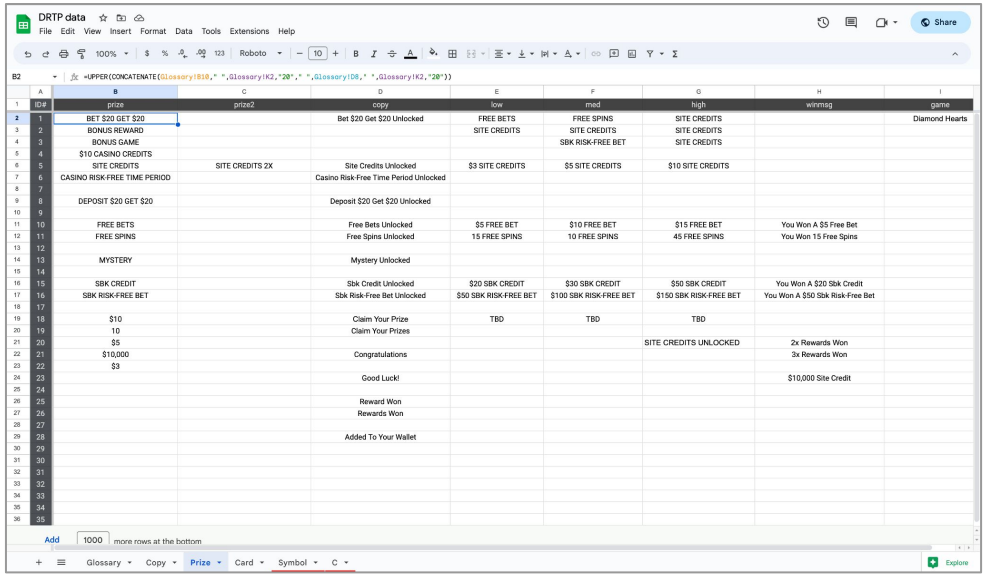




Build for scalability (Model-View-Controller inspired)







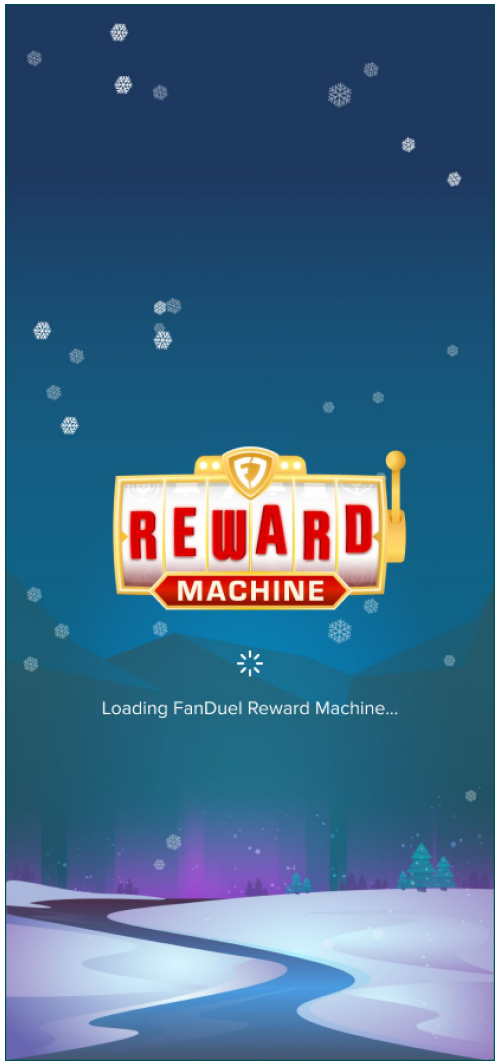
Keep it fresh

Reward Machine as a highly configurable evergreen solution



FANDUEL CASINO

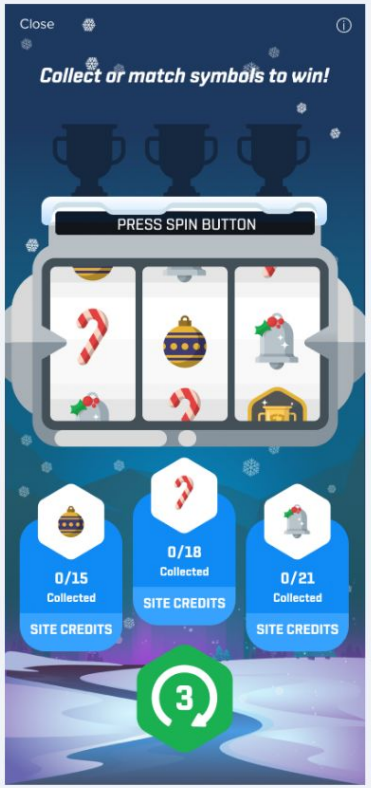
Leverage component variants

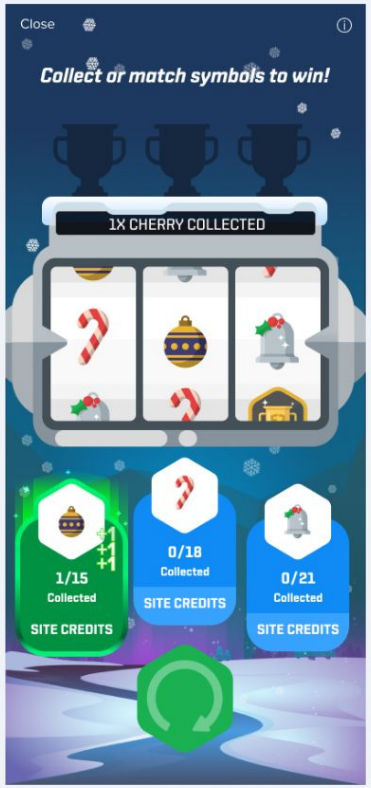


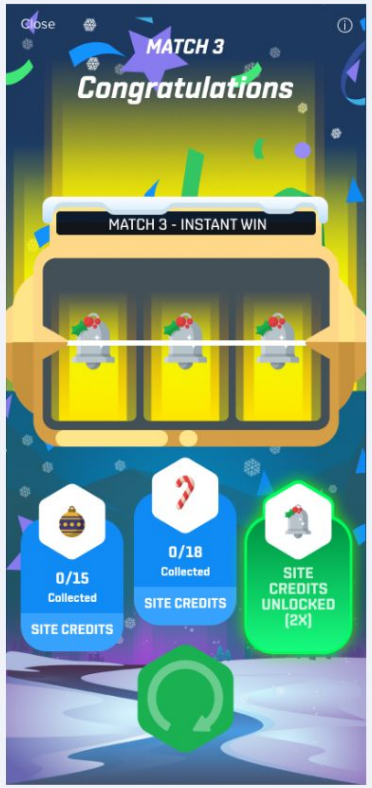
Key Views

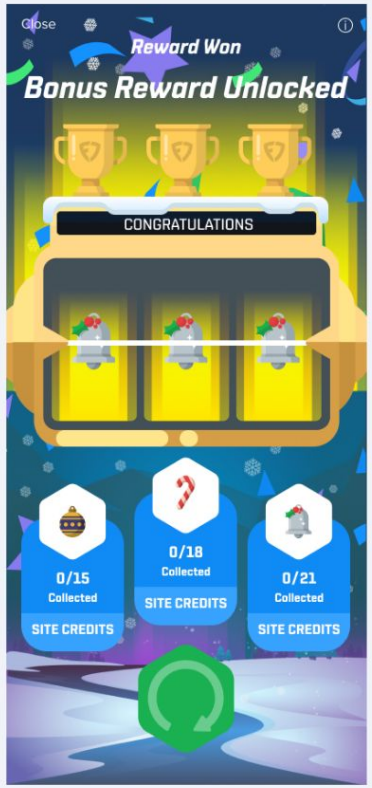
DONE

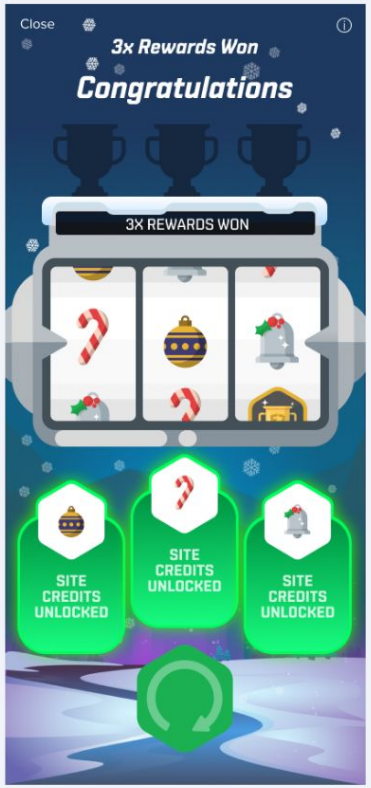
NOTES
Present Game View state changes for :
- Default
- Base symbol collection
- Match 3 (Instant Win)
- Bonus game unlocked
- Multi reward collection win











Our biggest tentpole event

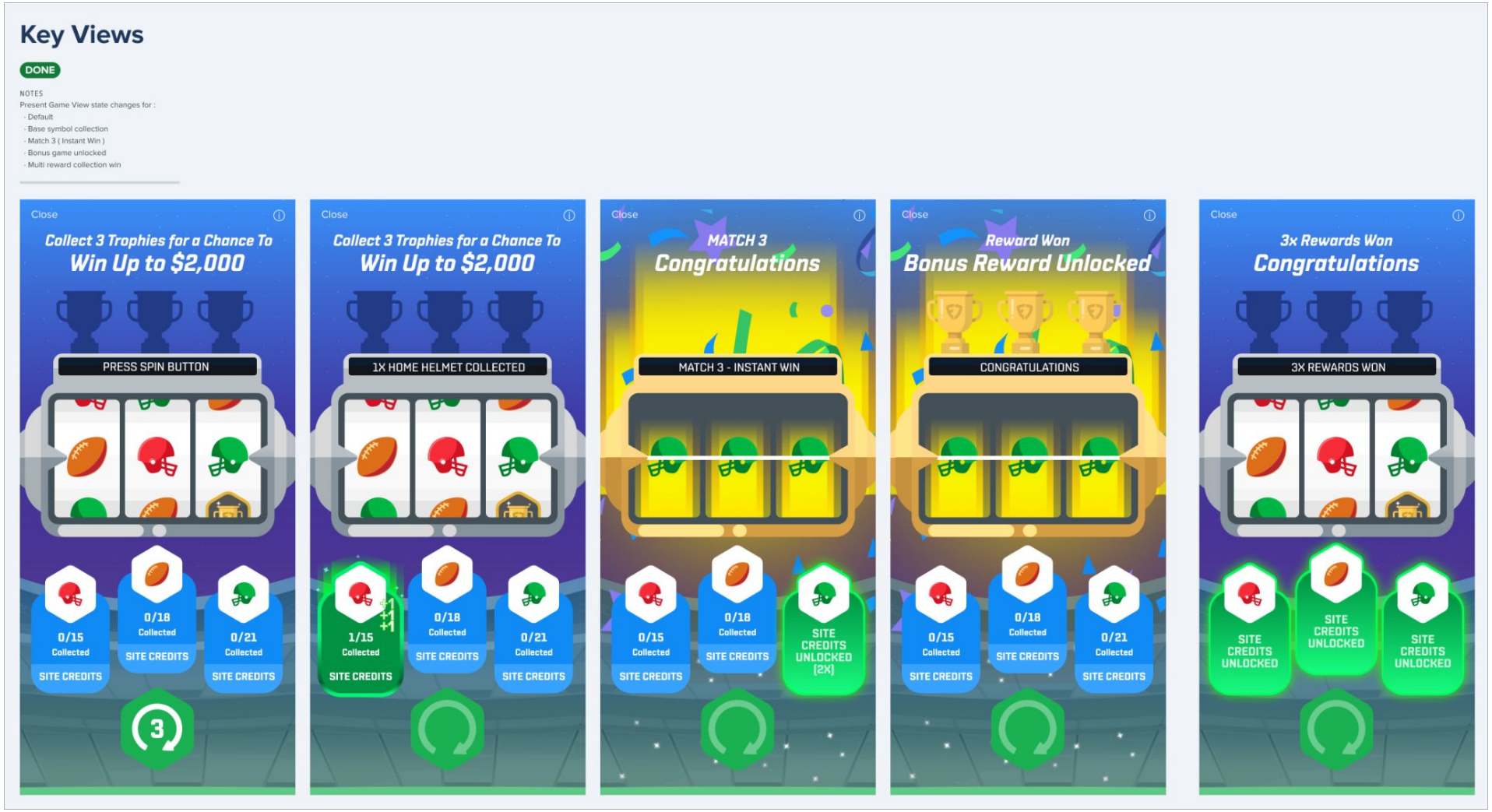
Super Bowl 57 and Supercharged Rewards

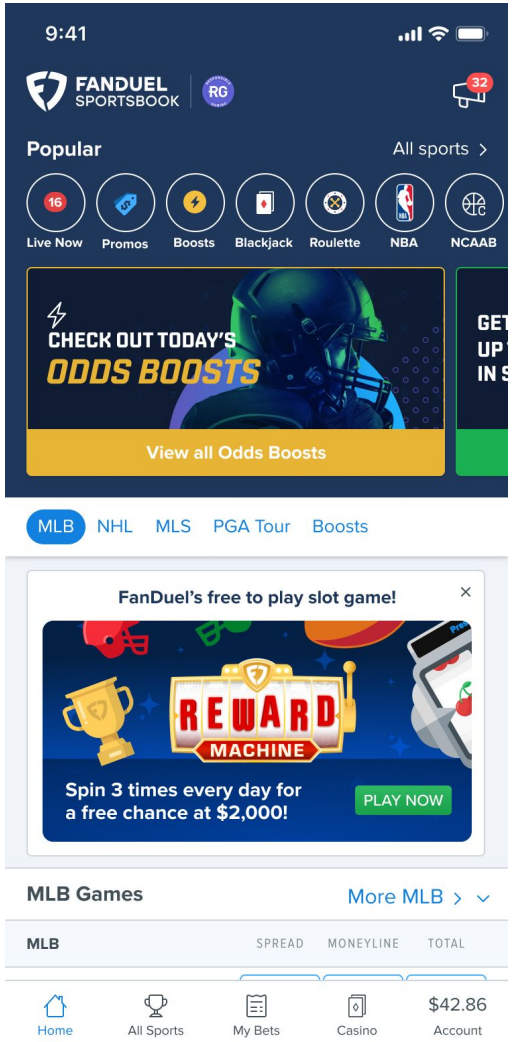




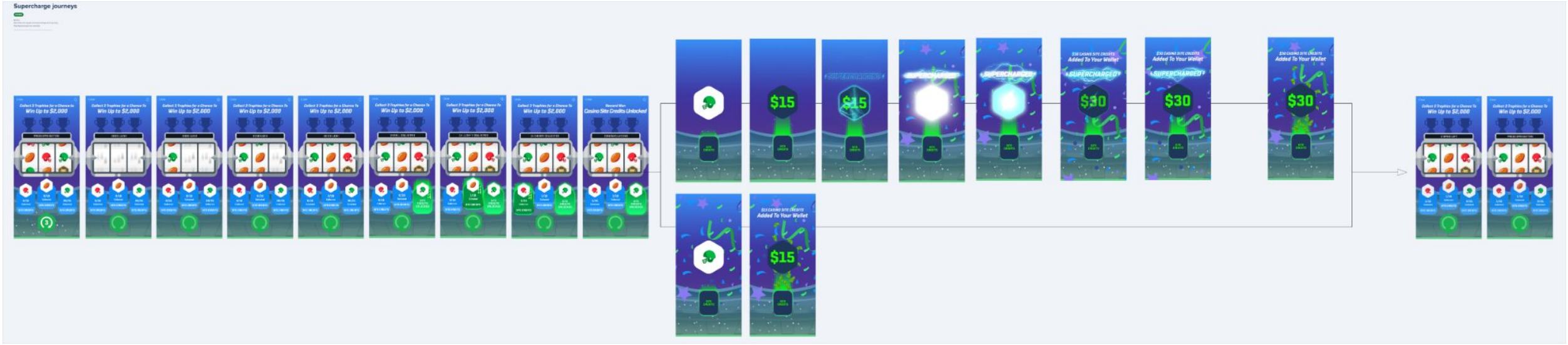
FANDUEL CASINO

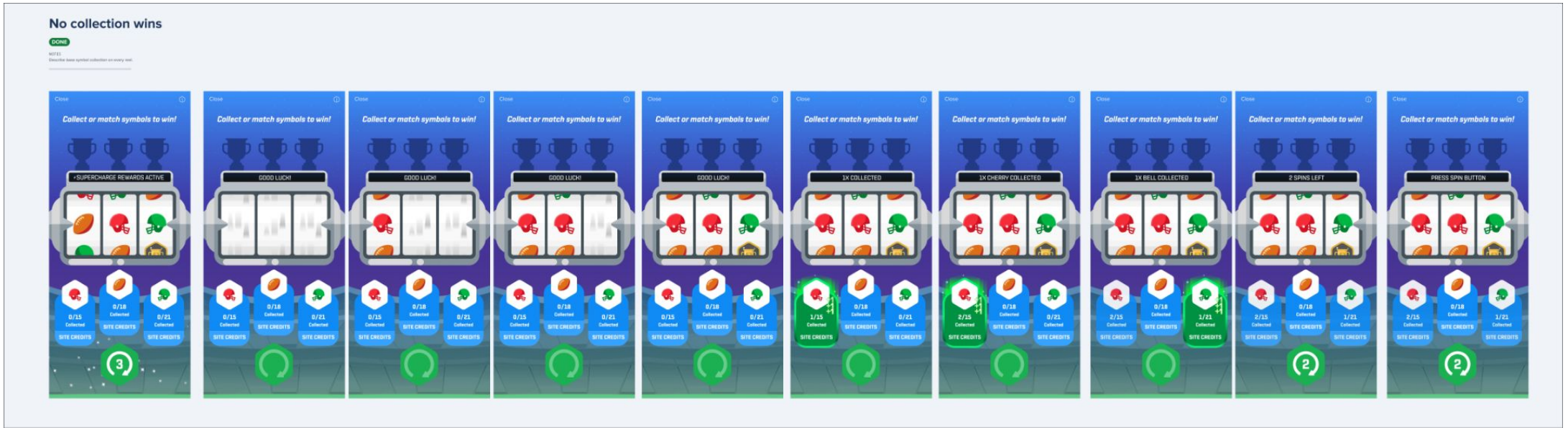
The intersection of brand, design, and xsell





Introduce New REWARD MACHINE Supercharged Feature





Thank you

Post launch insights



FANDUEL CASINO