



APPLY

PLLAY

Mobile App Case Study

August 2020

PLLAY

Industry
Gaming

Deliverables
Branding, App,
Marketing

Our Role
Strategy, Design,
Engineering, Growth

Download


AI-Powered Gaming



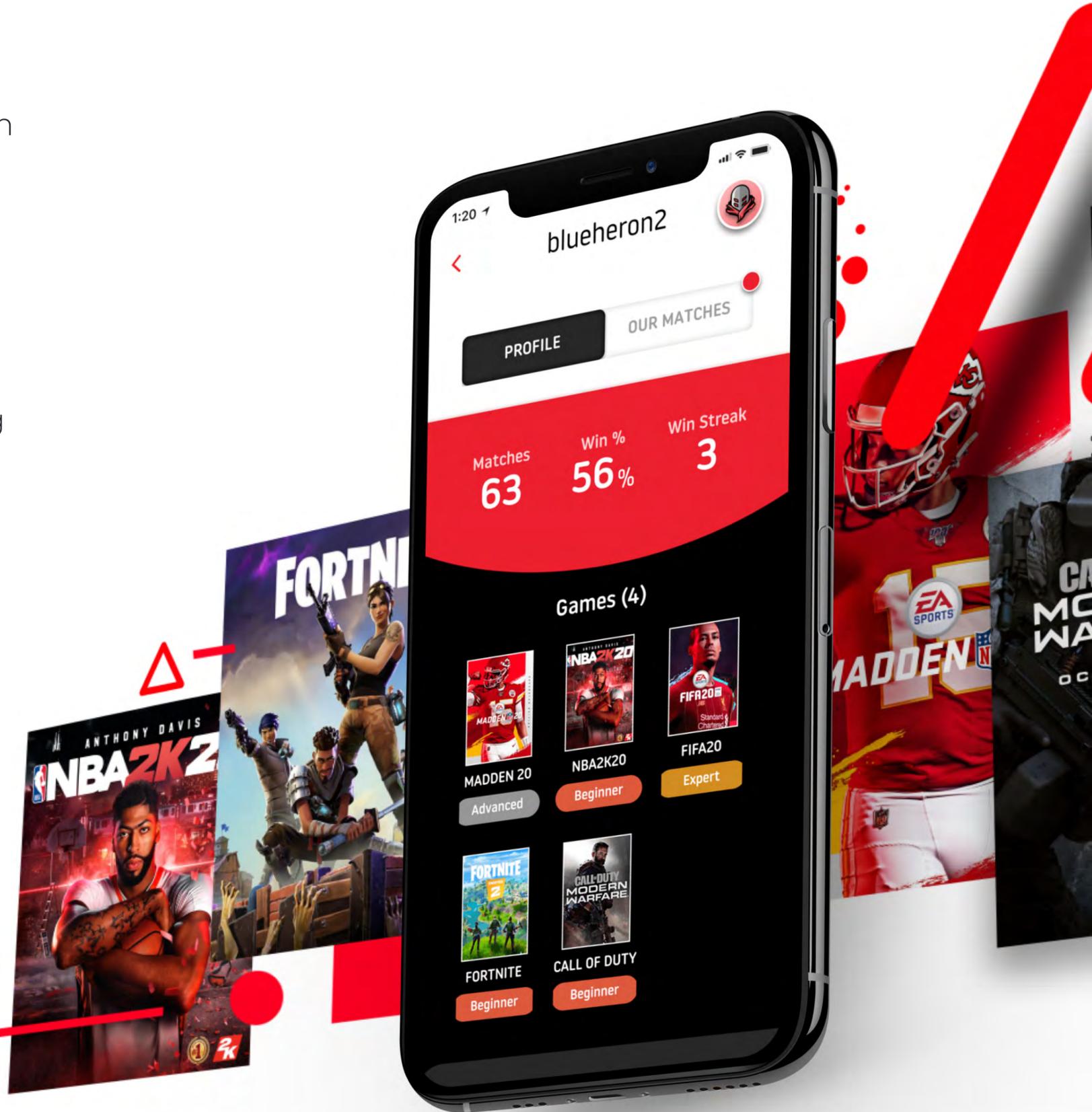
Background

The Challenge

For generations, video gamers have been battling it out with friends and strangers on the virtual playing field and adding cash wagers to make each victory a little bit sweeter.

But in the heat of the game, players can lose their cool when it comes to naming one player a winner and the rest a few dollars shorter. Without a referee watching gameplay, resolving these disputes on current video game wagering platforms can be slow, leaving the winner waiting weeks to claim their victory- and payout.

Enter PLLAY. PLLAY came to us with the world's first AI-driven Computer Vision technology smart enough to watch gameplay in action, determine a winner right away, and process payouts in seconds. Never one to shy away from industry-shaking technology, we couldn't wait to get into the game.



A decorative graphic on the left side of the slide features several gold coins with the PLLAY logo embossed on them, scattered around a central green circular icon containing a white checkmark. A short red horizontal line is positioned above the 'Solution' header.

Solution

The Strategy

A new company, PLLAY was in search of a business model that would shape its growth into a successful digital company. We quickly realized that PLLAY is perfectly designed to give casual players from every background a competitive, adrenaline-filled gaming experience - without any of the 24/7 dedication required to be a professional eSports player.

We launched PLLAY as a subscription-based service. Players purchase match tokens or match packs up front- one token unlocks each match. That way, players get to keep 100% of any cash they win during a head-to-head match. This two channel approach feels better for the player, but also keeps the app up and running.

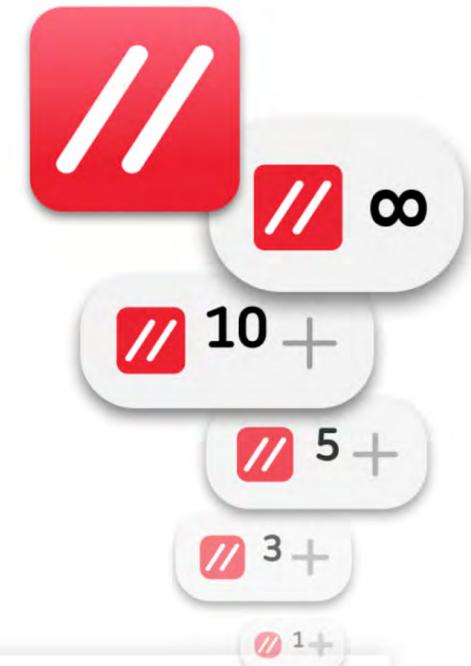
On the product front, we defined a robust product feature set supported by AI technology that included tools to set up and find matches, make wagers, chat with others, and start and end games. Hugely scalable, PLLAY is more than an app- it's proof of the potential at the intersection of emerging technologies and video gameplay.

Solution

Future Focused Design

PLLAY AI arrived with a list of product features, but no set specific design requirements- music to our creative ears.

We began our work by putting ourselves in the shoes of the user, imagining the experience from the initial onboarding experience, and building wireframe designs one user journey stage at a time. This approach gave us an unusual amount of freedom to measure which features worked best with a community of internal and community testers- a truly agile approach.



Power Pack

15 matches/month

\$12.99/month

BEST VALUE

P/DAY Pass

5 matches/month

\$4.99/month

MADDEN NFL 20 EA SPORTS

1000 250

FIFA 20 EA SPORTS Emirates

1000 250

ME FRIENDS

PLLAY Points 300,000

Funds \$75,000

My Matches

Active	Received	Won	Lost
2	1	50	9

VIEW MY MATCHES

My Money

Funds	Matches	Won
\$ 75,000	\$ 150	\$ 450

1 Token = 1 Match

Use tokens to initiate a match. You still need money to wager.

[Continue to setup wallet](#)

[Buy match tokens now](#)

[Sign up later](#)

Get ready to PLLAY

Complete these 4 tasks to create your match and earn the joining bonus to your first match.

- User verified
- Cash added
\$20 added
- Twitch connected
jdinija035
- Share your Gamer Tags

[Link Twitch](#)

[Sign up later](#)

One last step to get

0 \$0

Latest Matches

PS4	Rosrules1947	FUT	\$1
Xbox	Instadoodle87	FUT	\$2
PS4	CraigVil99	FUT	\$5
Xbox	Demonprincess01	FUT	\$10
Xbox	1PeanutFaLife	FUT	\$20

[Create bet](#)

1v1 cash wagering for gamers

Take the tour and sign up

[Continue](#)

[Create bet](#)

\$20

Provide your contact details

Verify your identity with your 10 digit phone number and home address zipcode to get into the game. Your email will be used to set up your account.

Mobile number
+1 - 123 123 1234

Home zipcode
10000

mail.com

Buy Tokens

One Match Token per player unlocks one head-to-head competition. Bragging rights are free.

- 1 Match token
1 Token per Match
\$1.99
- Pass
5 Match tokens
\$6.99
- Power Pack**
15 Match tokens/month
\$17.49/month
BEST VALUE

Recurring billing. Cancel anytime. Payment will be charged to your iTunes account at confirmation of purchase. Your subscription automatically renews after every month. You can manage your subscription and switch off auto-renewal by accessing your iTunes & App store account settings after purchase. All personal data us handled under the terms and conditions of PLLAY's [privacy policy](#).

or [Restore purchase](#)

[Continue to setup wallet](#)

[Sign up later](#)

[Create bet](#)

\$XX

\$XX

120 matches in FIFA20

15 players
Viewing the matches

\$XX

Create a bet

You are nearly there!

[Finish Sign up](#)

[Continue the tour](#)

[Review bet](#)



blueheron2

PROFILE

OUR MATCHES

Matches
63

Win %
56%

Win Streak
3

Games (4)



MADDEN 20

Advanced



NBA2K20

Beginner



FIFA20

Expert



FORTNITE

Beginner



CALL OF DUTY

Beginner



Sort

\$50

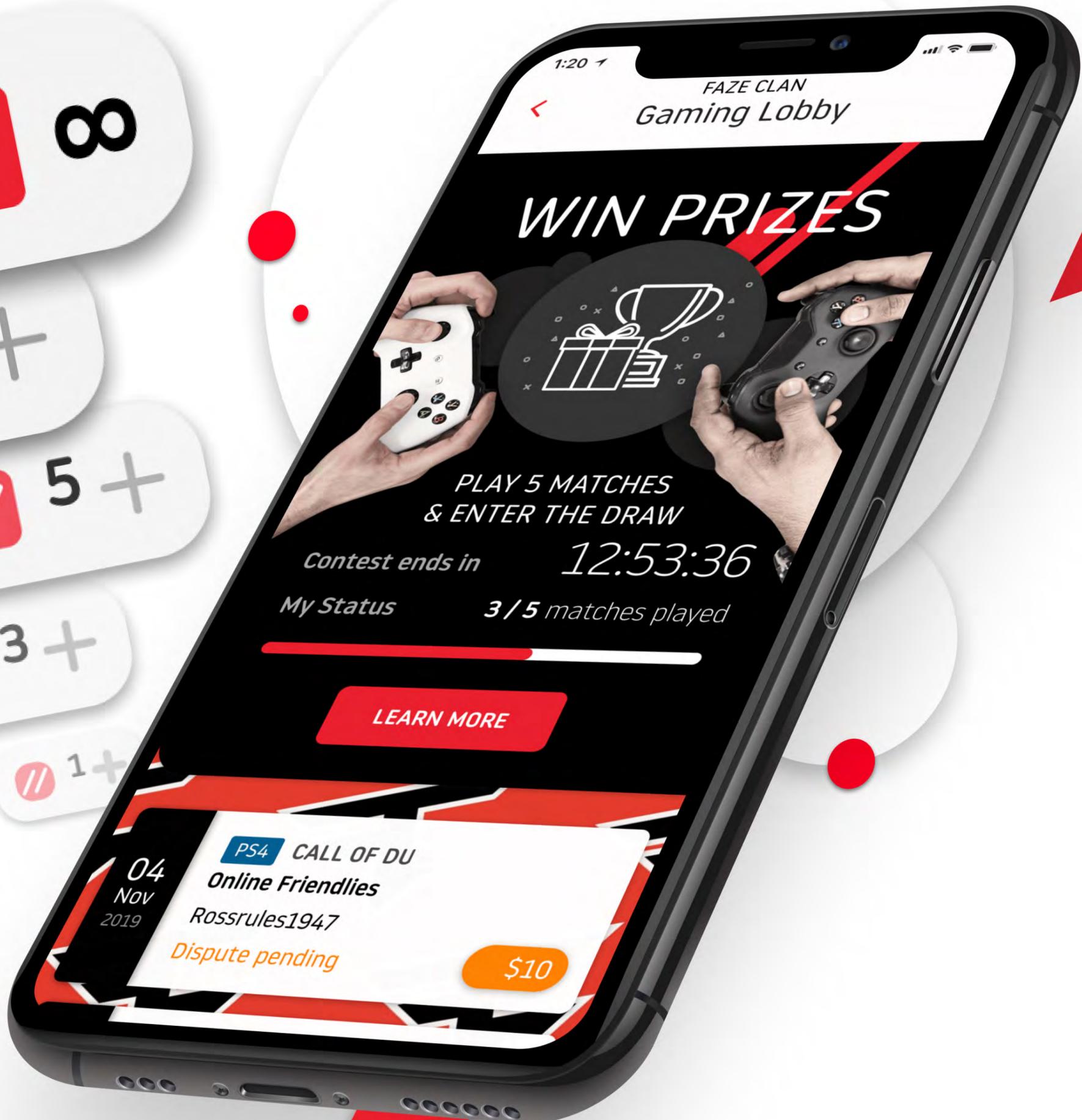
\$5

OPEN MATCH

PS4
BA2K20

Friendlies

Confirm



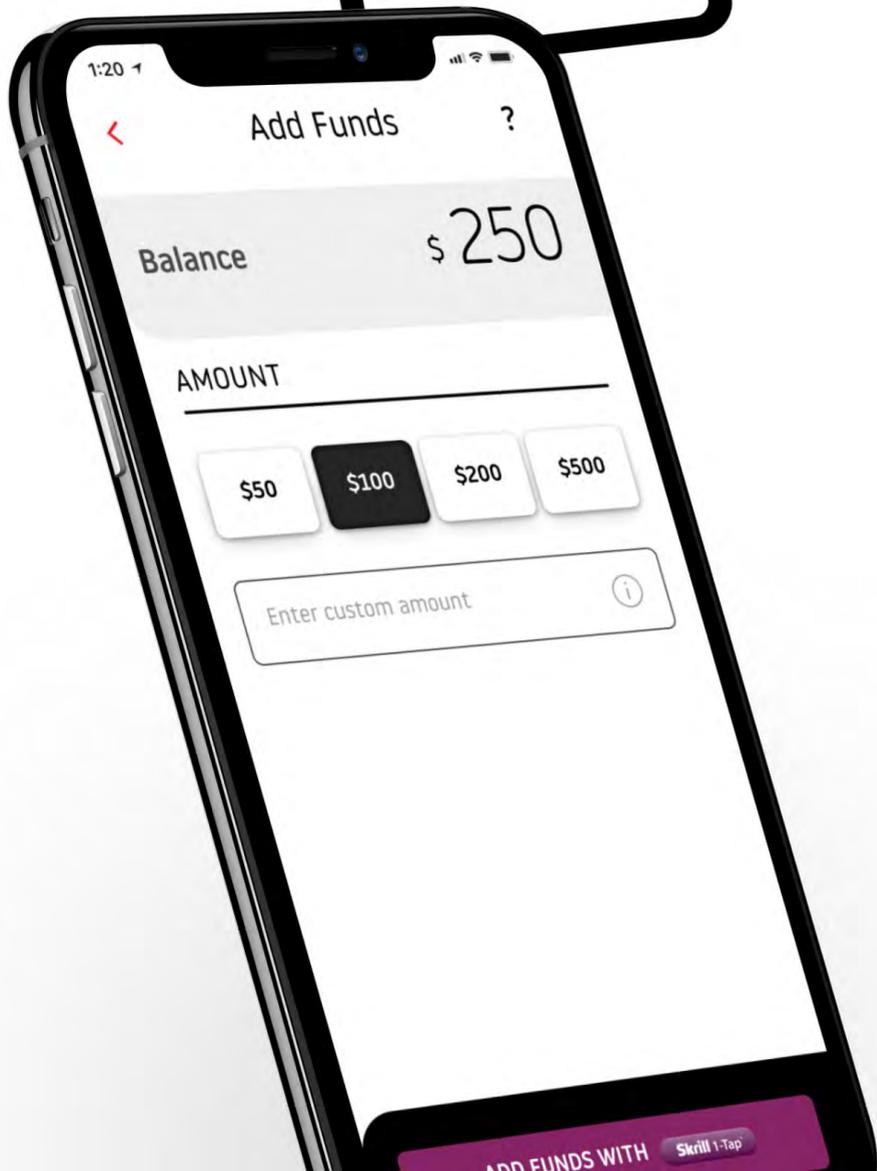
Solution

Transforming Complex Technologies into One Incredible Gaming Experience

PLLAY is built on top of a layered microserver architecture, with multiple complex services integrating into the platform.



Skrill



Solution

Integrating Computer Vision & AI

An AI technology, Computer Vision gives PLLAY the ability to ‘watch’ users’ gameplay in action, and make split-second determinations about the rightful victor of each match. PLLAY AI observes players’ Twitch streams, decodes gameplay into usable data, and then uses this to determine the winner.

Game Play as a Transaction

With two distinct payment systems within one app, PLLAY presented some unique challenges- and opportunities.

An in-app wallet gave players a way to transfer funds in order to place wagers on their head-to-head gameplay. Amazon Quantum Ledger was the system of choice, paired with Skrill as a payment method. This ensures a secure and transparent wallet that reacts quickly enough to award winners their payout instantly.

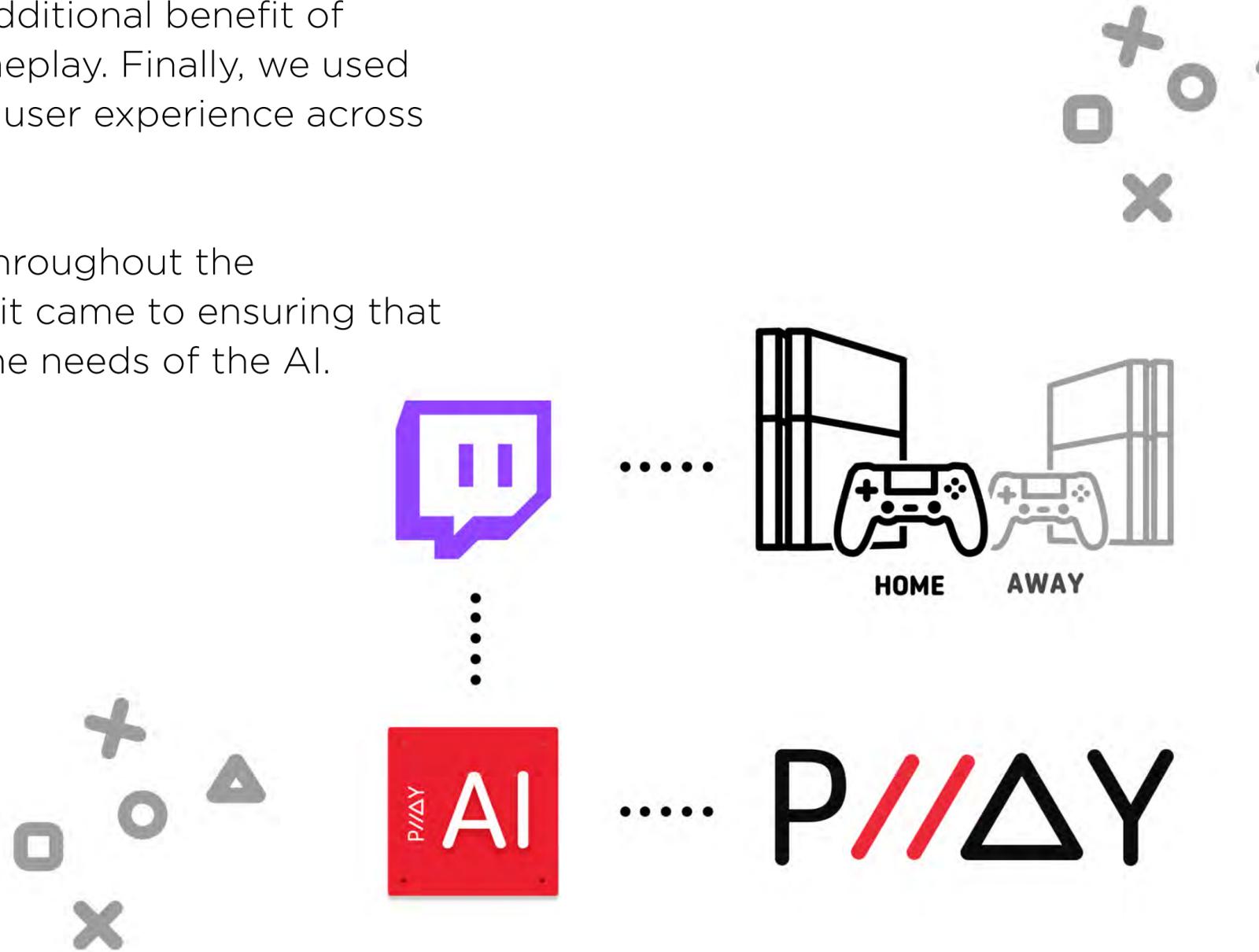
Players also need to purchase either subscriptions or tokens within the app in order to be able to start or participate in a match. This required the approval of the Apple App Store review team, easily received due to the quality of info we provided proving our compliance.

Solution

App Technology

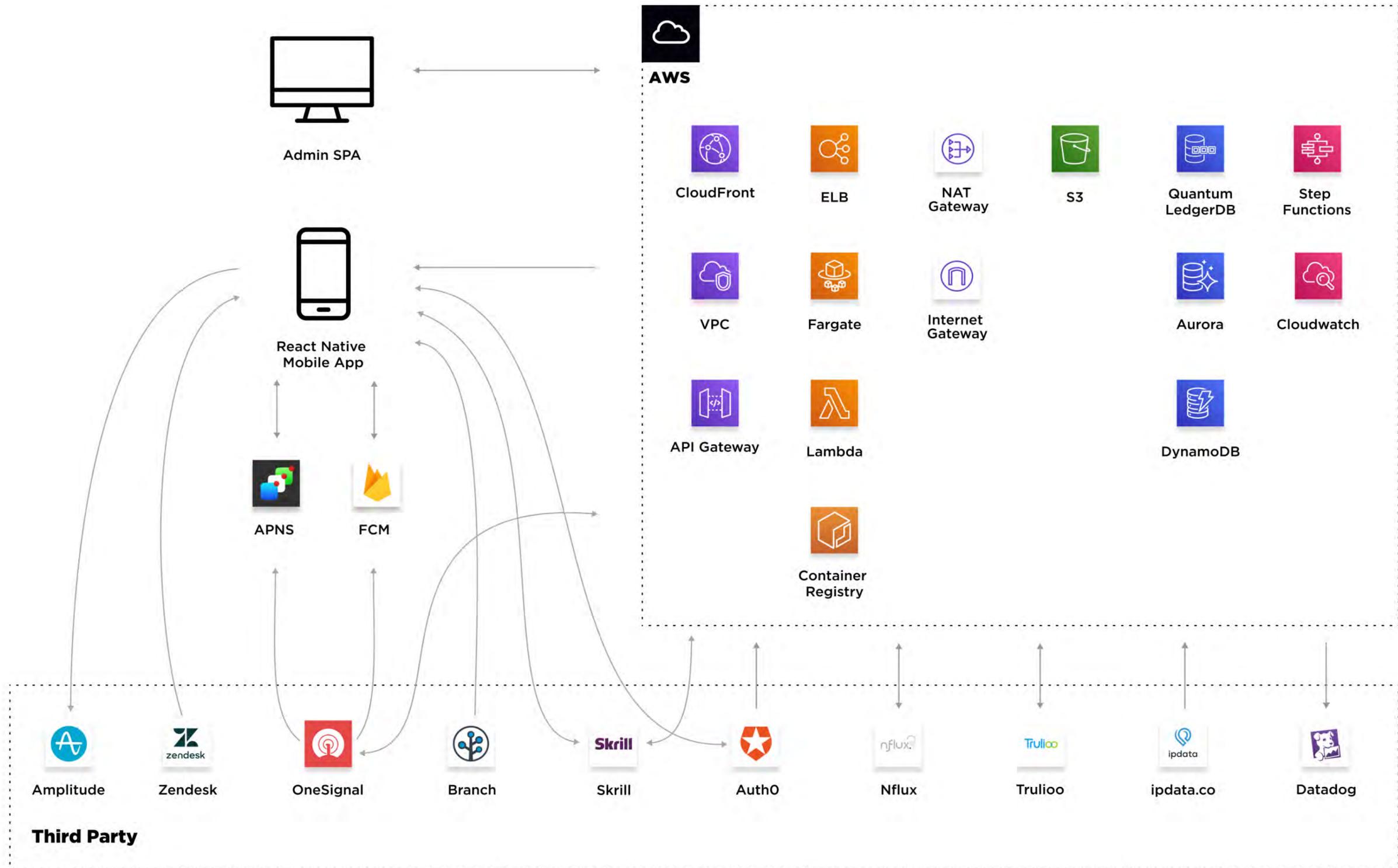
PLLAY was developed using React Native. Integrating AI elements into the PLLAY app required the development of a complex and customized API communications protocol. We also needed to keep the app active and connected to PLLAY AI even during long periods when the user was away from their device and occupied by gameplay. This was accomplished with automated call and response protocols and by requiring players to confirm when their match was completed, which offered the additional benefit of training the AI to recognize the end of gameplay. Finally, we used UX copy to ensure a high energy on-brand user experience across the app.

QA testing was an important component throughout the development process, but especially when it came to ensuring that the PLLAY app served both the user and the needs of the AI.



Solution

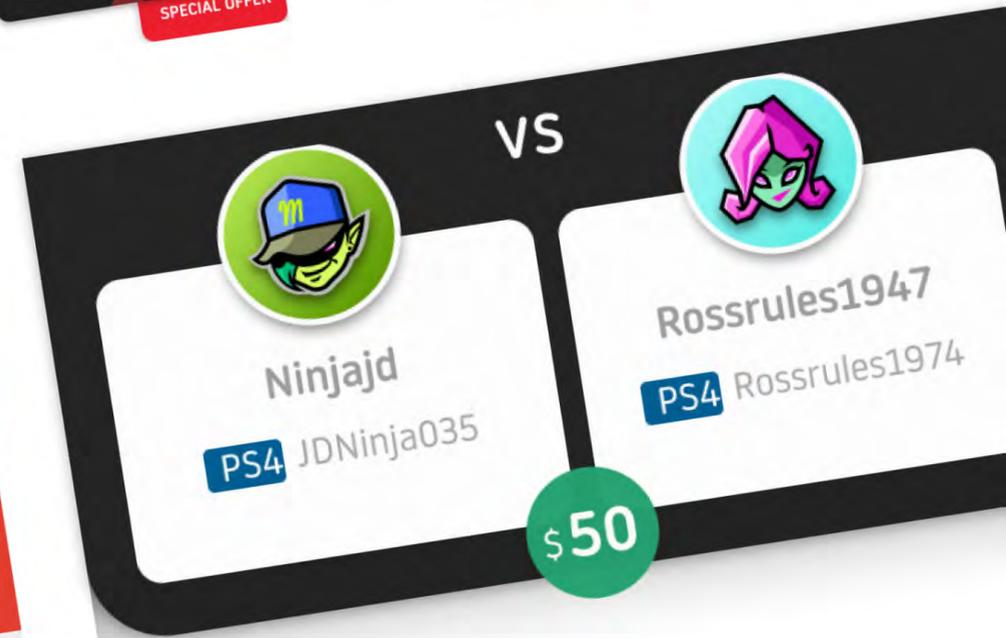
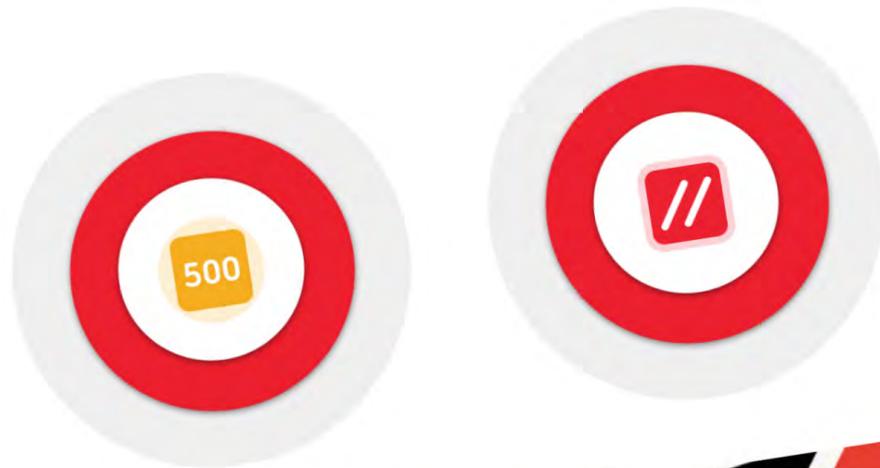
Technical Architecture



Solution

Keeping Game Play Wagering Legal

As a head-to-head wagering experience, PLLAY needed to play according to specific government and state regulations. We drew on IP lookup tools and Trulioo to screen and approve users based on location and age.



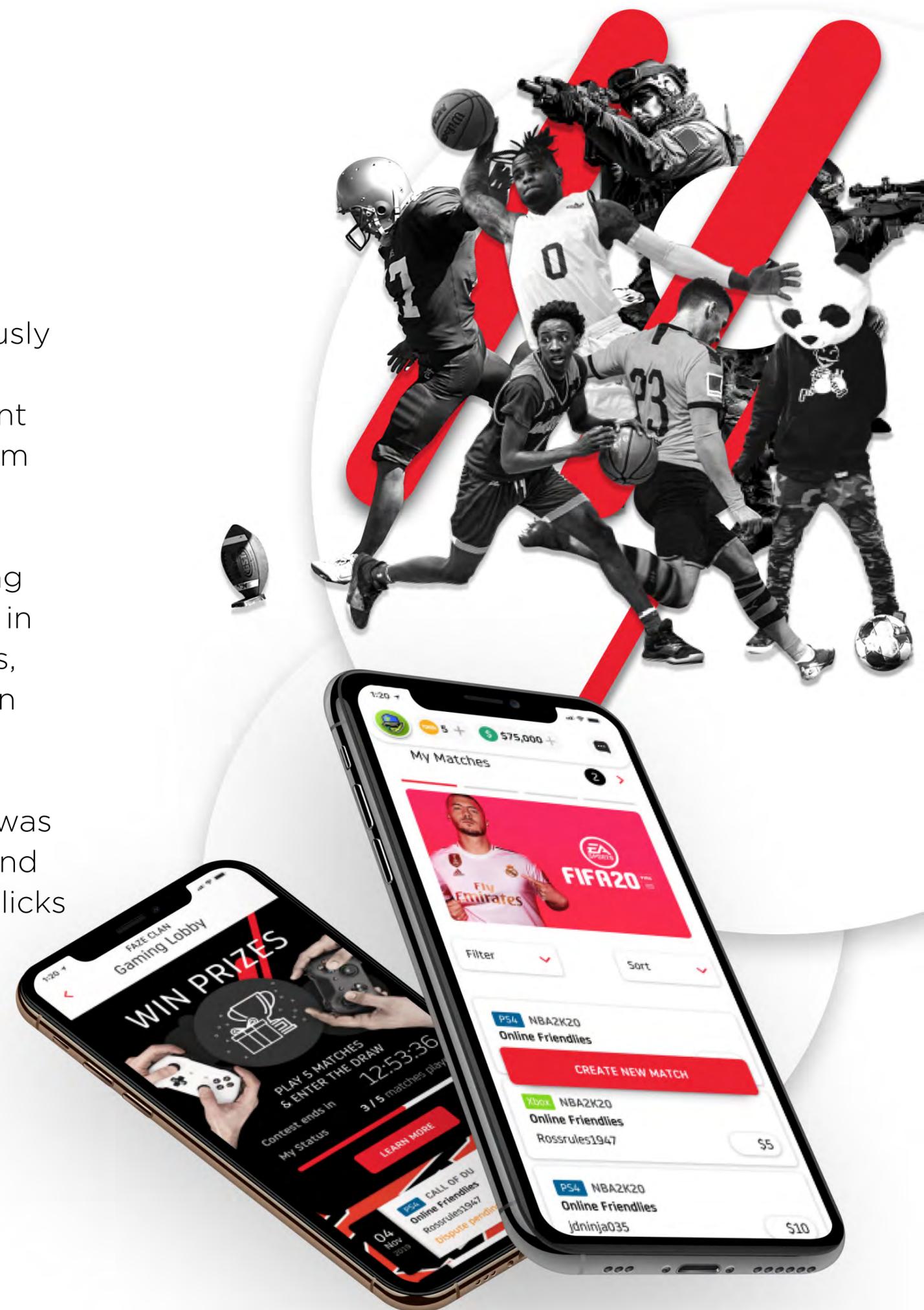
Solution

Launch and Marketing

PLLAY's exceptional AI technology deserved a marketing push to match. Working within a previously established brand, we launched a go-to-market strategy featuring refreshed copy and visual content and a targeted email campaign, to rave reviews from the PLLAY team.

The most important part of this launch was bringing PLLAY to the App Store. Drawing on our expertise in this field, we were able to understand requirements, respond to reviewers, and get the PLLAY app live in the AppStore over a very short period of time.

Behind the scenes, we ensured that infrastructure was in place to provide the PLLAY team with analysis and feedback on each customer touch point, from ad clicks to free play credits spent all the way to long term subscriptions.



Results

Since launch the app has received great feedback from users:



cronfile, 06/17/2020

Finally a good 1v1 app!

This is exactly the app you're looking for if you think you can make some money beating others in video games. I've seen it done before, but the app was hard to use, or people scammed by saying they won, etc. This app is different because the tech automatically knows who wins, so you can't get scammed. It takes a few min to setup, but the layout is so simple that starting a game vs another player literally only takes 3 clicks. Highly recommend if you think you can win 1v1s!



mermel213, 06/12/2020

Amazing!

Won my first two matches. So easy to use and the payout is so quick! Can't wait to keep winning \$\$



Thi Nhi Huong Ho, 07/25/2020

Yessssss!!

Easy and fast app that let's you compete with people on multiple gaming titles! Thank you! Interface is friendly and easy. Money goes directly in my wallet 😊

We've created a great solution that rivals any we've seen in the space today, and we couldn't have done it without the expertise and imagination of Apply's team

- Shawn Gunn - CEO, PLLAY