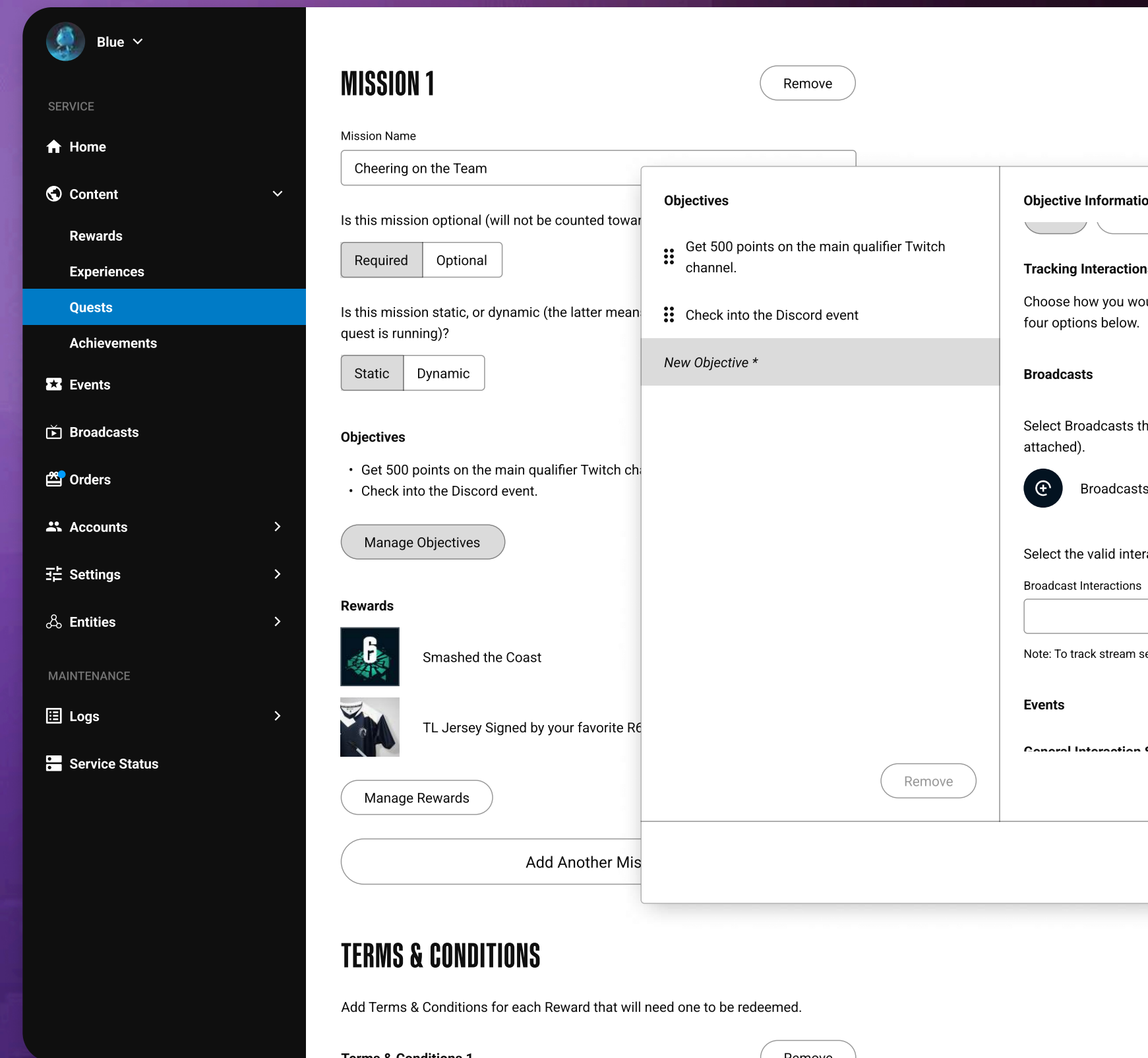


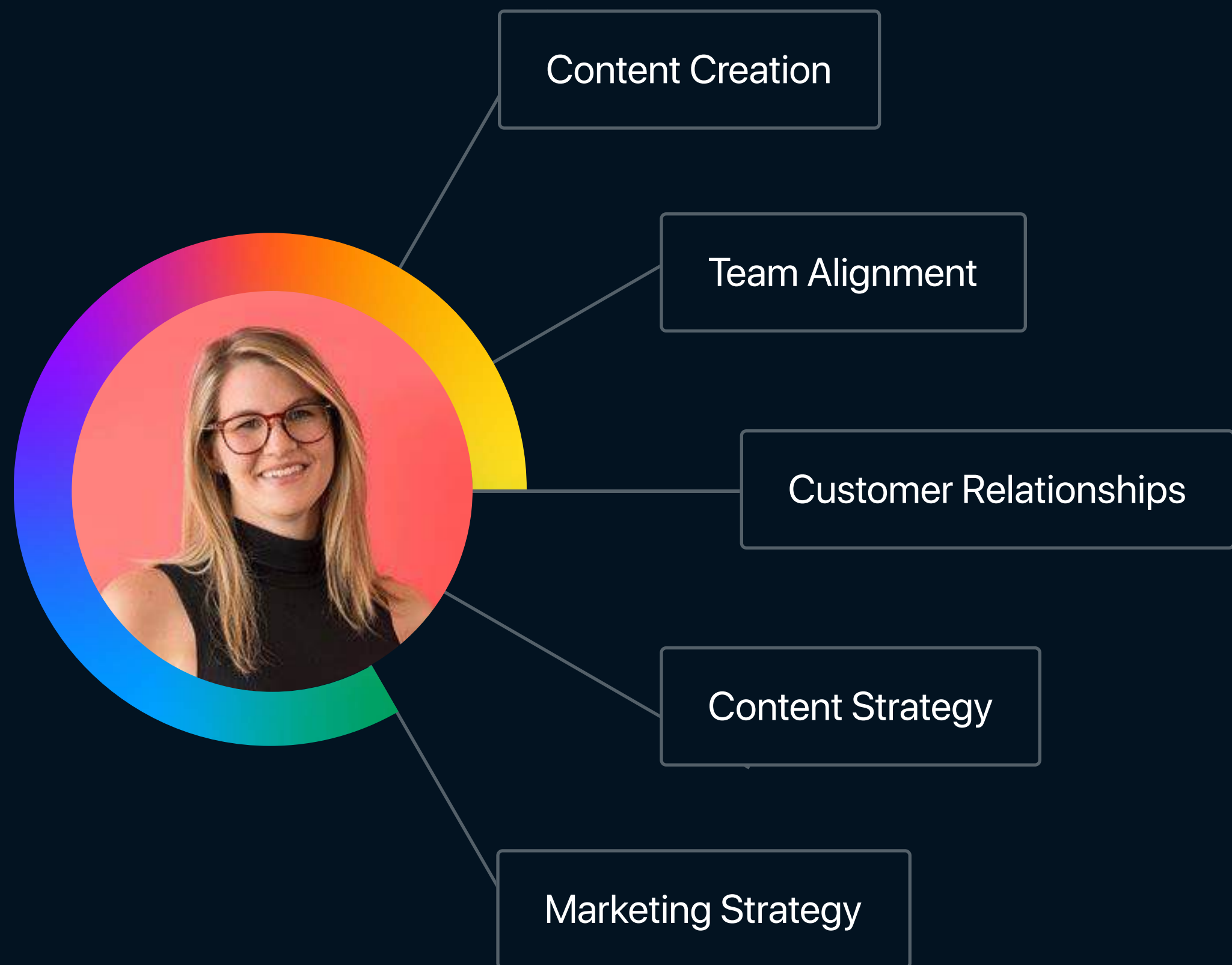
Liquid+ Quest Management

Helping Staff Manage Complexity to Create a Better Fan Experience

My Role: Design Lead, Researcher, Writer



1. Introduction



**Content managers
have to manage a
lot on Liquid+.**

Quests help fans
to creating value
for themselves,
and can be built
in several ways.

TL SC2 AND DREAMHACK MASTERS

The road to the EPT Championship continues with DreamHack SC2 Masters
2021 Fall: Europe

16 Days Left

MISSION ONE

Tune Into the Live Broadcast ⓘ

Watch

Show your support on Twitter, by cheering us on in a post at least 15 times

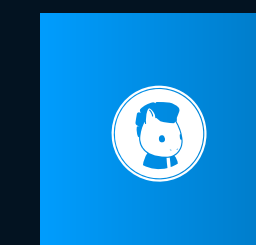
2/15

Earn 1000 points by watching our players

920/1,000

Details

REWARDS



1000 Points



\$150 TL Store Gift Card

The Challenge

How do we simplify the complexity of Quests to help content managers focus on the most important parts of their job?

(it's not entering data)

Opportunities

- **Breaking down complexity**
- **Keep users in context for similar activities**
- **Delivering information only when needed**
- **Normalizing the “attachment” concept**
- **No “secret knowledge”**

2. Design(ing) Chal

TL SC2 AND DREAMHACK MASTERS

The road to the EPT Championship continues with DreamHack SC2 Masters

2021 Fall: Europe

16 Days Left

MISSION ONE

Tune Into the Live Broadcast ⓘ

Watch

Show your support on Twitter, by cheering us on in a post at least 15 times

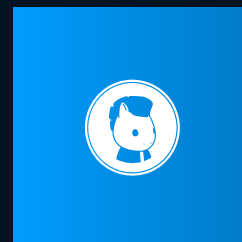
2/15

Earn 1000 points by watching our players

920/1,000

Details

REWARDS



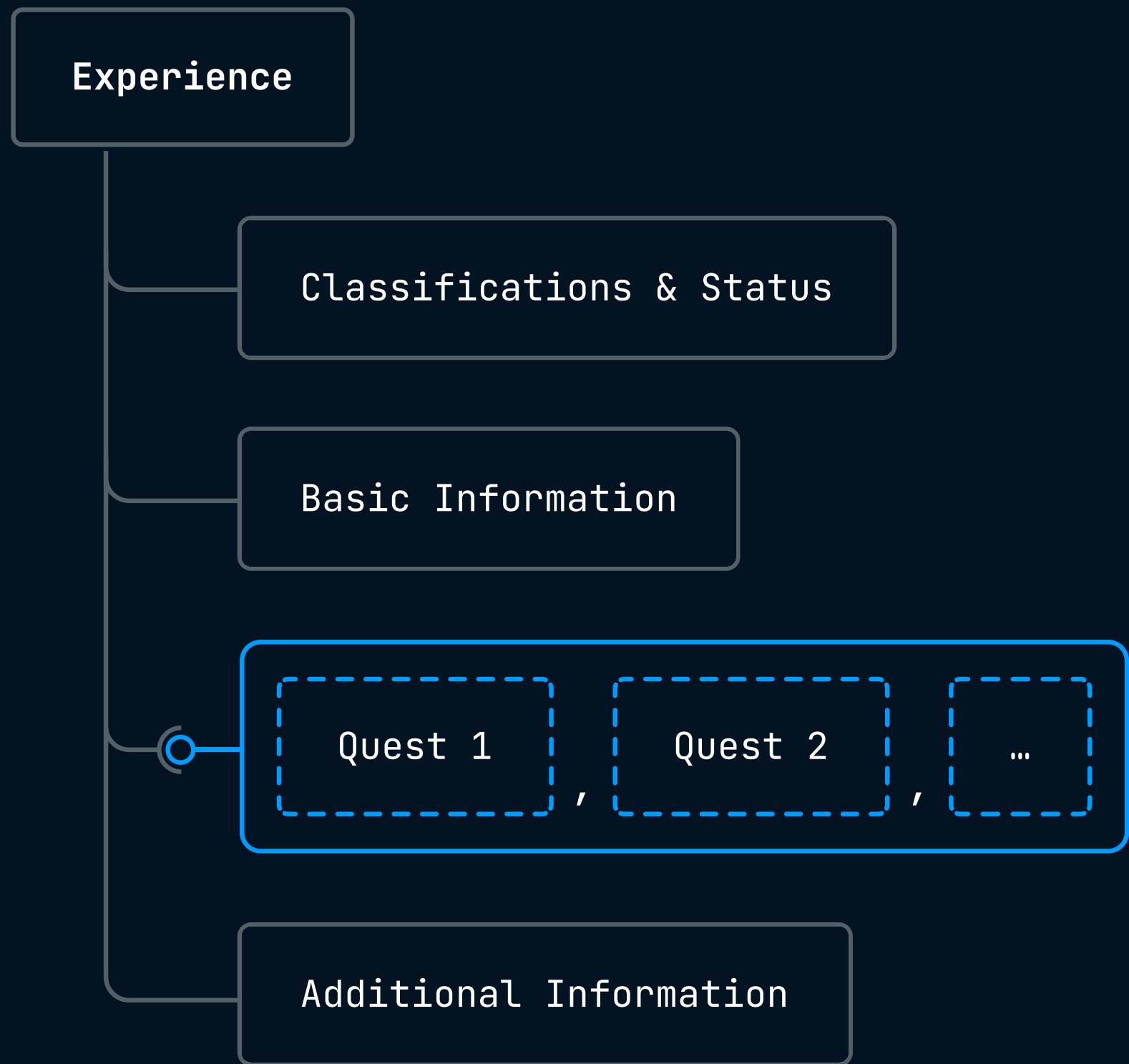
1000 Points



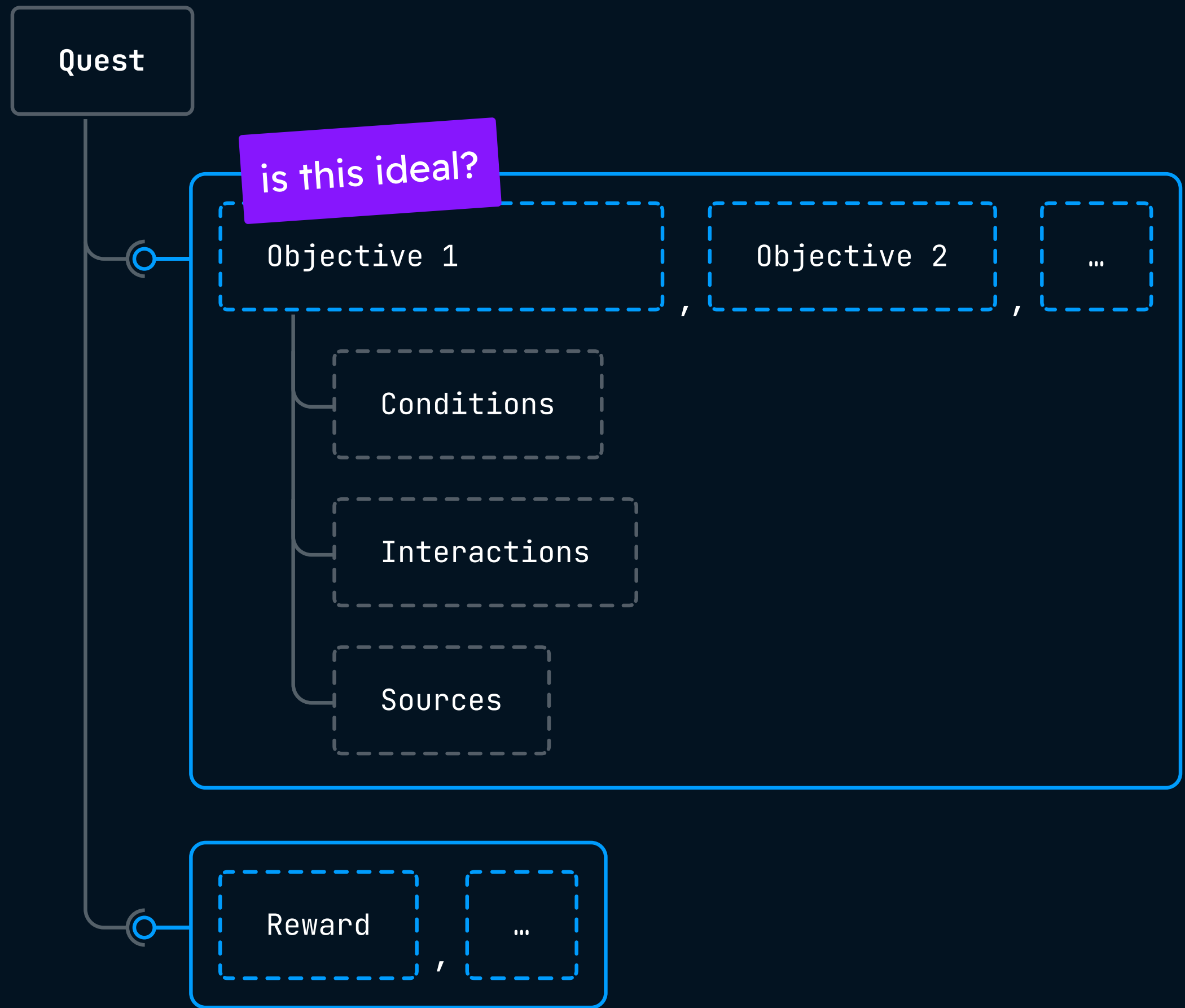
\$150 TL Store Gift Card

Objectives were the most complex piece to solve. And the solution had to maximize clarity and efficiency.

Using Attachments to Focus and Speed Up the User Journey

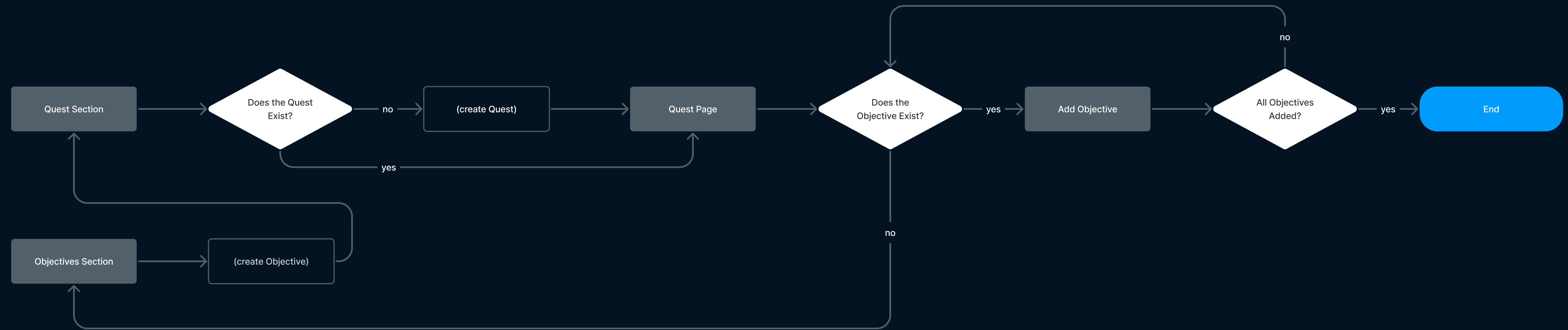


Attaching Quests to an Experience

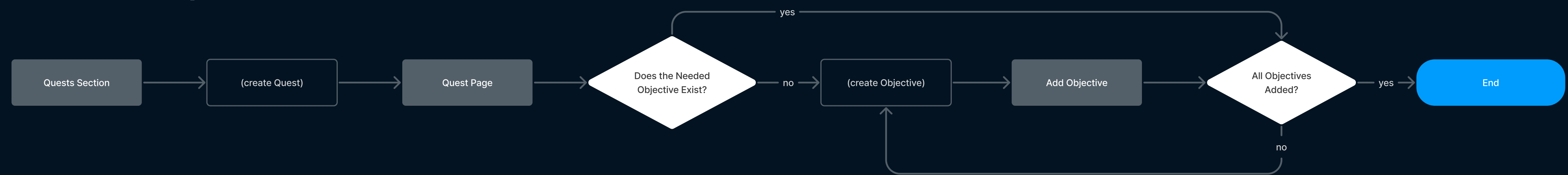


Attaching Objectives to a Quest

Attachment Experience



Embedded Experience



clearer/simpler

MISSION 1

Mission Name

Cheering on the Team

Is this mission optional (will not be counted towards...)

Required Optional

Is this mission static, or dynamic (the latter means objectives... quest is running)?

Static Dynamic

Objectives

- Get 500 points on the main qualifier Twitch channel.
- Check into the Discord event.

Manage Objectives

Rewards



Smashed the Coast



TL Jersey Signed by your favorite R6 player

Manage Rewards

separation

separation

Add Another Mission

Remove

Objectives

- Get 500 points on the main qualifier Twitch channel.
- Check into the Discord event

New Objective *

Context (Objectives)

multi-context

Context (Rewards)

Objective Information

Objective Description

Earn 1000 points on any R6 athlete's Twitch channel

How will the objective be met?

Points Actions

Select any additional conditions needed in order for the objective to be met.

- None
- Points Per Channel
- Points in Buckets

Enter the number of points required to meet this objective.

Number of Points

1000

Are there a maximum number of channels that can contribute to this objective?

1

Remove

Clear

Save

Close

add/remove

Available Rewards

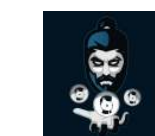
Points

Achievement

Reward

Other

Search {{branch}}



Rakin it In



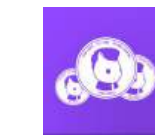
Hungrybox Rest



TSL 5 Superfan



Bug Catcher



Point Hoarder



Beta Participant

Save

The Staging Dialog originally had a focused purpose. But it's capabilities could be used to alleviate other challenges.

Problem 1

Would you like to track the quest progress from every channel, or from a specific set of channels?

All Selected

Discord Add

Reddit Add

Twitch 8 Added Change

Twitter Add

Liquid+ 1 Added Change

Display this list of channels to users?

No Yes

Not a great experience for lots of added items.

Select the Twitch channels to track.

Team Liquid x TeamLiquidLoL x

Yeon x Soulcas x APA x

Pyosik x Summit x Santorin x

TF Blade x

Nitr0

Bwipo

Armao

Bjergsen

Broxah

Problem 2

Select the Twitch broadcast to track.

Team Liquid vs |

Team Liquid vs Cloud 9

Team Liquid vs Dignitas #32

Team Liquid vs Dignitas #33

Team Liquid vs Dignitas #34

Team Liquid vs T1

circumvention strategy due to a lack of data

Problem 3

Saving only useful here

Rewards

- 10,000 Points
- Rakin it In
- New Reward

Remove

Available Rewards

Points | Achievement | Reward | Other

Search Achievements

- Rakin it In
- Hungrybox Rest
- TSL 5 Superfan
- Run Catcher

Save

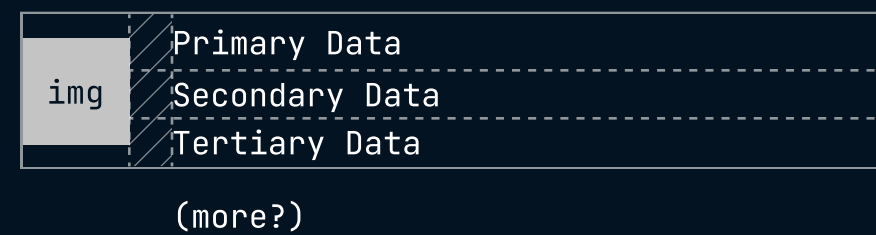
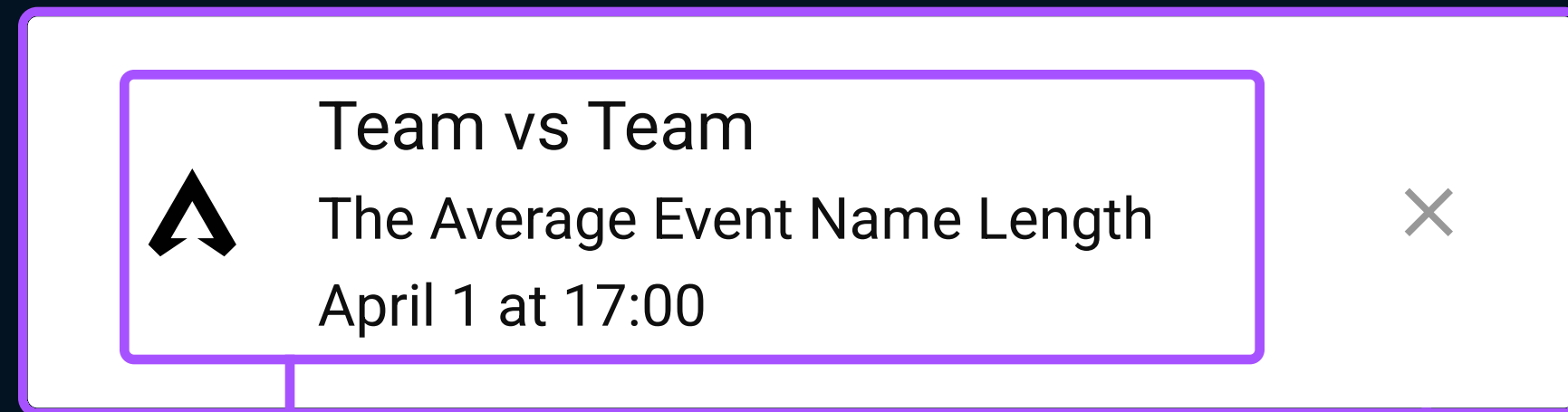
Close

Problem 4

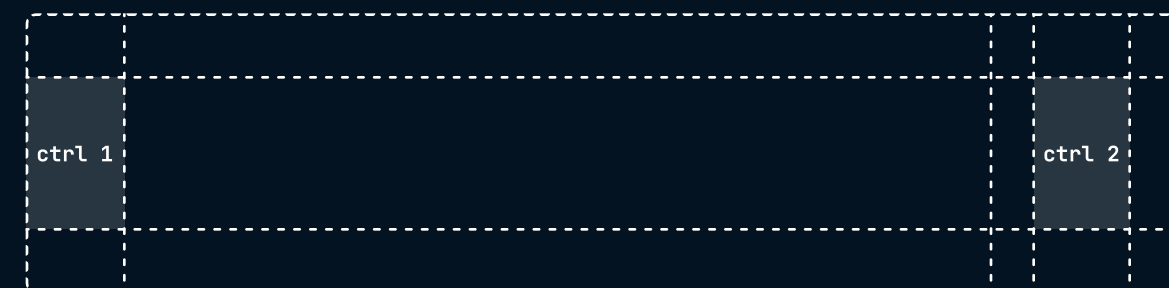
Select the Twitch channels to track.

- Hungrybox Check In #34
- Hungrybox Check In #35
- Discord LoL Party
- Meet the CS Team at Cologne
- Dota Watch Party, International Edition





`<DataObject/>`
data representation



`<DataObjectContainer/>`
interactions

- **Scalable**
- **Modular**
- **Improved Usability**
- **Optimized for Code**
- **Available for More Uses**

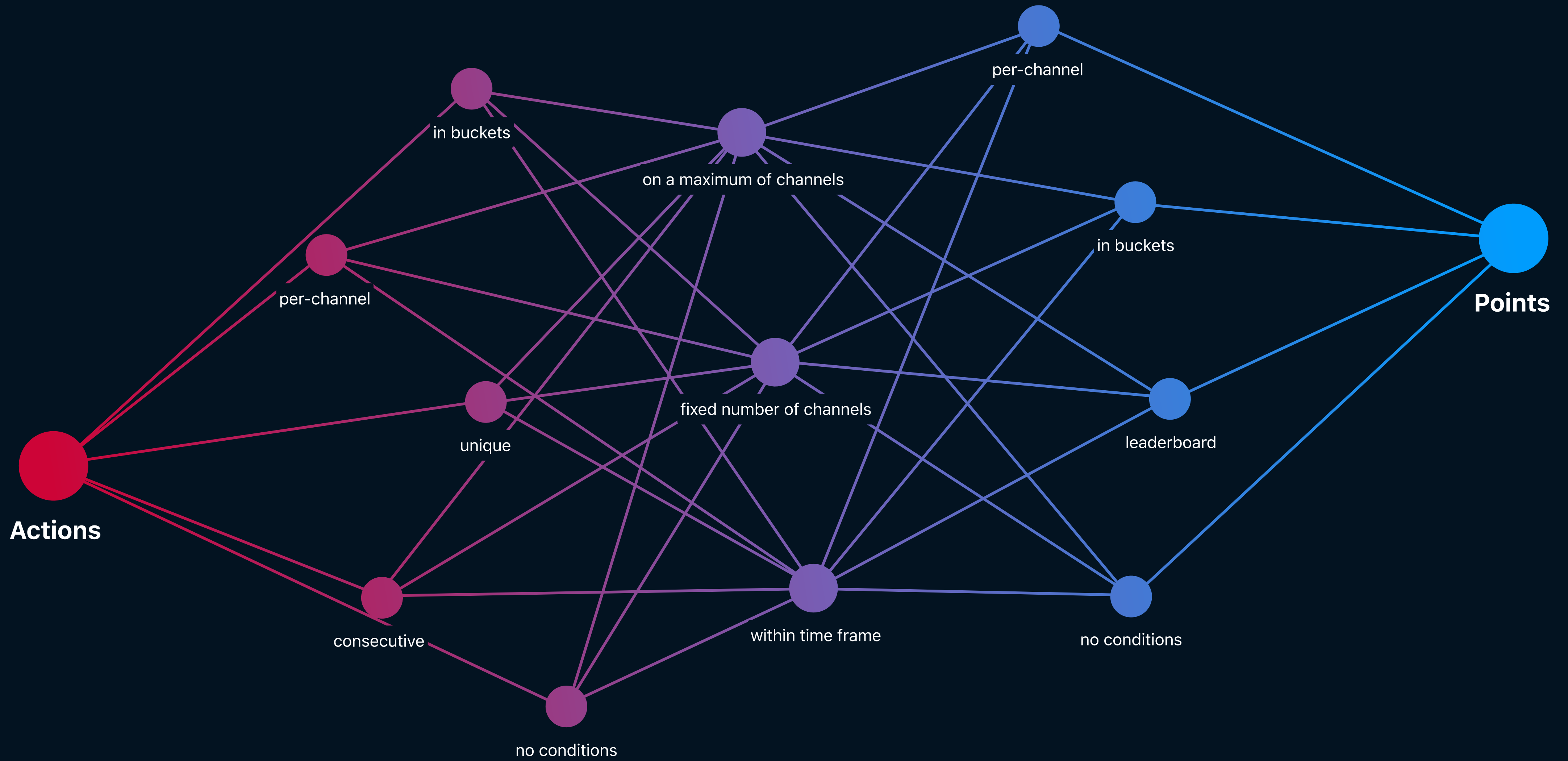
The new Loading Dock helped normalize capabilities and fill in the gap for a middle-ground solution.

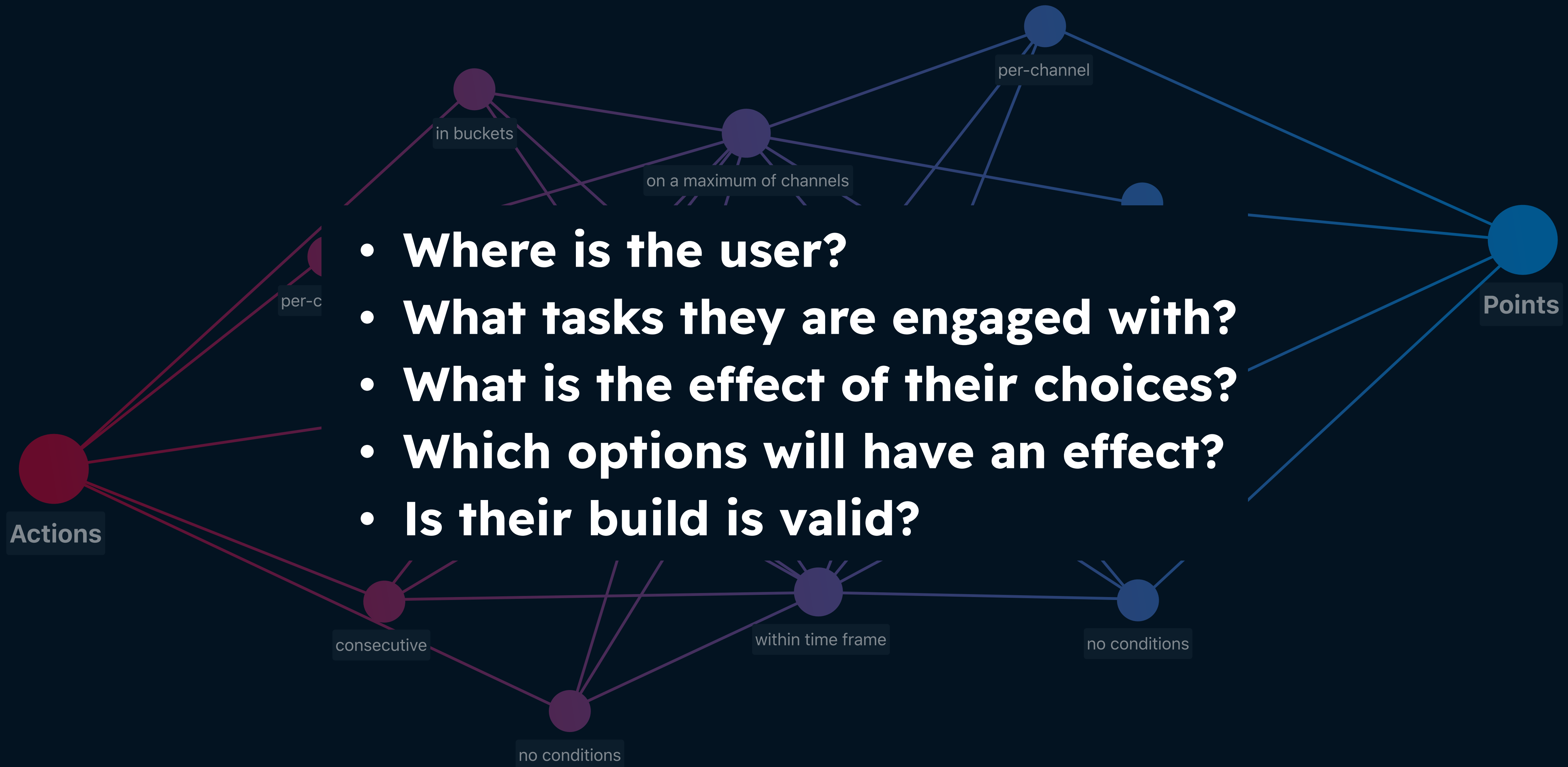
The screenshot shows a 'Loading Dock' interface with a list of items on the left and a search panel on the right. Annotations highlight specific features:

- better search:** Points to the search input field and the search instructions: "Search by any data shown below (comma separate multiple values)."
- recent items:** Points to the first item in the list: "Gen vs JoKa Summer Jam 2021 April 1 at 17:00".
- more context:** Points to the expanded item: "Team Liquid vs G2 Valorant Championship Series April 1 at 17:00".
- serialization:** Points to a double-headed arrow at the bottom of the dock.

The interface includes a "Close" button in the bottom right corner.

Transforming Quest Objectives Using Disclosure and Conversation





Working with the team, I learned that most challenges could be solved by using disclosure, or conversation.

Benefits of Conversation

How will the objective be met?

Points Actions

`objective_metric` would be too abstract.

Timing

Can a user only complete missions during specific times?

No Yes

Please enter the time frames that will determine when interactions are valid. You can use a broadcast or Liquid+ event, or enter the time frame manually.

Add Time Frame

`time_frame`

wouldn't explain the effect very well.

Helps further clarity purpose and effects.

Benefits of Conversation

Select any additional conditions needed in order for the objective to be met.

- None
- Actions Per Channel
- Actions in Buckets
- Consecutive Actions
- Actions from Unique Channels

Note: Selecting uniqueness means that only a single action is needed on a channel before it is considered valid.

Explaining a unique behavior that will occur.

Select the platforms you would like to track from.

External Platforms

Discord, Reddit, Twitch, Twitter

Would you like to use the entire platform, or a selected set of channels from it?

All Selected

- Discord Add
- Reddit Add
- Twitch 1 Channel Change
- Twitter Add

Priming a user about choices in the future.

Benefits of Disclosure

How will the objective be met?

Points Actions

Select any additional conditions needed in order for the objective to be met.

None

Points Per Channel

Points in Buckets

Options related to the chosen metric (points).

No action options are useful to show.

Objective Description

1 Earn 200 points by watching Twitch streams

Enter the number of points required to meet this objective.

Number of Points

2 200

Tracking Interactions and Sources
Choose how you would like to track the objective's progress from the options below.

General Sources Remove

3 Entire platform(s), or individual sources.

Select the platforms you would like to track from.

External Platforms

4 Twitch

Select the valid interactions for this objective.

Interactions

5 Twitch Views

Note: To track stream sessions, select Twitch Views only.

Only five details needed to complete this setup.

The original experience required more actions, and was just less clear.



Channels

Which services should be used for this objective?

Services

Would you like to track the quest progress from every channel, or from a specific set of channels?

 All Selected

Display this list of channels to users?

 No Yes

Interactions

Select the valid interactions for this objective.

Interactions

Note: To track stream sessions, select Twitch Views only.

Timing

Can a user only complete missions during specific times?

 No Yes

Always needed. And an unclear relationship to channels.

The New Experience

Tracking Interactions and Sources
Choose how you would like to track the objective's progress from the options below.

General Sources
Entire platform(s), or individual sources. Add

Broadcasts
Liquipedia, and manual Broadcasts. Add

Events
Event check-ins. Add

Liquid+
Actions directly on Liquid+ Add

Types helped clarify scope and context.

Tracking Interactions and Sources
Choose how you would like to track the objective's progress from the options below.

General Sources
Entire platform(s), or individual sources. Add

Broadcasts
Liquipedia, and manual Broadcasts. Remove

Select Broadcasts that will be used.

+ Broadcasts Add

Views are automatically tracked on broadcasts. Do you want to track comments as well?

No Yes

Note: Only views and comments can be tracked on a broadcast.

Events
Event check-ins. Add

Liquid+
Actions directly on Liquid+ Add

Branches were more focused, removing clutter and unnecessary choices.

General Sources Remove

Entire platform(s), or individual sources.

Select the platforms you would like to track from.

External Platforms

Discord, Reddit, Twitch, Twitter ==

Would you like to use the entire platform, or a selected set of channels from it?

All Selected

Select the valid interactions for this objective.

Interactions

==

Note: To track stream sessions, select Twitch Views only.

Events Remove

Event check-ins.

Select the Events that will be used to track the objective's progress.

+ Liquid+ Events Add

Note: interactions for check-ins are automatically tracked.

Liquid+ Remove

Actions directly on Liquid+

Select the valid interactions for this objective.

Interactions

==

Other branches.

3. Results

10–20%

Decrease in task completion time.

70%

Reduction in customer effort.

80–90%

Reduction in broadcast errors.

Projected Impact (from tests)

**Working with staff
uncovered more
opportunities for
improvements.**

“The showing channels feature isn’t used very often, and we mostly cover that info in a different place now.”

“Tracking interactions at every level isn’t super helpful for us.”

“It would be really great if we could help users more with event check-ins.”

Designers

Nik Jeleniauskas

Engineers

Luuk Barten, Kenny Luong, Marcelo Fernandes, (...more)

Content Managers

Kathryn Madden, João Brufatto, Nils Gebhardt

Managers

Jesse Heart, Emrys Kleintjens