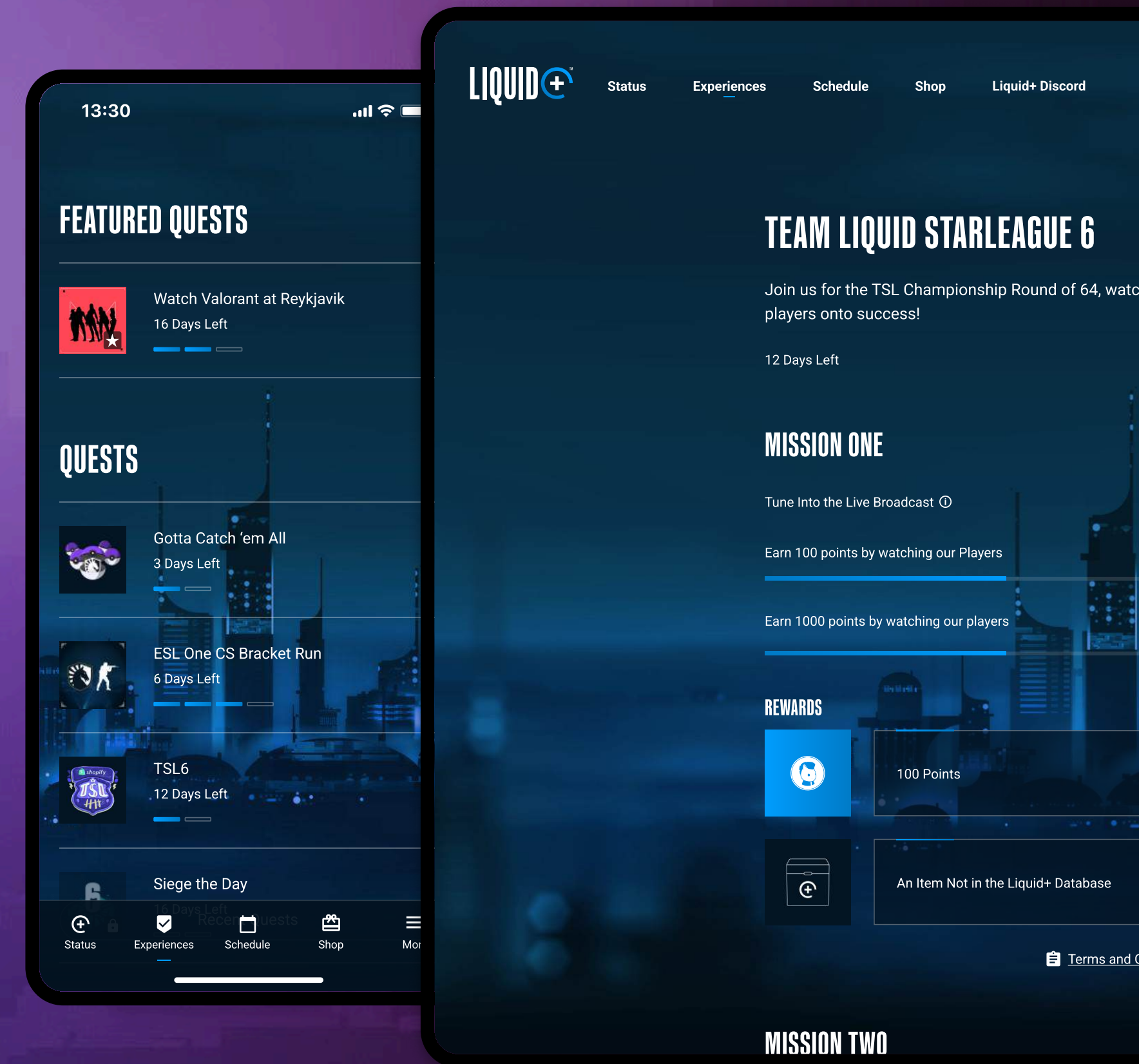


Liquid+ Quests

Driving Engagement and Valuation Through Challenge-Oriented Experiences.

My Role: Design Lead, Researcher, Graphic Designer



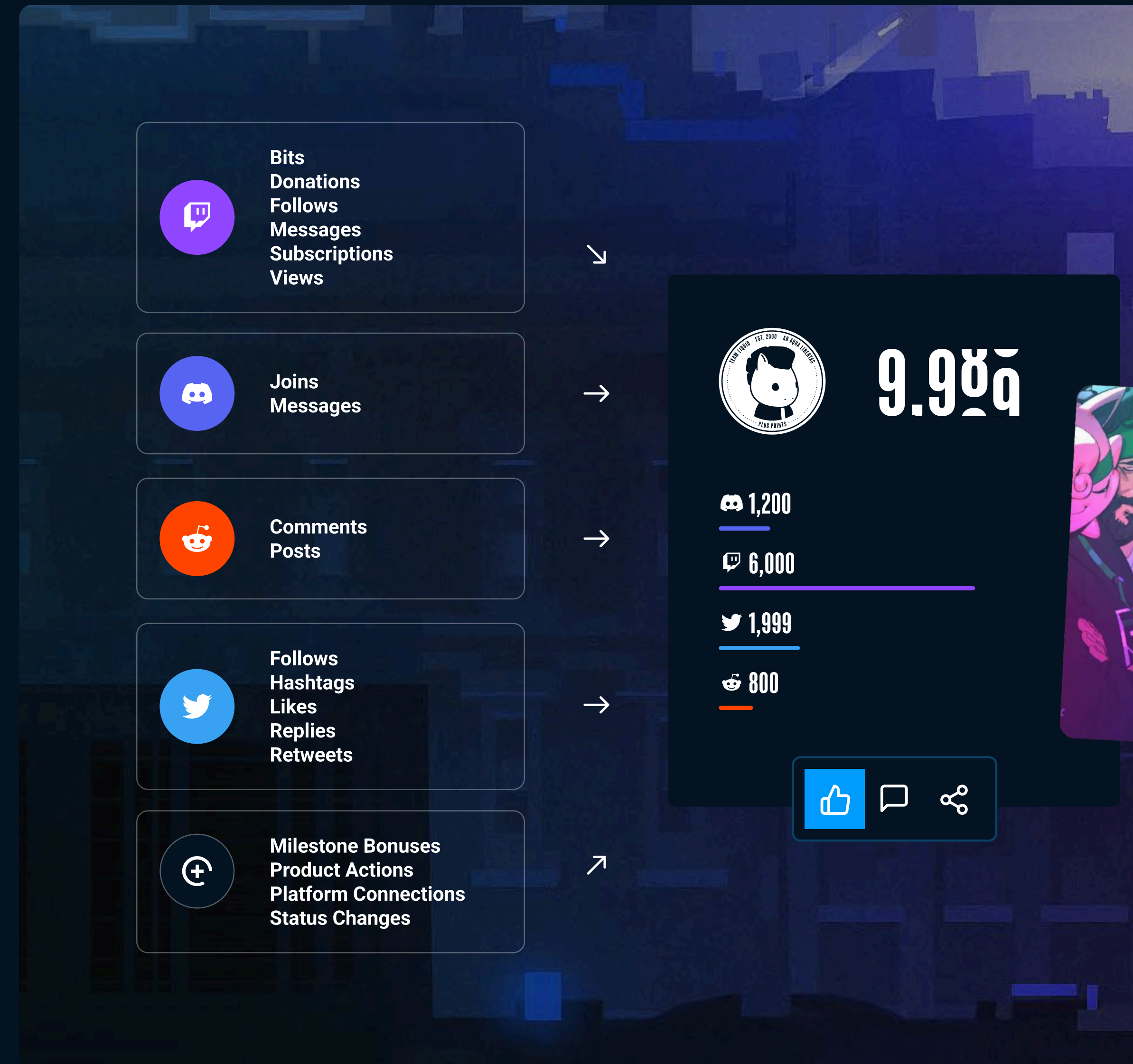
1. Context



A valuation framework based on financial transactions.

Problem Statement

On Liquid+, the core framework for valuating fan behaviors is complex and hard for users to understand on its own.



Goal No. 1

**Build a more personal
relationship with fans.**

Goal No. 2

**Reward fans for what
they're already doing.**

what digital fandom
should feel like

what it actually felt like

(dramatization)



When Choices Create Problems

**Alleviating financial risk
made it nearly impossible
to know where/how to
build value as a fan
without help.**

what digital fandom
should feel like

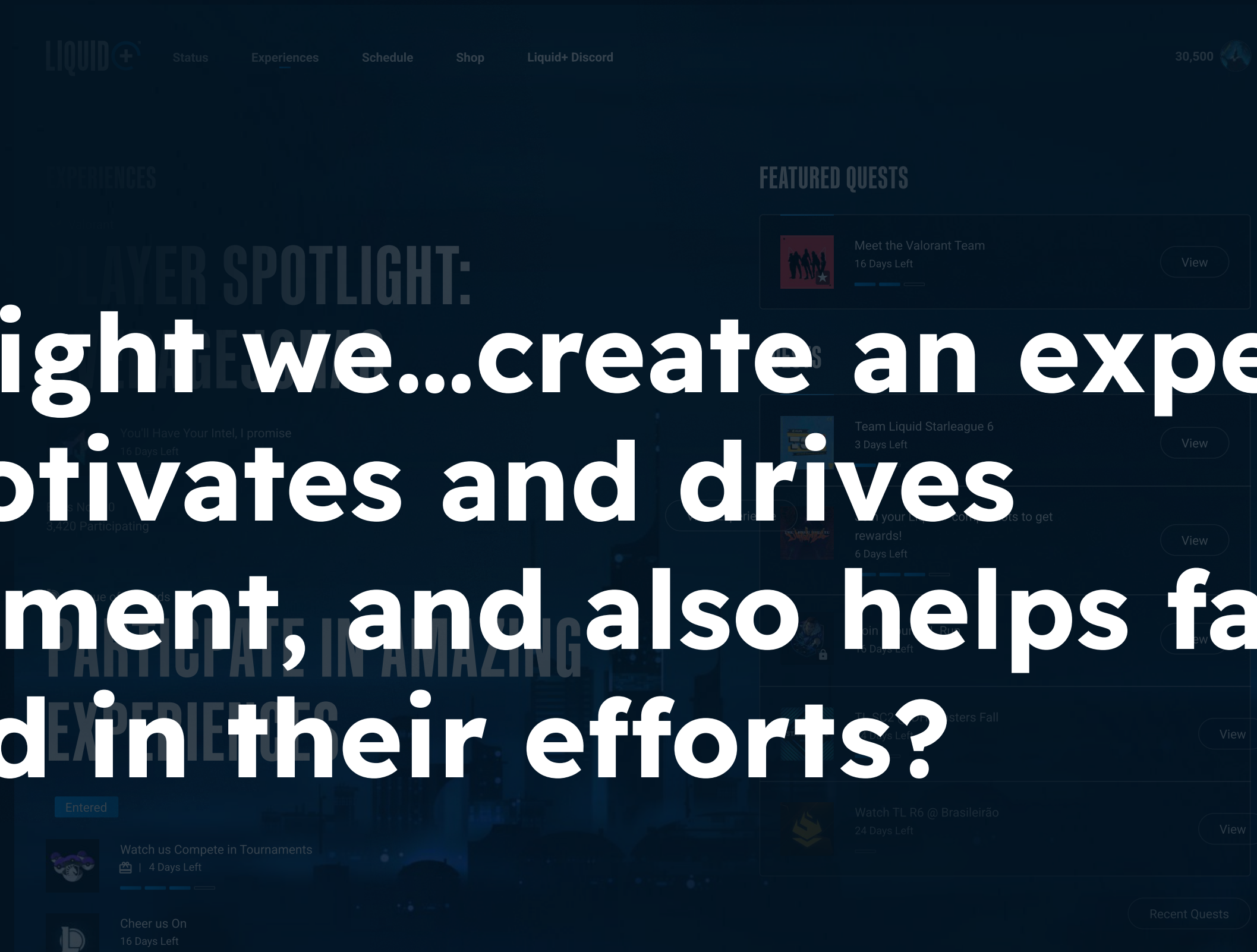
what it actually felt like

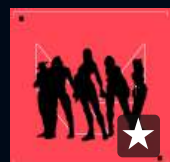
(dramatization)



2. Solution & Success

How might we...create an experience that motivates and drives engagement, and also helps fans succeed in their efforts?





Meet the Valorant Team
16 Days Left



View

Quests



Team Liquid Starleague 6
3 Days Left



View



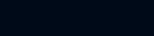
Join your Liquid+ compatriots to get rewards!
6 Days Left



View



Join in our ESL Run
16 Days Left



View



TL SC2 @ DH Masters Fall
24 Days Left



View

User Benefits

- Contextualizes success.
- Learn the product faster.
- Unique or exclusive opportunities.
- Unique additional rewards.
- Reinforces motivation.
- Builds affinity and advocacy.

Business Benefits

- Helps drive growth metrics.
- Lowers barrier for finding value.
- Improves brand affinity and advocacy.
- Motivates additional spending.
- Gain deeper understanding of fans
- Creates new opportunities and revenue streams.

Desired Outcomes

- 1. Fans excited about completing challenges.**
- 2. Fans knew how to complete a challenge.**
- 3. Fans knew where they were in a challenge.**
- 4. Creating and managing challenges was easy.**

One additional problem though...

In order to maintain long-term engagement and satisfaction, Quests had to have enough textural complexity to avoid becoming stale.

↑
and solving this was a massive challenge


Important Constraints

- 1. First to Market**
- 2. Creation without Guidance**
- 3. COVID Changing Priorities**

3. Design Challenge

- What challenges are available?
- How long do I have to complete a challenge?
- How do I complete a challenge?
- Where do I go to complete a challenge?
- How will I know that I've completed a challenge?
- What do I get for completing a challenge?
- How close am I to completing a challenge?
- What do I need to do to collect a reward?
- Have I collected my rewards?

League of Legends



Like A Champ: Cast your champion skills
 Cast your champion skills 30 times 30 / 30
 Cast your ultimate skill 20 times 15 / 20

800 Blue Essence
 150 XP

Zelda: Breath of the Wild



Harvest Stone
 14K XP 0 / 500



Fish at fishing spots
 14K XP 0 / 5

Apex Legends

Finish in the top 3 as Gibraltar, Bloodhound, Bangalore or Crypto	+1 BP LVL
◇ 0 / 1	
Deal 6000 damage as Wraith, Caustic, Octane or Wattson	6,000
◇ 0 / 6000	
Get 5 kills in a single match	6,000
◇ 0 / 5	

Fortnite

Eliminations at The Fortilla

REWARD: 35,000 SEASON XP

Quake



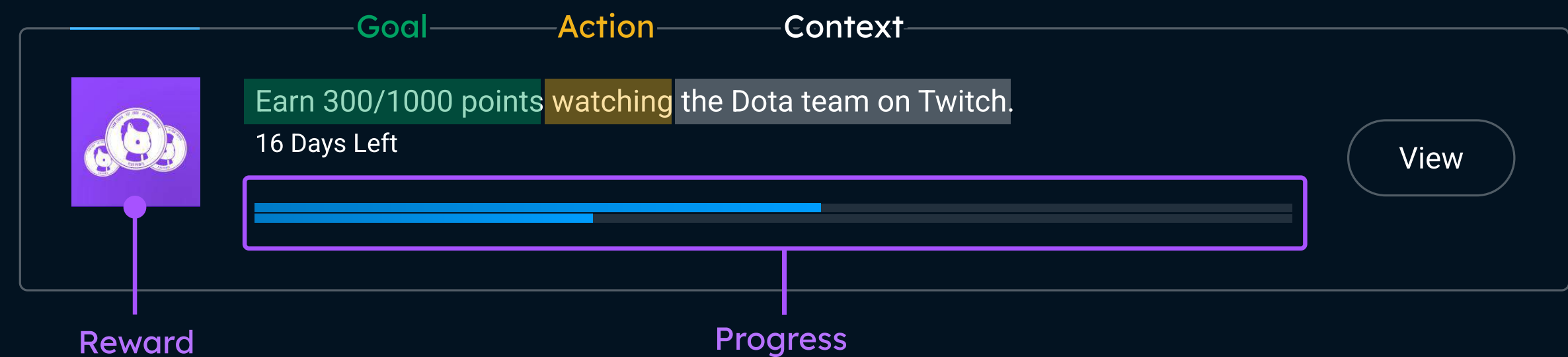
COMBO KILL TDM
 Get 5 Combo Kill medals in TDM
 0/5



ASSISTANT CTF
 Get 3 Assistant medals in CTF
 0/3

what **action(s)** were needed to complete an **objective** at a specific place to receive a **reward**.

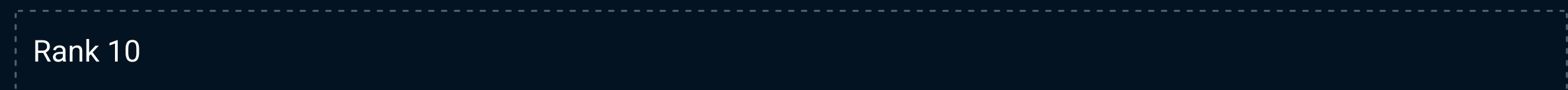
The first version of Quests delivered a clear snapshot of a user's progress.

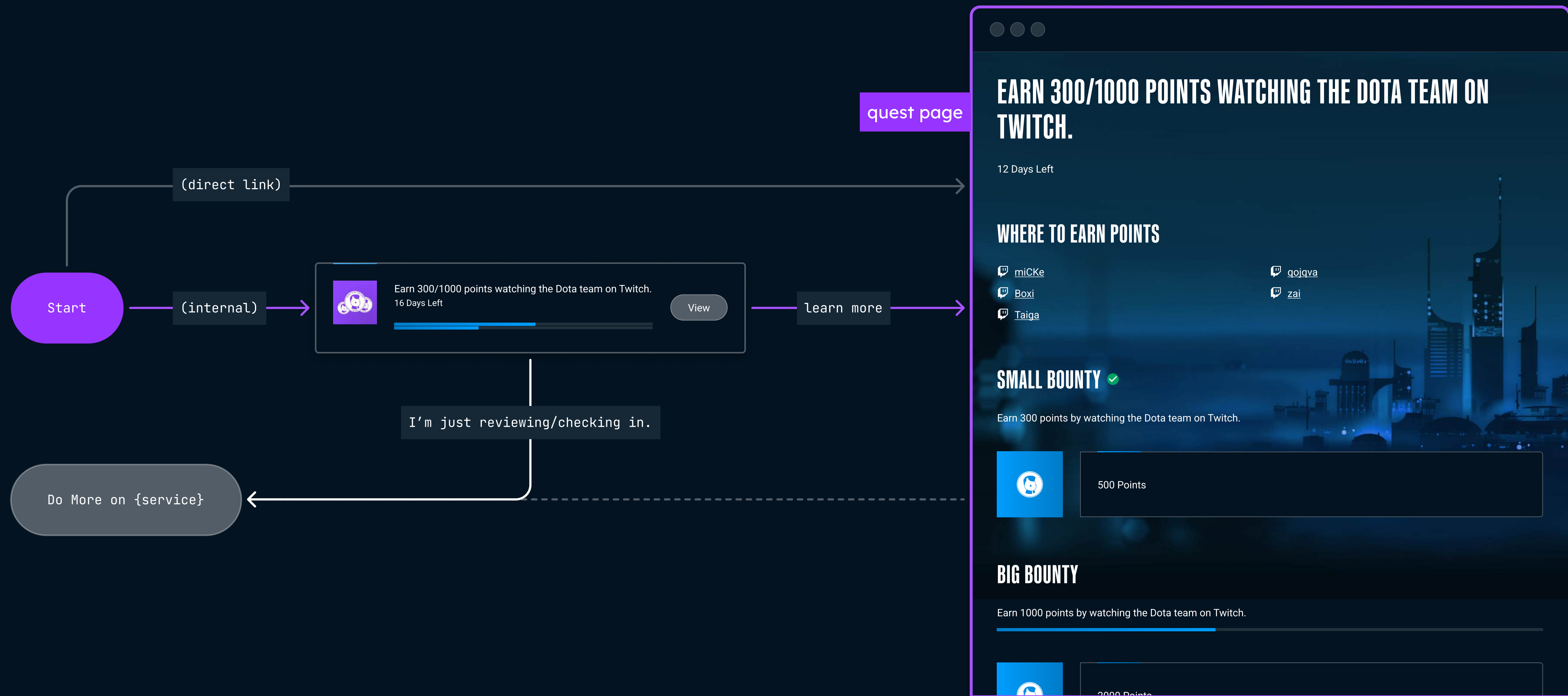


Variant 1: Earning Points.



Variant 2: Competing with Fans in a Division.





quest page

(direct link)

(internal)

Start

Earn 300/1000 points watching the Dota team on Twitch.
16 Days Left

View

Learn more

I'm just reviewing/checking in.

Do More on {service}

EARN 300/1000 POINTS WATCHING THE DOTA TEAM ON TWITCH.

12 Days Left

WHERE TO EARN POINTS

- miCKe
- Boxi
- Taiga
- qoiqva
- zai

SMALL BOUNTY ✓

Earn 300 points by watching the Dota team on Twitch.

500 Points

BIG BOUNTY

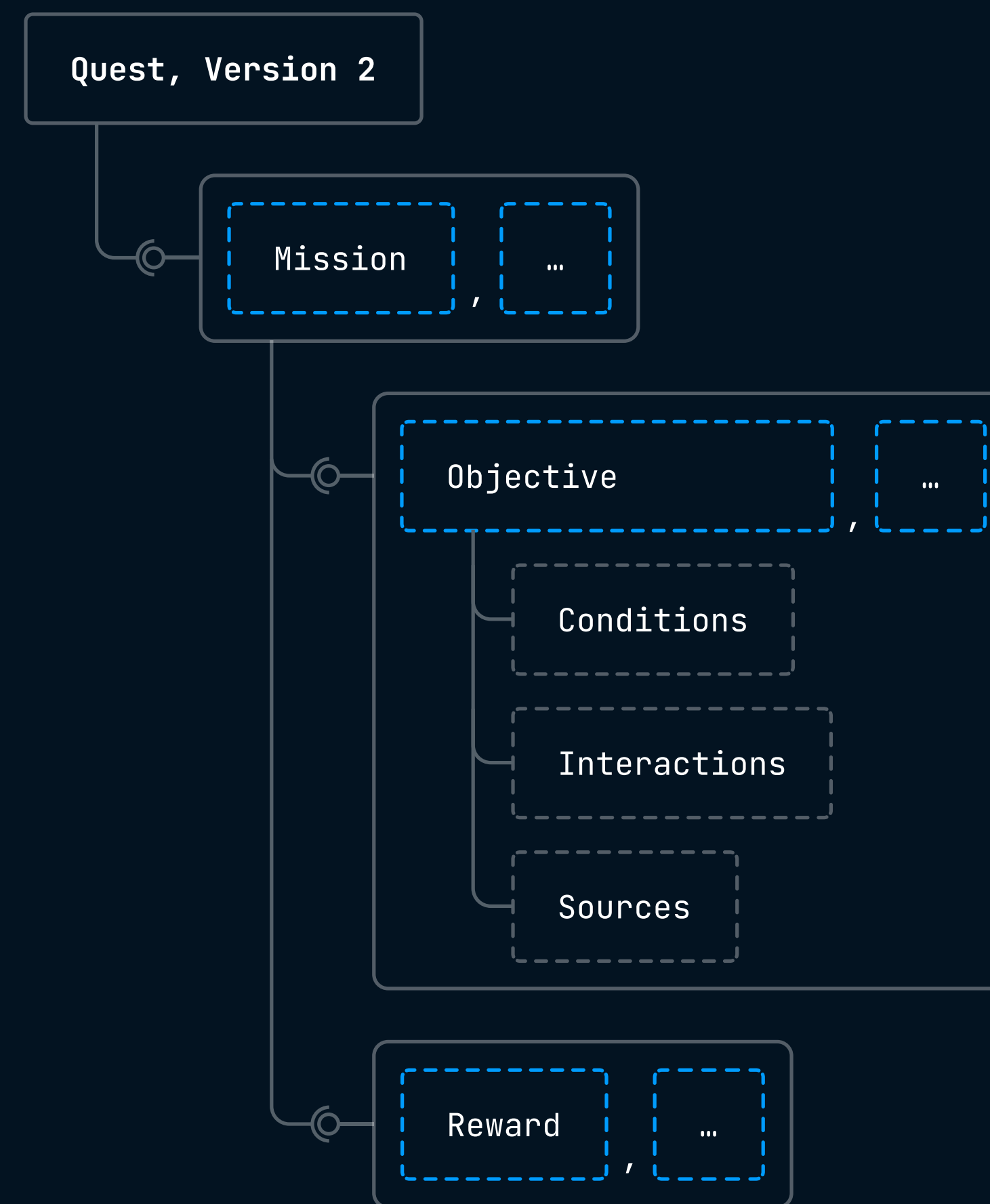
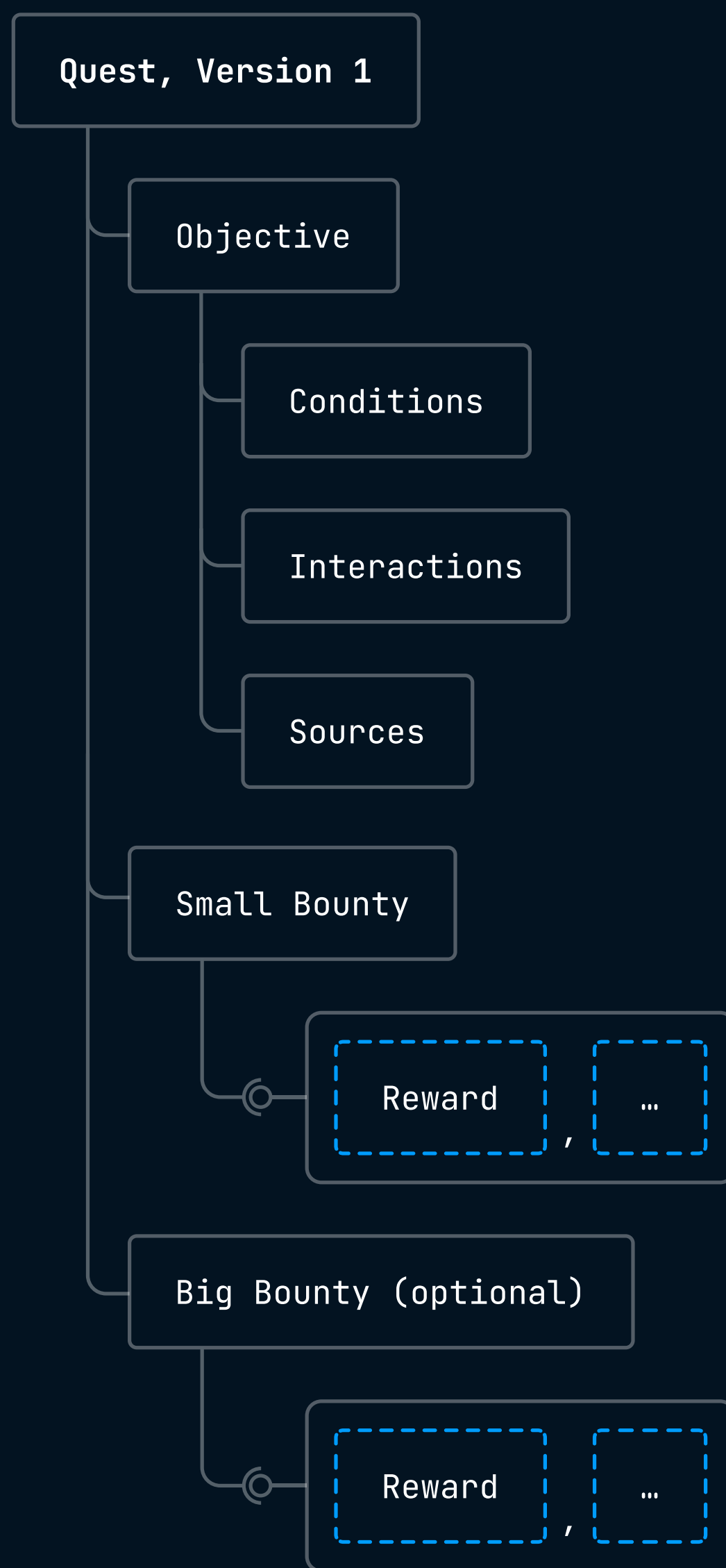
Earn 1000 points by watching the Dota team on Twitch.

2000 Points

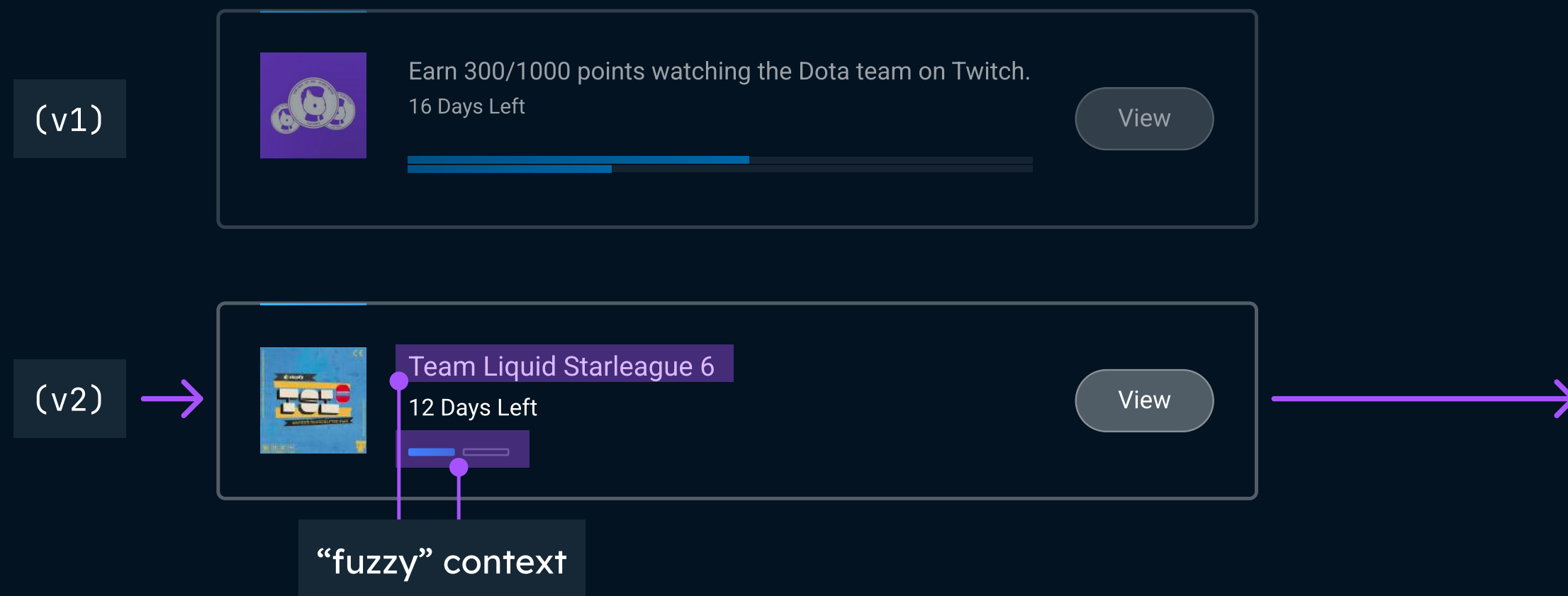
During the Beta, we encountered a few problems with the experience:

- **Some challenges just weren't that fun.**
- **Some Quests encountered legal hurdles.**
- **Focus made it harder to deliver the best experiences to fans.**

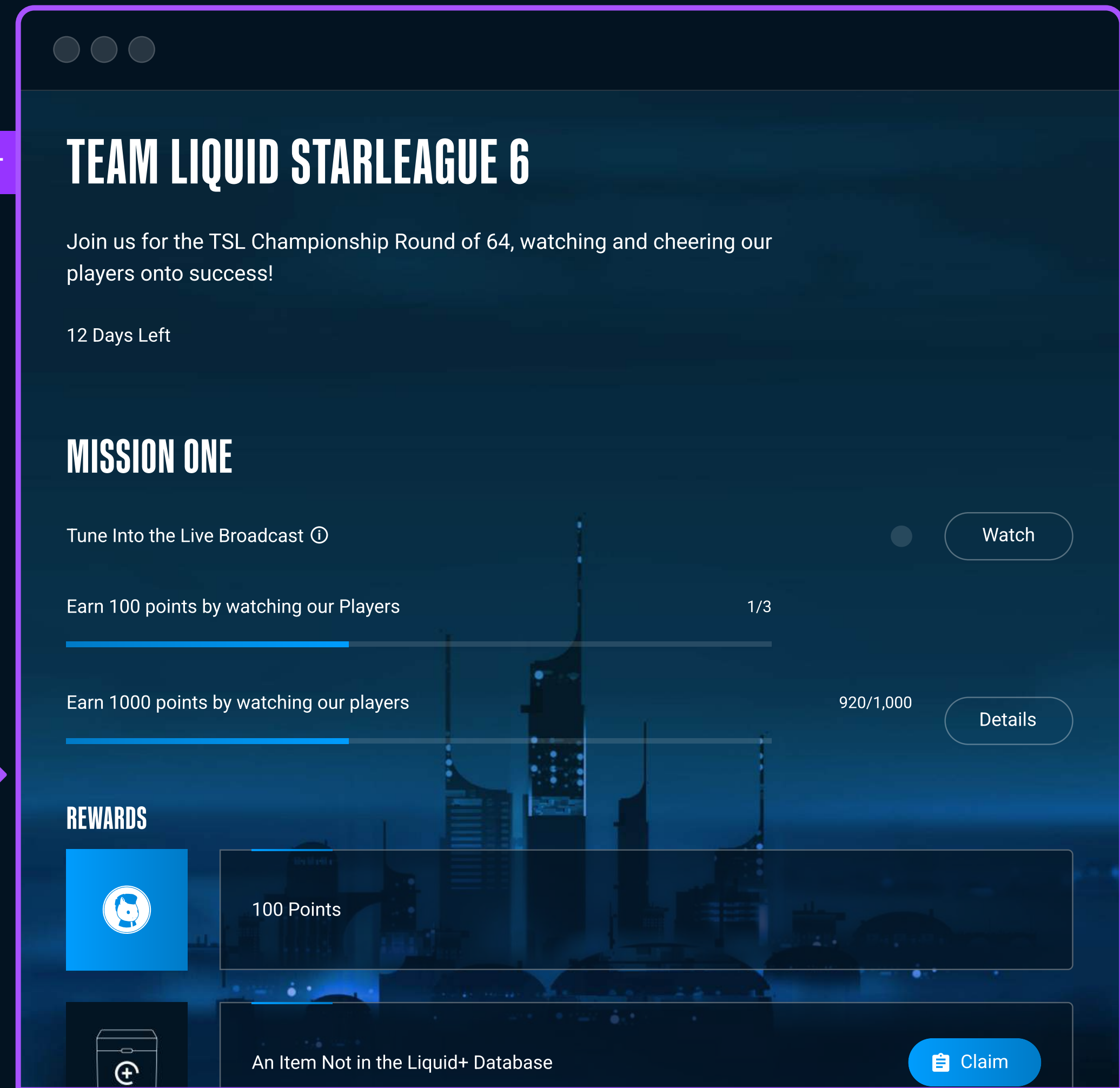
For v2, modularizing the entire feature improved what we could deliver to fans.



The experience had to change because of the massive shift in complexity.

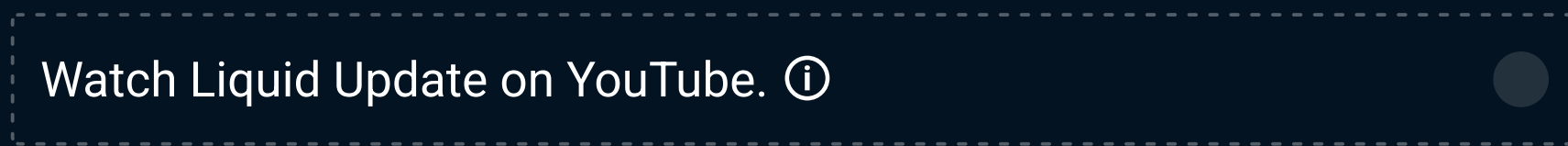


focal point



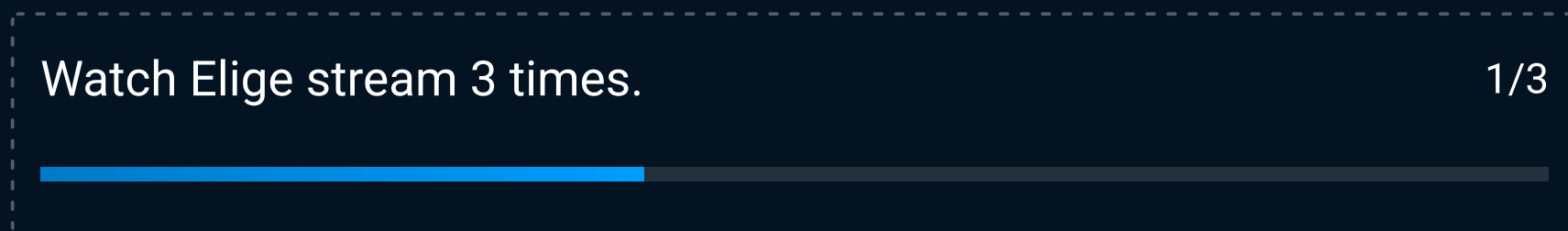
Type 1: single action

Watch Liquid Update on YouTube. ⓘ

A progress bar with a single blue segment on the right side, indicating the task is nearly complete.

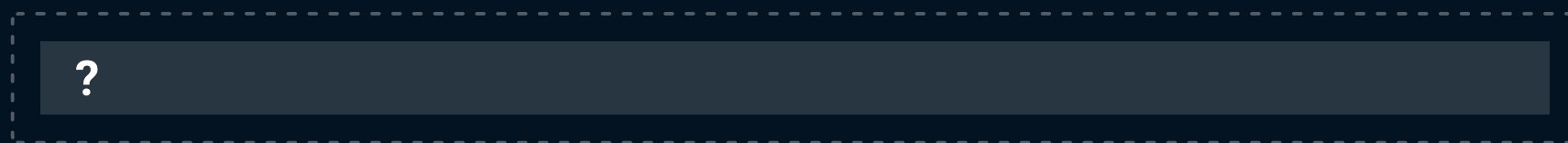
Type 2: multi-action

Watch Elige stream 3 times. 1/3

A progress bar with a single blue segment on the left side, indicating the first of three actions is complete.

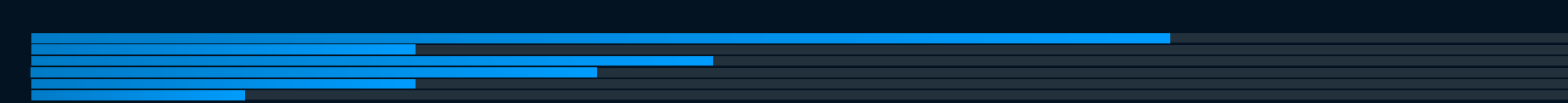
Type 3: multi-action, multi-endpoint

?

A progress bar with a question mark and a grey background, indicating a multi-action task with multiple endpoints.

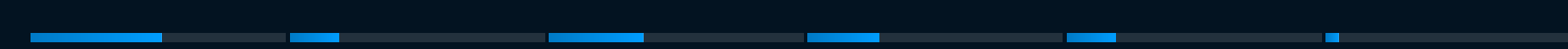
Type 3: Clear Action Context

Earn 100 points on 6 different streams.



Details

Earn 100 points on 6 different streams.

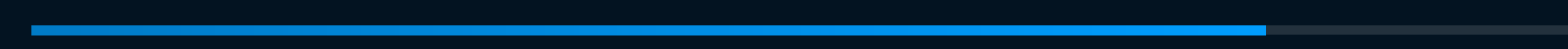


Details

Type 3: Simple Visualization

Earn 100 points on 6 different streams.

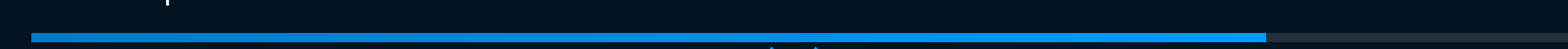
290/600



Details

Earn 100 points on 6 different streams.

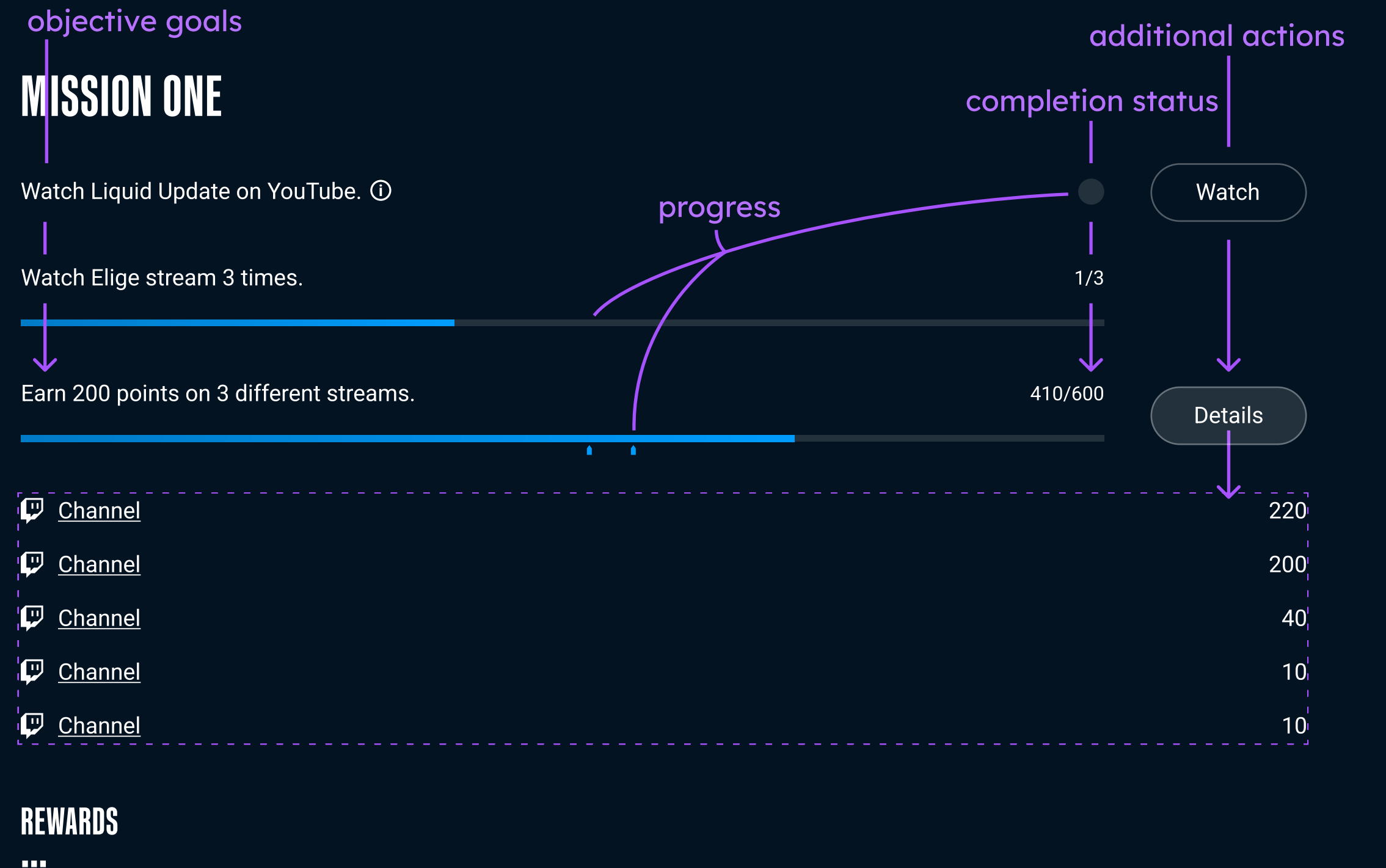
290/600



Details

(stream (single-channel) requirement)

Additional swim lanes also helped to optimize scanning.



Disclosure helped to preserve clarity and goals in the information hierarchy.

Disclosure also created a dedicated space for actions, which enabled other benefits.

Mission/Objective Snapshot

Watch Liquid Update on YouTube. ⓘ

Watch Elige stream 3 times. 1/3

Earn 200 points on 3 different streams. 410/600

Secondary Info

Watch

Details

Watch Liquid Update on YouTube. ⓘ

Watch Elige stream 3 times. 1/3

Earn 200 points on 3 different streams. 410/600

Quick Action

Watch

Details

4. Outcomes

100k

Users in 1 year

70%

Fan Activation

99%

Lifetime Retention

+150%

Engagement on Social Platforms

1.6B







Points Earned

12+

Users with 1M Points

Future Improvements

- The Power of Quests is Not Being Utilized
- Folding Live Events Back In
- Many Experiential Improvements Needed

-  Meet the Valorant Team
16 Days Left
Progress: 2/5
-  Team Liquid Starleague 6
3 Days Left
Progress: 1/2
-  Join your Liquid+ compatriots to get rewards
6 Days Left
Progress: 3/4
-  Join in our ESL Run
16 Days Left
Progress: 0/1
-  Watch TL R6 @ Brasileirão
24 Days Left
Progress: 0/1
-  TL SC2 @ DH Masters Fall
24 Days Left
Progress: 1/2

TEAM LIQUID STARLEAGUE 6

Join us for the TSL Championship Round of 64, watching and cheering our players onto success!

12 Days Left

MISSION ONE

Tune Into the Live Broadcast ⓘ


Watch

Earn 100 points by watching our Players 42/100

Earn 1000 points by watching our players 920/1,000

Show Details

REWARDS

 100 Points



Things I wished I had done differently

Being a better driver for a collaborative outcome, and taken more time to learn from fans.

Designers

Nik Jeleniauskas

Engineers

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

Project Managers

Jesse Heart, Emrys Kleintjens

Content Managers

Kathryn Madden, João Brufatto, Katie Cohen, Nils Gebhardt