

Monetizing User Experience Empowers Exponential Product Growth for Digital Media Company

Product update sees sharp increase in unique user engagement

- PRODUCT STRATEGY
- WEB DEVELOPMENT
- UX STRATEGY & IMPLEMENTATION

INTRODUCTION

A blockchain-based product company was in the process of developing an eSports game. Looking through a product lens, they needed a fresh perspective on web development and strategy to help the product reach its potential. This company teamed up with Level to rethink the user experience (UX), implement a new frontend in React, and build out new features that would resonate across a diverse group of users.

CHALLENGE

Creating a unique user experience in an already saturated environment was a considerable roadblock. The client wanted to focus on better understanding their audience while evaluating user activity.

In attempts to pique customer interest, some of the challenges the client was up against included:

- Differentiating UX and features from similar products on the market
- Avoiding being “everything to everyone”
- Product management needs (i.e., sprint organization and estimations)
- Building a solid foundation for an MVP that could grow with them



In an already noisy and saturated space, it’s essential to avoid being too derivative. We wanted to add features that keep users engaged long term and create a competitive experience that motivated them to invest in the product.

Christoph Khouri, Senior Director, Level



APPROACH

Level’s mission was to help this client gain a competitive edge by focusing on user needs that offered a unique experience and provided key new features. Figuring out what elements users were most interested in would keep engagement high.

Level’s plan of action included:

- Consulting with real-time users through interviews
- Collaborating with designers to iterate and increase performance scores
- Creating streamlined processes for more efficient development and design sprints
- Developing tournament features, allowing players to win real money

RESULTS

The product was initially launched in March 2020, just as the pandemic lockdowns began. After releasing updates that included the highly-anticipated player hub and tournament features in September, total users by day more than doubled.



A sharp increase in user base



Considerable growth in performance benchmark score



A top-10 ranking on OpenSea



Improved marketplace for users to purchase items and upgrades



Completion of the new real-time leaderboard for user rankings

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