PRD: Usability Improvements

PRD Context

Product Context

This PRD sits within Vyry's multiplayer quest experience, specifically at the intersection of quest discovery, first-run onboarding, shared IRL collaboration, and the final Beaming / Xfiti payoff.

It addresses a foundational usability gap in the current core loop: users can experience delight only after they first self-teach the system.

The relevant product surfaces include:

- Quest entry and channel selection (campus-specific vs World)
- Terminology framing (Quest, Signal, Xfiti, Beaming)
- First-run onboarding and next-step guidance
- Multiplayer coordination during quest progression
- Main journey information architecture

Assumptions

1. The underlying multiplayer quest mechanic is promising; the main issue is activation clarity rather than lack of product value
2. Users are willing to collaborate in person when the shared payoff feels novel, visible, and easy to understand
3. Reducing time-to-understanding in the first two minutes will meaningfully improve quest starts, completion, and delight
4. Simpler language, better routing, and guided next steps can be introduced without changing the core social mechanic
5. Removing or de-prioritizing non-core surfaces during the primary journey will reduce cognitive load
6. The first collaborative win matters more than exposing the full feature set upfront

Structure of the Document

1. Problem Alignment
2. User Personas
3. Solution Alignment
4. Appendix

Problem Alignment

What problem (or opportunity) are we trying to solve ?

- New users entering Vyry Quest face a steep understanding gap. They do not immediately understand what an Xfiti is, how Signals work, which quest type to choose, or what action to take next. As a result, the social value of the product is delayed and users rely on group trial-and-error to progress
- The opportunity is to make Vyry's collaborative loop legible earlier. If users understand the "what, why, and what now" of the quest in the first moments, the product can surface its strongest value: shared movement, coordination, and a co-created payoff, much faster

Why is it important to our business ?

- **User Activation:**
  - Early confusion increases drop-off risk before users reach the first moment of delight. Improving onboarding clarity should raise quest starts, reduce abandonment, and increase the share of users who reach Beaming
- **Differentiated User Experience:**
  - Vyry's strongest moat is the blend of physical movement, multiplayer coordination, and a shared AR-style payoff. If users cannot reach that experience smoothly, the differentiating value remains hidden
- **Retention and Word of Mouth:**
  - A cleaner first-run journey should increase the likelihood that users invite peers, replay quests, and describe the experience as social rather than confusing
- **Operational Efficiency:**
  - Clearer guidance and simpler journey design should reduce support questions, ad hoc explanation needs, and repeated confusion across universities and quest types

What insights are we operating on ?

Company Alignment

- Vyry is designed to create community across physical and digital environments through scavenger-hunt-like quests and a shared Beaming finale
- The current product already generates delight once users begin moving together and locating Signals in the real world
- The issue is sequencing: delight is back-loaded, while confusion is front-loaded
- The strongest improvements should therefore focus on activation, not on replacing the core mechanic

User base

- Primary target in the assignment context: University students completing quests in small groups of three
- Mixed-university groups may need to choose the World channel instead of an institute-specific channe
- Users are likely to be socially curious and mobile, but they are not willing to learn a new vocabulary without strong immediate payoff

Specific Industry Trends

Developer Platforms & Serverless Databases

Trend	Description	Relevance to the Product	Platforms
Low-friction onboarding expectations	Users expect consumer products to explain themselves in seconds, not minutes	Vyry currently depends on peer deduction and experimentation	Front-load orientation and shorten time-to-first-success
Shared social mechanics outperform solo mechanics when the payoff is obvious	Group products work when roles, goals, and progress are visible	Vyry's shared payoff is strong, but not sufficiently explained up front	Make collaboration visible before the first action
Plain-language UX beats branded terminology during activation	Novel vocabulary can add identity later but increases friction during first use	Terms like Xfiti and Signal are memorable only after they are understood	Pair branded terms with simple explanations or stage them gradually
Contextual guidance outperforms static discovery	Users learn faster from in-flow prompts than from searching across screens	Quest discovery and next steps currently feel under-guided	Use "what to do now" prompts inside the journey
Focus is critical during early activation	Non-core information can distract users when the primary job is still unclear	Feature-request visibility and unclear screens add noise	Reduce or hide distracting surfaces during first-run quest flow
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Learnings from adjacent industries/ Competition

Industry	Trend	Impact	Opportunity for Cloudflare
Multiplayer mobile games	Explain the objective, role, and first win within the first minute	Faster activation and clearer motivation	Add a lightweight tutorial that explains the group goal before exploration begins
Scavenger hunt / geolocation apps	Use progress cues, nearby prompts, and contextual nudges.	Reduces “what now?” moments	Add clearer waypointing, progress feedback, and next-step prompts
Consumer onboarding best practices	Introduce one concept at a time instead of dumping full vocabulary	Lower cognitive load and higher completion	Teach Quest, then Signal, then Xfiti / Beaming in sequence
Collaboration tools	Clarify who is involved and what each participant is expected to do	Creates shared accountability and togetherness	Show party state, shared goal, and progress at the top of the quest experience

User Personas

Personas are based on the assignment brief, direct product observation, and recurring pain points from participant feedback

Identified Personas

- Student participant (Primary)
- Party organizer / inviter
- Campus growth / community lead (Secondary)

User Personas			
Behavior			
Type of User	**Student Participant**	**Party Organizer/ Inviter**	**Campus Growth/ Community Lead**
Type of user	Current or prospective student joining a quest with friends for novelty, fun, and social interaction	The person coordinating the group, inviting peers, picking the right quest, and keeping the party moving	A campus ambassador, community lead, or early evangelist thinking about repeatability, adoption, and campus fit
Primary job to be done	Understand the experience quickly, join the right quest, and complete it without needing external explanation	Get everyone into the same quest instance, reduce confusion, and make sure the group reaches the shared payoff	Drive successful first experiences that can scale through word of mouth, repeat use, and community momentum
Behavior	Social, curious, and mobile-first; willing to explore physically, but impatient with unclear setup or jargon	More task-oriented and coordination-minded; notices routing friction, edge cases, and where the group gets stuck	Looks at the experience through a systems lens; notices where activation drops, where delight appears, and what blocks replay
Risk profile	Low patience for friction. High likelihood of dropping if the first 1-2 minutes feel confusing or cognitively heavy	Moderate tolerance for friction as long as the group can still progress, but frustration rises when others depend on them for clarity	Moderate to high concern about activation risk because poor first-run clarity directly affects adoption, retention, and referrals
Business / product responsibility	Indirectly influences completion, session quality, and word of mouth through	Shapes group completion outcomes because their ability to coordinate determines whether the party	Cares about activation, completion, repeat participation, and whether the product can

	personal experience and sentiment	reaches the fun part together	spread reliably within a campus community
Knowledge of the product / tech	Low initial product knowledge. Does not know Vyry terminology and expects the app to explain itself in plain language	Low to medium knowledge after a few minutes of use; learns faster than others but still expects clear product cues	Higher contextual understanding of user behavior and adoption patterns, but may still not know every in-product term or rule
Background	Student user accustomed to intuitive consumer apps such as social, gaming, or event products where onboarding is lightweight	A more proactive student or friend-group coordinator who naturally takes charge when logistics are unclear	Student leader, campus operator, or growth-minded user focused on creating repeatable experiences for broader communities
Aspirations	Have a fun, social, campus-native experience that feels different from a normal mobile app and is worth repeating	Help the group have a smooth and memorable experience with minimal hand-holding or wasted time	Create an experience that can reliably onboard new users, generate delight quickly, and support community-led growth
Lifestyle			
Type of User	**Student Participant**	**Party Organizer/ Inviter**	**Campus Growth/ Community Lead**
Needs	Clear explanation of what a quest is, what an Xfiti is, what Signals do, why the activity matters, and what to do next	Explicit quest-routing guidance, strong progress cues, and reassurance that the party is in the correct flow together	Visibility into where users drop off, which steps create confusion, and what improvements most increase activation and completion
Time constraints	Short attention window. Expects the first value signal within minutes, not after a long self-guided discovery process	Wants to get the group moving quickly before attention fragments or peers disengage	Needs a repeatable loop that does not require manual explanation every time a new group tries the product
Excitement / moments of delight	Walking around together, locating signals, and moving toward a shared outcome that feels physical, playful, and collaborative	Seeing the group coordinate successfully and reach the collaborative payoff without confusion	Watching users reach the social, IRL magic quickly enough that they want to replay, share, or invite others

Type of User	Student Participant	Party Organizer/ Inviter	Campus Growth/ Community Lead
Worries	Not understanding what the product is, feeling stupid for not getting the jargon, or dropping before the fun part begins	Choosing the wrong quest, losing group momentum, or becoming the unofficial explainer because the app is not doing enough guidance	High early friction masking a genuinely strong core loop, leading to lower adoption than the product's underlying mechanic deserves
Pain points today	Unclear terminology, weak initial motivation, limited explanation of public signals, and no obvious next best action	Campus-specific versus World quest ambiguity, weak entry/routing cues, distracting screens, and unclear coordination prompts	Back-loaded delight, activation dependent on peer interpretation, and too much reliance on external explanation for first success
Jobs to be Done			
Jobs	- Figure out what the product is - Join and progress through a quest - Enjoy a shared IRL experience with friends - Decide whether this is worth doing again	- Select the right channel or quest - Help all members enter the same flow - Keep the group progressing -Make sure the group reaches the shared end state	- Identify the highest-friction points in activation - Improve clarity without killing novelty - Increase quest completion and replay - Enable campus-scalable onboarding

Solution Alignment

Assumptions

- Improving understanding before users act will have a larger near-term impact than adding new quest mechanics
- A combination of terminology simplification, better quest routing, and stronger in-flow guidance can be shipped incrementally
- Users do not need exhaustive explanation; they need enough context to confidently take the next action

High Level Alignment

Proposed Solution	Solution Description	Pain Points Addressed
Guided first-run onboarding	Introduce a 3-step onboarding layer that explains the quest goal, core terms, and the shared Beaming payoff before users begin. Use simple language first, branded language second	Unclear terminology, weak motivation to start, delayed understanding of product value
Quest routing and entry redesign	Make campus-specific vs World choice explicit, simplify quest discovery, and state why a user is seeing each option	Difficulty finding the right quest, uncertainty about where to begin, and group setup friction
Persistent next-step guidance	At every stage, answer: what do I do now, who am I doing it with, and how close are we to completion?	Mid-flow confusion, stalled progression, and heavy reliance on peer interpretation
Signal visibility clarification	Clearly explain whether Signals are public, private, or shared within a world / quest context	Mismatched mental models and uncertainty around content visibility
Main-journey focus mode	Hide or de-prioritize distracting non-core surfaces during the primary activation flow	Cognitive overload and attention leakage during the first-run experience

Prioritization

Prioritizing basis the DHM model [Link] which helps focus on implementing initiatives that not only meet customer needs effectively but also provide strategic differentiation and potential for significant business impact

Feature Name	Delight to Customers (D)	Hard to Copy (H)	Margin Moving (M)	Priority
Guided first-run onboarding and terminology simplification	High	Medium	High	High
Quest routing and entry redesign	High	Medium	High	High
Persistent next-step guidance throughout quest	High	Medium	Medium	High

Roadmap

Roadmap shown for the top priorities: guided first-run onboarding, quest routing redesign, and persistent next-step guidance

Team	Activities and Objectives	Dependencies
Phase 1: Diagnose and Define		
Product	Map the first 2-minute user journey, identify key drop-off moments, and define success metrics for activation	Participant feedback, product observation, quest flow audit
Design	Translate confusion points into revised onboarding copy, routing concepts, and progress states	Product problem statement
Engineering	Audit current quest entry points, event instrumentation, and surfaces that can support prompts and tooltips	Scope alignment with Product and Design
Phase 2: Design and Specification		
Product	Specify onboarding sequence, quest selection logic, and success events	Design concepts and engineering feasibility
Design	Prototype first-run tutorial, route selection, and in-flow guidance states	Approved feature scope
Engineering	Build lightweight onboarding framework and support for context-aware prompts	Design specs
Phase 3: Development and Prototyping		

Product + Research	Run rapid usability tests with small student groups; compare time-to-understanding and completion.	Working prototype
Engineering	Instrument funnel metrics across quest start, first Signal, Xfiti creation, and Beaming.	Prototype integrated in app
Phase 4: Launch and initial rollout		
Product	Ship to limited cohorts, monitor confusion signals, completion, and qualitative feedback.	Stable release candidate
Growth / Campus Ops	Collect campus-specific learnings and identify whether World vs institute routing still confuses users.	Launch monitoring
Product	Ship to limited cohorts, monitor confusion signals, completion, and qualitative feedback.	Stable release candidate

Low level Alignment

Why will the feature impact the developer usage ?

1. **Guided first-run onboarding**
    a. Users currently hit confusion before they hit delight
    b. Clear framing should reduce abandonment before the first collaborative action
    c. Faster understanding should increase the percentage of parties who reach Beaming
2. **Quest routing redesign**
    a. Users cannot succeed if they start in the wrong quest context or do not know where to begin
    b. Explicit channel guidance should reduce dead ends and setup friction.
3. **Persistent next-step guidance**
    a. Even after initial onboarding, the app should keep users moving with minimal interpretation
    b. Clear prompts should compress the time between one action and the next.

Capabilities

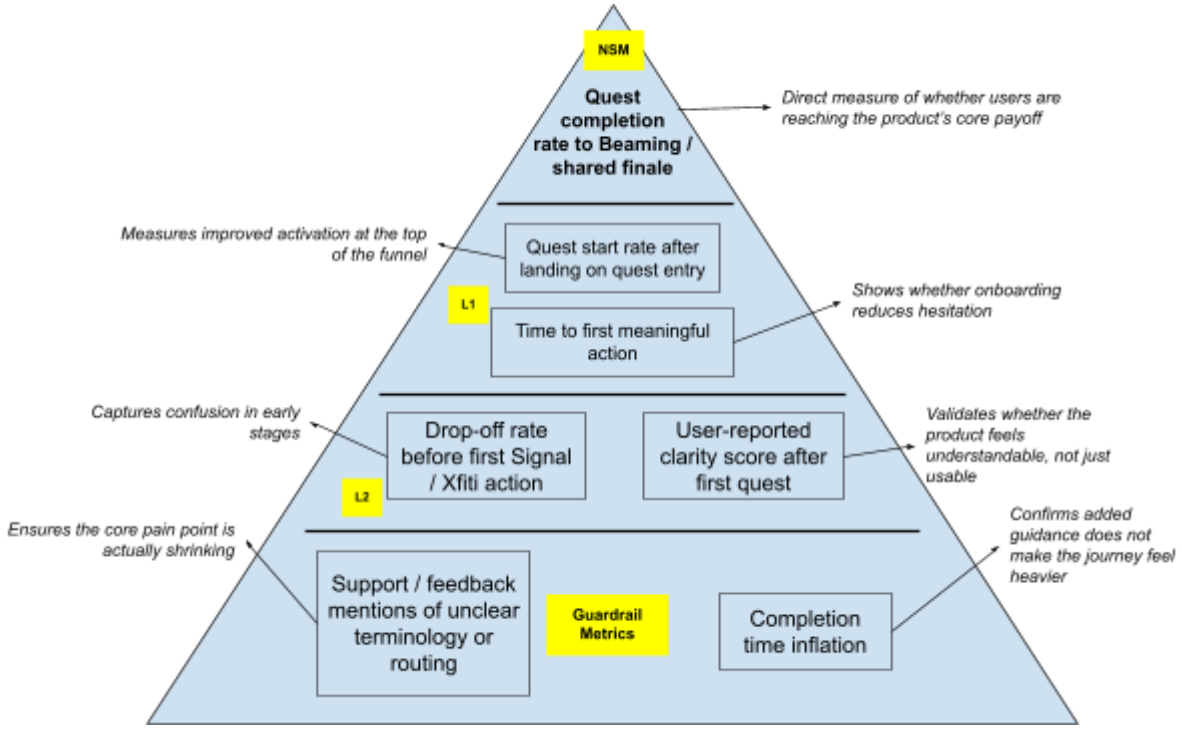
- Contextual onboarding cards or tooltip sequence for the first quest
- Plain-language explanations for Quest, Signal, Xfiti, and Beaming
- Explicit campus-specific vs World routing logic and copy
- Persistent progress / next-step module during the quest
- Visibility label for Signals and other shared content
- Ability to suppress non-core informational surfaces during activation

Limits

- This PRD does not redesign the core quest mechanic itself; it improves activation and comprehension around it
- It does not solve long-term content depth, replay loops, or community growth mechanics beyond first-run activation
- Some confusion may still come from quest design quality, not only UX clarity
- Further iteration may be required by campus type, party composition, or quest complexity

Success Metrics

The objective of this launch is to reduce time-to-understanding and increase the share of users who reach the first collaborative payoff



Appendix

Documents:

1. Insights Doc.docx
2. Participant Notes:
    a. Participant 1.docx
    b. Participant 2.docx
3. Prioritization.docx
4. Assignment.docx
5. Recordings: Recordings

Concepts

DHM Framework and how to use:

- **Delight to Customers (D):** How much the solution enhances user experience and satisfaction
- **Hard to Copy (H):** The level of difficulty competitors would face in replicating the solution
- **Margin Moving (M):** The potential impact of the solution on revenue generation or cost savings
- Methodology
    - Provide each cell in the table one of the following values
        - High
        - Medium
        - Low
    - Prioritization:
        - **High Priority**: Solutions that score high across Delight to Customers, Hard to Copy, and Margin Moving criteria
        - **Medium Priority**: Solutions with a mix of high and medium scores across the DHM criteria
        - **Low Priority**: Solutions that score lower across one or more criteria and may have less immediate impact or differentiation

Activation clarity: how quickly a new user understands what the product is, why it matters, and what to do next

Time-to-delight: the time between entry and the first emotionally meaningful shared win

PR Note:

“Introducing a clearer first-run Vyry Quest experience”

We are improving the Vyry Quest experience by making the first run easier to understand and easier to start. New onboarding will explain the quest goal, core terms, and shared payoff in simple language, while updated routing will help parties get into the right quest faster. We are also adding stronger next-step guidance throughout the journey so users always know what to do, who they are doing it with, and how close they are to completion. Together, these changes aim to reduce confusion, surface the social magic earlier, and increase quest completion without changing the core multiplayer mechanic.