



Puzzle Report

Competitive research and actionable product recommendations

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INTRODUCTION



Dear Product Owner,

The market is shifting towards more complex and polished features.

A primary reason is that these type of features, while costly to build, are harder to replicate. For successful features, this means your app reaps the value of the innovation for a longer period of time.

Additionally, more polished features have significantly less upkeep costs ... an important component to high ROI over the feature's lifetime.

To alleviate upkeep costs on select features, consider a new option: *temp-features* (features that are released with a fixed time frame for about a month). A key advantage of *temp-features* is the ability to easily remove them (because they are released to players with an end-date). This effectively eliminates upkeep costs on low-value features.

Temp-features also make it harder for competitors to replicate the entire app experience ... since your app will change more frequently. Stack a few strong *temp-features* in a row, and you will have a dominant roadmap.

Lastly, *temp-features* generate organic lift upon release and conclusion (like daily events), keeping your game fresh and your players excited.

"When we consider a project, we really study it—not just the surface idea, but everything about it. And when we go into that new project, we believe in it all the way. We have confidence in our ability to do it right. And we work hard to do the best possible job." - Walt Disney

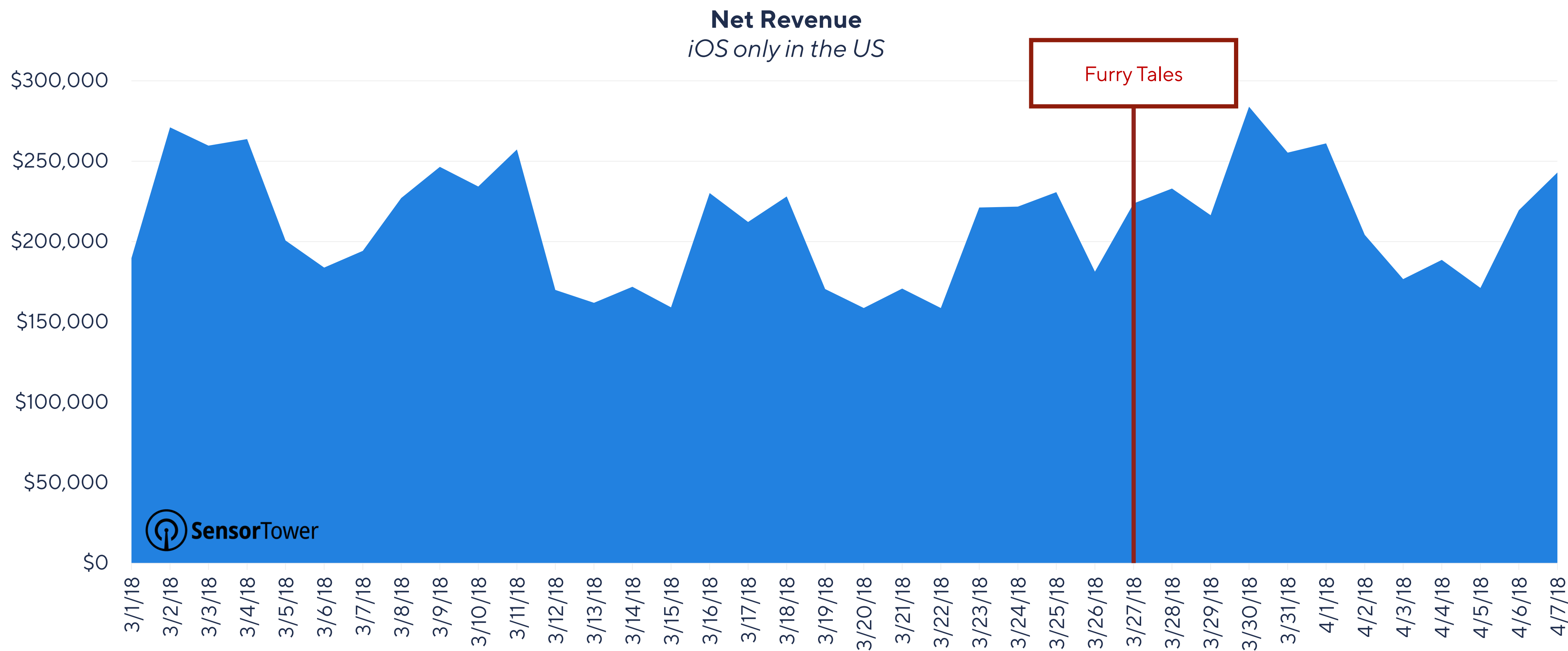


Brett Nowak
Editor-in-Chief

RETENTION & SINK

TIME-BASED COIN SINKS

Homescapes *Furry Tales* does not appear to drive an immediate spike in revenue. However, the event is an enticing coin sink that keeps the economy healthy for future revenue gains



Revenue data comes from Sensor Tower

TIME-BASED COIN SINKS

Homescapes *Furry Tales* event makes players wait 2 hours, or spend primary currency after failing to complete levels

Feature Explanation

- The event is introduced at app-entry with a dialogue and event timer (1)
- Event includes 8 levels with prize bundles awarded after completing levels 3, 6, and 8 (2 & 3)
- At level-entry, the current challenge, progress meter, and booster options are displayed (4)
- Players have 3 attempts to complete the event ... with a primary currency purchase option for 5 additional moves (5)
- After 3 failed attempts, event progression is reset and players must wait 2 hours for 3 more attempts or make a purchase with the primary currency (6)

Additional Information

- Release: 3/27/18
- KPI: Sink
- Motivations: Achieve, Ownership

Related Features

- Best Fiends - [Event Fail Meter](#)
- Farm Heroes Saga - [Valentine's Event](#)
- Gardenscapes - [Exercising!](#)

Key Takeaways

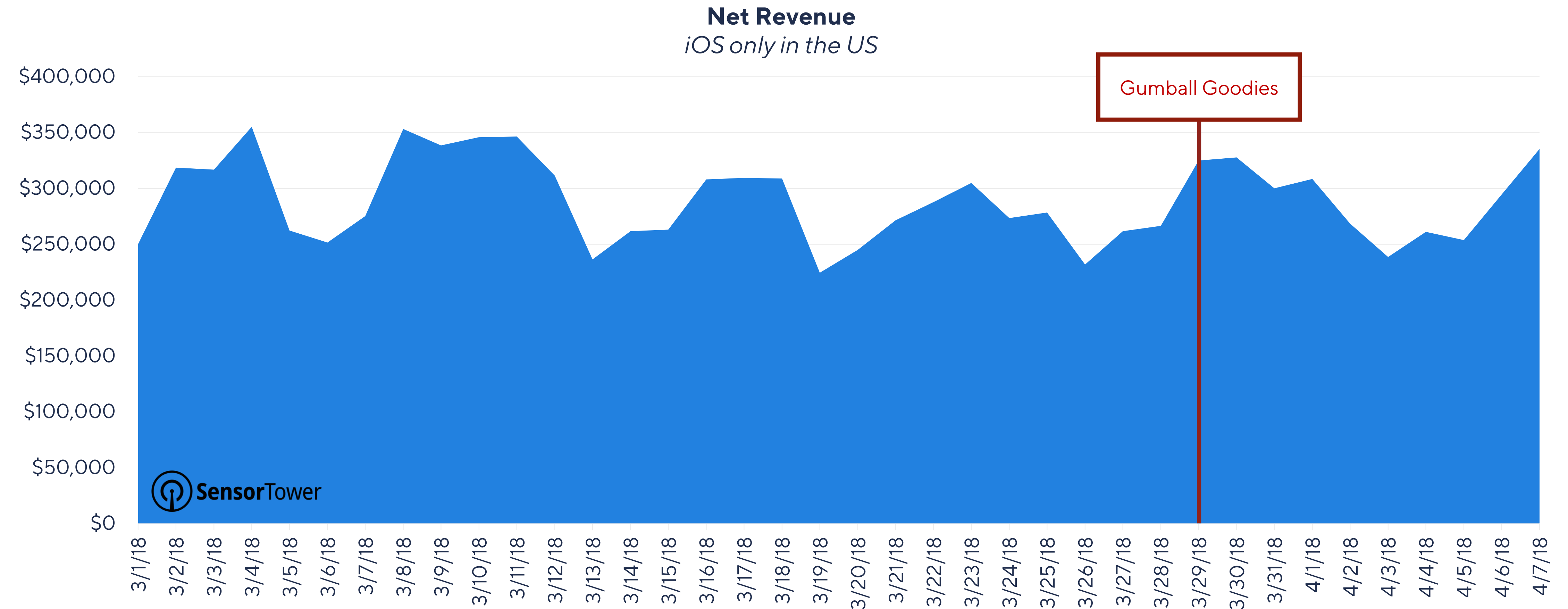
- Make sure to have effective sink events that can be *readily* activated after a successful feature that inflates wallets
- To do this, build tools for event calendar managers to quickly release new events without the need for developer assistance

[Click here for more images and videos of Furry Tales](#)



BOOSTER FAUCETS

Candy Crush Soda revenue does not appear to change after the release of *Gumball Goodies*. However, this feature was initially an event (*Booster Ball Machine*) then released as a permanent feature (*Gumball Goodies*), implying feature strength



Revenue data comes from Sensor Tower

BOOSTER FAUCETS

Candy Crush Soda *Gumball Goodies* is a retention bonus that pays boosters every 48 hours with an option to purchase

Feature Explanation

- *Gumball Goodies* is for players L30 and above (1)
- Players can either collect a free bonus for 1 prize and 3 possible booster rewards, or a purchased draw (with primary currency) for 3 prizes and 7 possible booster rewards (2)
- After selecting the free bonus, a machine awards a *Gumball* prize (3 & 4)
- Players then return to the *Gumball Goodies* lobby. Free prizes are available every 48 hours ... with an option to make a primary currency purchase (5 & 6)

Additional Information

- Release: 3/29/18, 12/9/17 (event)
- KPI: Retention, Sink
- Motivation: Achieve

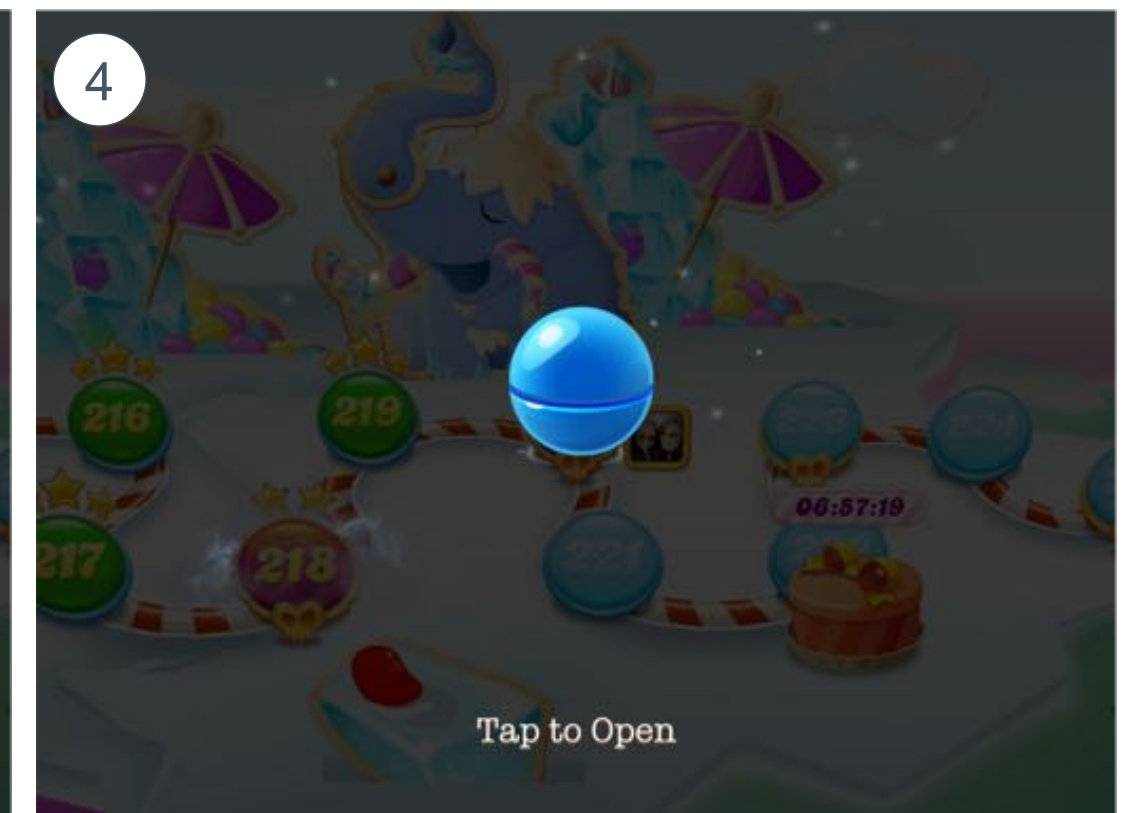
Related Features

- Bingo Pop - [Ticket Exchange](#)
- POP! Slots - [Vegas Vacay](#)
- Huuuge Casino - [Lottery](#)

Key Takeaways

- Test adding more time-based retention bonuses with alternative currencies
- For example, Huuuge Casino offers 4 retention bonuses to players

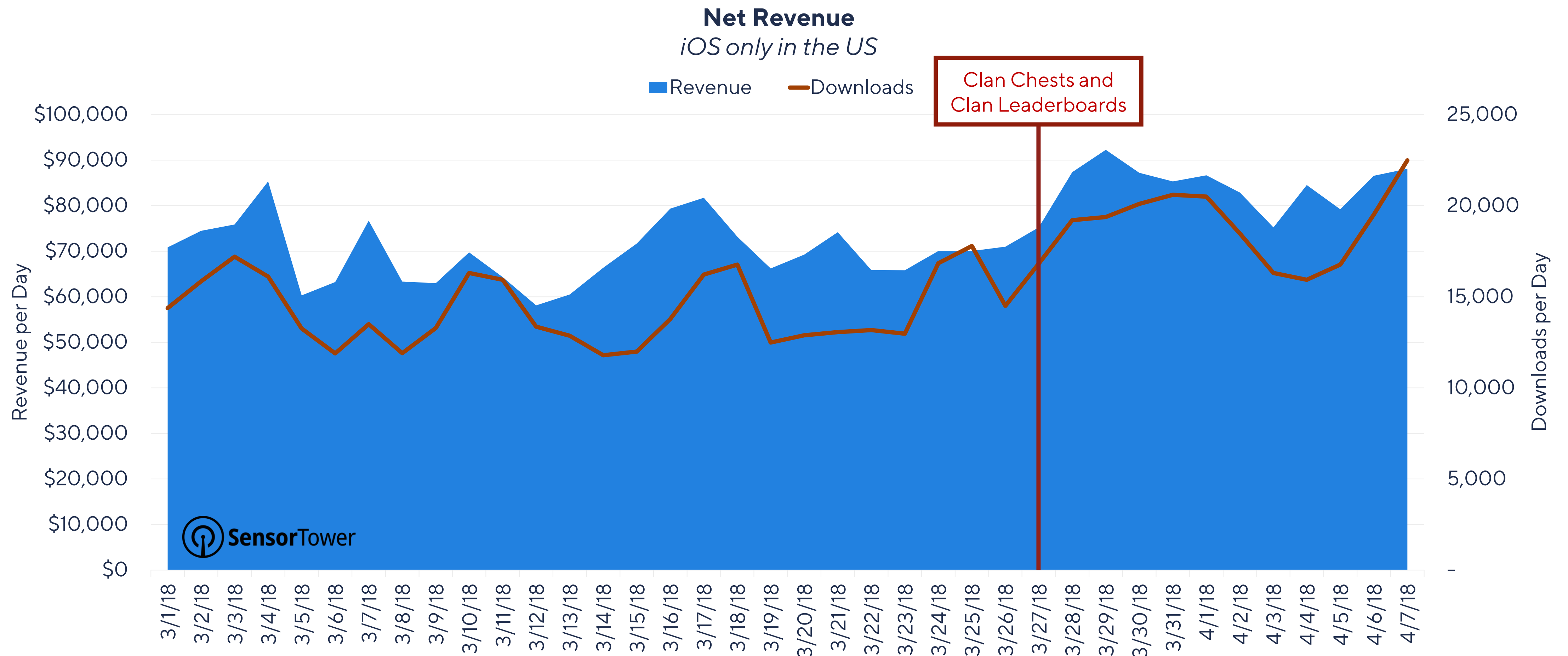
Click for more on [Gumball Goodies](#) or [Booster Ball Machine](#)



REVENUE

CLAN CHESTS WITH LEADERBOARDS

Angry Birds 2 revenue increased after *Clan Chests* and *Clan Leaderboards* were released on the same day. Some revenue growth is driven by an increase in UA spending



CLAN CHESTS W/LDRBDS

Clan Chests packages let players aid their clan in battle, and help their clan lead the newly released *Clan Leaderboard*

Feature Explanation

- New packages include *Black Pearls* (previously only attainable as rewards for gameplay activities), and *Clan Chests* (donated to other clan members) (1)
- Any clan member has 7 days to claim the chest rewards. A member may claim only 1 reward on a first-come basis (2)
- Chests contain *Black Pearl* and *Feather* currencies, *Hats* with score multipliers, and *Spells* for gameplay boosts (3)
- Clans are ranked on the *Clan Leaderboard* based on points scored in *Clan Battles* (4)
- Clans with the most *Golden Eggs* 24 hours after the *Clan Battle* win (5)
- *Clan Event* rewards are driven by *Clan Rank*, which is based on the cumulative power of all the members' cards (6)

Additional Information

- Release: 3/27/18 (both features)
- KPI: Revenue
- Motivations: Achieve, Relationship, Association

Related Features

- Legendary GoH - [Guild of Wars](#)
- Solitaire TriPeaks - [Leagues](#)
- Huuuge Casino - [Billionaires' League](#)

Key Takeaways

- These two features illustrate a shift towards more complex content
- Mitigate costs of potentially non-impactful features by first implementing them as *temp-features*. If successful, more permanent implementation should follow
- Like events, *temp-features* also generate excitement through limited-time momentum

Click for more on [Clan Chests](#) or [Clan Leaderboards](#)



LEVEL DESIGNS

NEW LEVEL DESIGNS

Rope in Gardenscapes:

- Pieces cannot be moved across *Ropes* to make matches
- *Ropes* and *Knotted Ropes* are removed by making adjacent matches, or by activating boosts
- Using a *Shovel* or *Rake* boost will remove *Ropes* without sacrificing a move (1 & 2)

Hanoi Tower in Toon Blast:

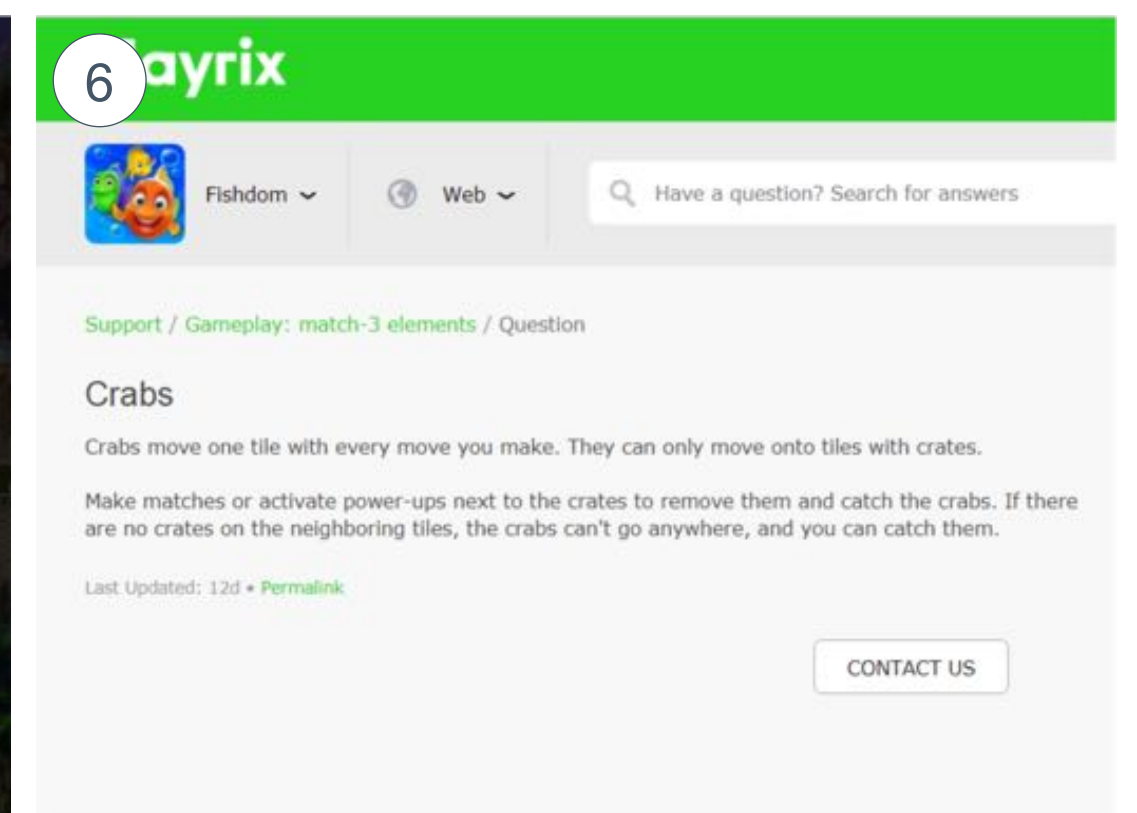
- The *Hanoi Tower* is a layered element consisting of 4 rings that are removed when adjacent cubes have collapsed (3 & 4)

Bonus Bomb Crystal in Hidden City:

- *Bonus Bomb Crystals* are activated by making matches with crystals of the same color
- Stack 2 *Bonus Bomb Crystals* for increased combined effect (5)

Crabs in Fishdom:

- *Crabs* move a space with every player move, and can only move to a space occupied by crates
- Catch *Crabs* by either making matches or activating boosts to destroy crates (6)



MARKET WATCH

3/1/18 – 3/31/18

NOTABLE FEATURES I

App	Notable Release	More Information
Gardenscapes	New Tablet	<ul style="list-style-type: none">The <i>Tablet</i> now includes an <i>Events</i> tab where players can find information about current and upcoming eventsPlayers may now earn 3 mystery presents while filling their <i>Day Progress Bar</i> (1)
Legendary Game of Heroes	Skillstones	<ul style="list-style-type: none"><i>Skillstones</i> may be used to enchant <i>Attacker</i> and <i>Defender</i> items, improving their performance (2)
Hidden City	Special Mission	<ul style="list-style-type: none">Players uncover the secret of the mysterious <i>Mansion</i> before the event ends, in order to unlock a <i>Special Mission</i>
Cookie Jam	Airship for Sale	<ul style="list-style-type: none">The <i>Blossom Balloon Airship</i> is available to either earn or purchase for a limited time (3)



NOTABLE FEATURES II

App	Notable Release	More Information
Color by Number	3D Images	<ul style="list-style-type: none">3D Images may now be colored; some are immediately available when unlocked with subscription
Word Crossy	New Ability	<ul style="list-style-type: none">Collect daily gifts for 3 consecutive days to unlock the ability to reveal 1 letter from every word (1)
Wizard of Oz Magic Match	Leagues	<ul style="list-style-type: none">League play (coming soon)
Candy Crush Jelly Saga	Allen's Journey	<ul style="list-style-type: none">Streak event for players to win initial boosts for next level (2)
Matchington Mansion	Egg Hunt	<ul style="list-style-type: none">Players complete levels to fill meter to unlock unlimited lives; complete again to extend unlimited lives timer (3)

[Click here](#) for the full list of content released with links to more images in the [Feature Database](#)



APPENDIX

PLAYER MOTIVATIONS



Understand emotional motivations to generate growth. The most impactful features are those that trigger strong, positive, emotional responses

“Most companies segment their markets by customer demographics or product characteristics and differentiate their offerings by adding features and functions. But the consumer has a different view of the marketplace. She simply has a job to be done and is seeking to 'hire' the best product or service to do it. Jobs aren't just about function—they have powerful social and emotional dimensions.” - Clayton Christensen, co-author of the Jobs to Be Done framework

To create new innovations, focus on the emotional jobs that people want to accomplish. This is very applicable to our industry, where there is little *practicality* about playing a non-paying casino game. Therefore, we have to know the emotional drivers of our players.

Liquid and Grit has formulated key player motivations. This is, and likely always will be, a work in progress. So please feel free to email me at brett.nowak@liquidandgrit.com for suggestions or comments.

Player Emotional Motivations

- **Achieve** - Players who want to accomplish a goal
- **Thrill** - Players who want the excitement and stress of taking a risk
- **Surprise** - Players who want to uncover an unknown, see new opportunities, and try new things
- **Awe** - Players who want to experience quality production value
- **Flow** - Players who want to get into the zone and escape
- **Relationship** - Players who want to connect with other people
- **Association** - Players who want to identify with something for familiarity and comfort
- **Ownership** - Players who want to have things belong to them
- **Create** - Players who want to be creative and produce something

DATA COLLECTION PROCESS



Recommendations, information, and data come from market research, app intelligence tools, and deep analysis of the apps

Market Research

- Each app is reviewed daily for updates, regardless of whether the app has been updated through the App Store
- Transaction information comes from the iOS App Store's In-App Purchases tab. These transactions are ranked based on the number of transactions
- Trending revenue, downloads, and package-rank data come from Sensor Tower Store Intelligence

Game Information

- App information comes from a deep-dive analysis of each app
- In the Economy Analysis and economy-related slides, the currency value is determined by converting currencies into money using \$5 worth of non-sale purchasable currencies in each app
- For example, if an item costs 1,000 of the primary currency and players can purchase 500 for \$5, the value of the item is \$10. For apps without a \$5 package, the next closest package is used

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– Walt Disney

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