



Puzzle Report

Competitive Research and Actionable Product Recommendations

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JANUARY

2019

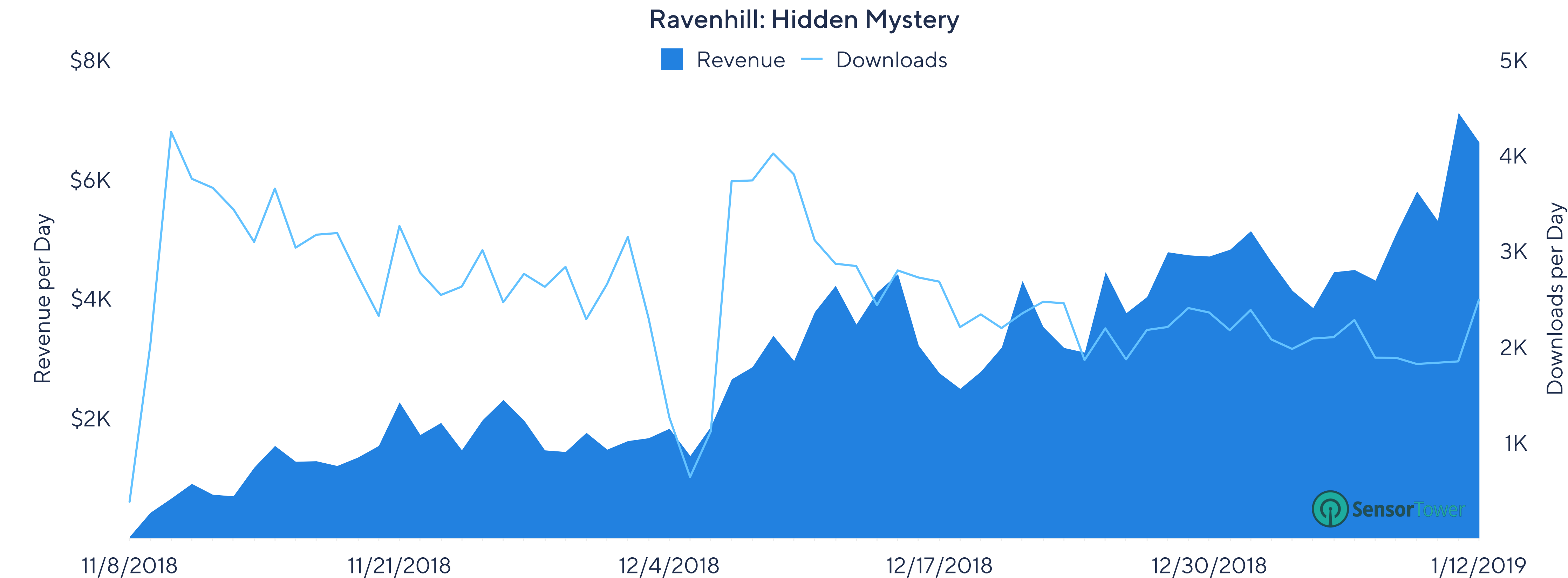
BREAKOUT APPS



RAVENHILL: HIDDEN MYSTERY

REVENUE ANALYSIS

MyTona hard-launched a hidden objects app, [Ravenhill: Hidden Mystery](#) in November 2018 (soft-launched in August). Revenue is currently averaging \$5.0K per day. This app experiences *revenue spikes on the weekends* ... when new events are released.



APP TEARDOWN

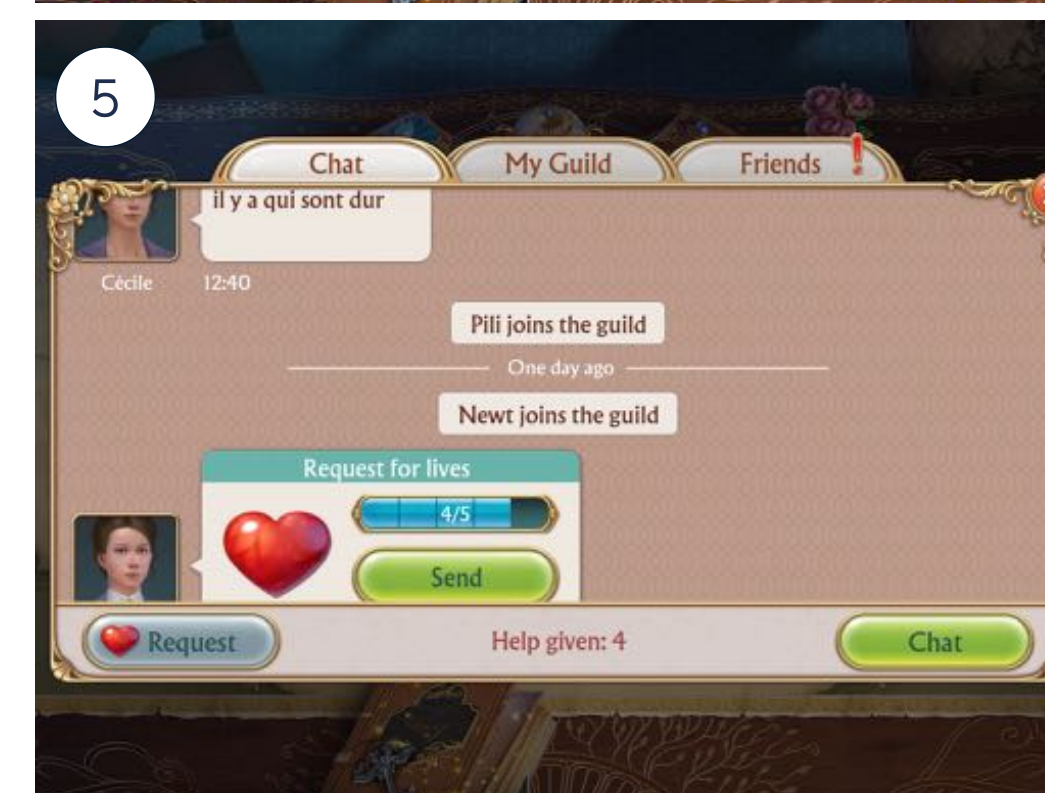
Key differences between MyTona's Ravenhill and their top grossing app, Seekers Notes, include: Lives, Custom Design Mechanics, UI, Event-Based Currency, and Guilds.

Key Differences: Ravenhill vs. Seekers Notes

- **Lives vs. Energy:** Players in Ravenhill are given five Lives, which regenerate every 30 minutes and are only used when players *fail* a Level (1). In Seekers Notes, Energy is used when players *attempt* a Level.
- **Custom Design Mechanics:** In Ravenhill, players can customize Avatars with a variety of facial features (2).
- **Autoplay Quests:** Quests in Ravenhill are automatically selected when a players hits 'play' (3). In Seekers Notes, multiple Quest icons give players the choice of Quest.
- **Event-Based Currency:** After Level 20, Ravenhill players earn Tickets during events to purchase and collect *Statuettes* (4). In Seekers Notes, event Currencies are only available for a limited time.
- **Guilds:** At Level 10, Ravenhill players may join a Guild, allowing members to Chat or request Lives from other members (5). Guilds are not yet available in Seekers Notes ... but noted in the App Store as 'coming soon'.

Product Council Insights

- Using Lives over Energy is a subtle, but notable change ... taxing players *only for failing Levels* makes the game feel more fair.
- Joining a Guild is a leading indicator that a player will have strong, long-term retention with the game.



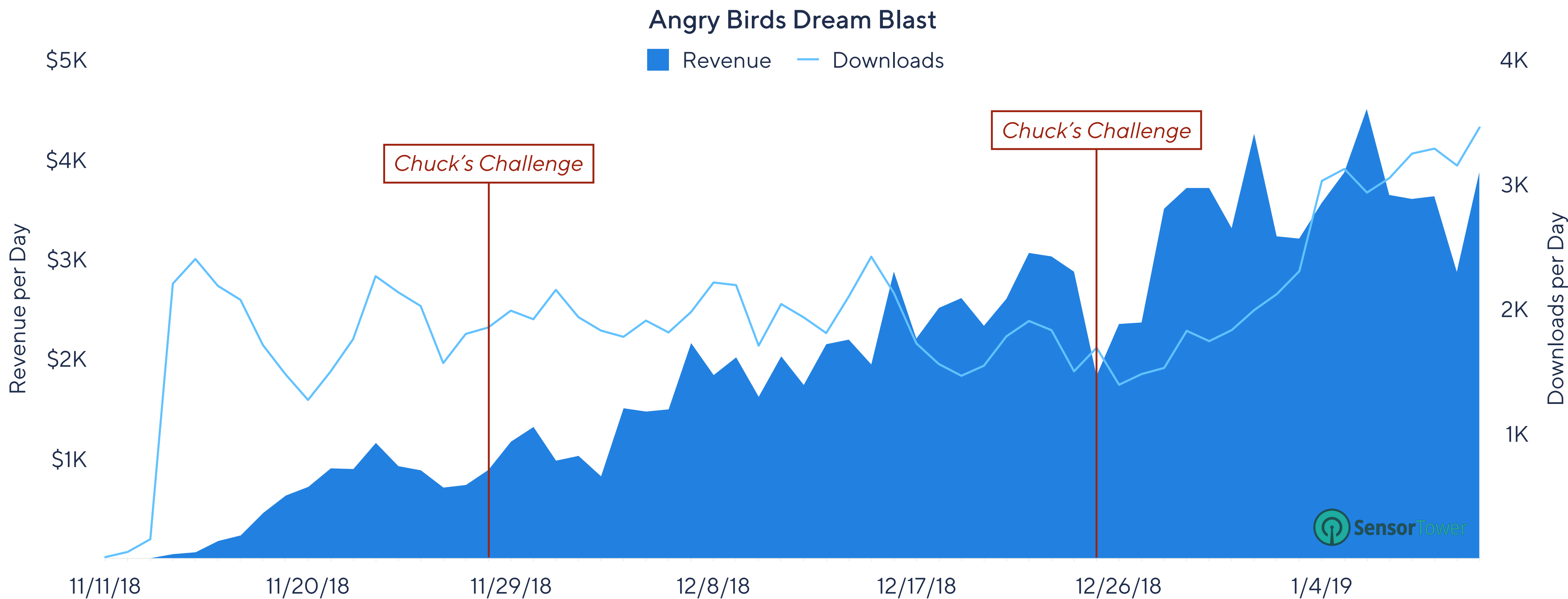
Additional Features

- | | |
|----------------------------------|---------------------------------|
| • New User Flow | • Jewelry Boxes |
| • Currencies | • Boosts |
| • Misc. Features | • Daily Reward |
| • Events | • Inbox |
| • Guilds | • Statuettes |
| • Achievements | • Rate Flow |
| • Collections | • Profile |
| • News | |

ANGRY BIRDS DREAM BLAST

REVENUE ANALYSIS

Rovio hard-launched Angry Birds Dream Blast in November 2018 (soft-launched in October). Revenue in Angry Birds Dream Blast averaged \$2.8K per day during the month of December.



APP TEARDOWN

Angry Birds Dream Blast gameplay combines a physics-based trajectory with collapse mechanics. A Tournament feature unlocks at Level 10. Another Tournament feature is available for players who have completed all the main Levels.

Notable Features

- The lobby is clean with a few visible features (1).
- Core gameplay is a physics-based trajectory movement of Bubbles with a collapse mechanic (see this [video](#)) (2).
- *Chuck's Challenge* unlocks at Level 10. This is a 3-day Tournament event with a Leaderboard and prizes based on the amount of Levels completed (3).
- *Dream Peak* is a Tournament available to players who have completed all the main Levels (4).
- There is no Daily Bonus.

Additional Features

- [New User Flow](#)
- [Currencies](#)
- [Misc. Features](#)
- [Chuck's Challenge](#)
- [Boosts](#)
- [Rate Flow](#)
- [Tap to Open Reward](#)
- [Dream Peak](#)



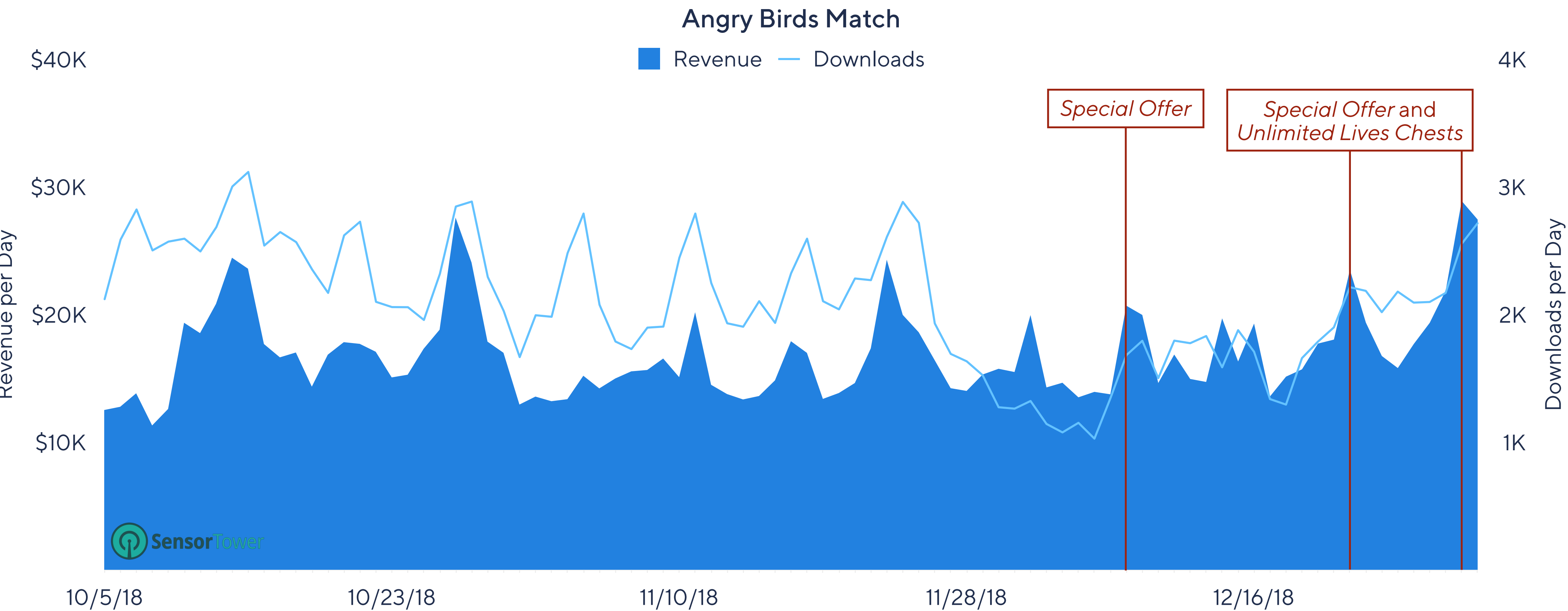
REVENUE DRIVERS



SALES & UNLIMITED LIVES EVENTS

REVENUE ANALYSIS

In Angry Birds Match, revenue increased throughout the month of December. Special Offers, Boosted Gacha rewards, and challenging event Levels contributed to the elevated revenue.



Graph data is iOS U.S. only

FEATURE TEARDOWN

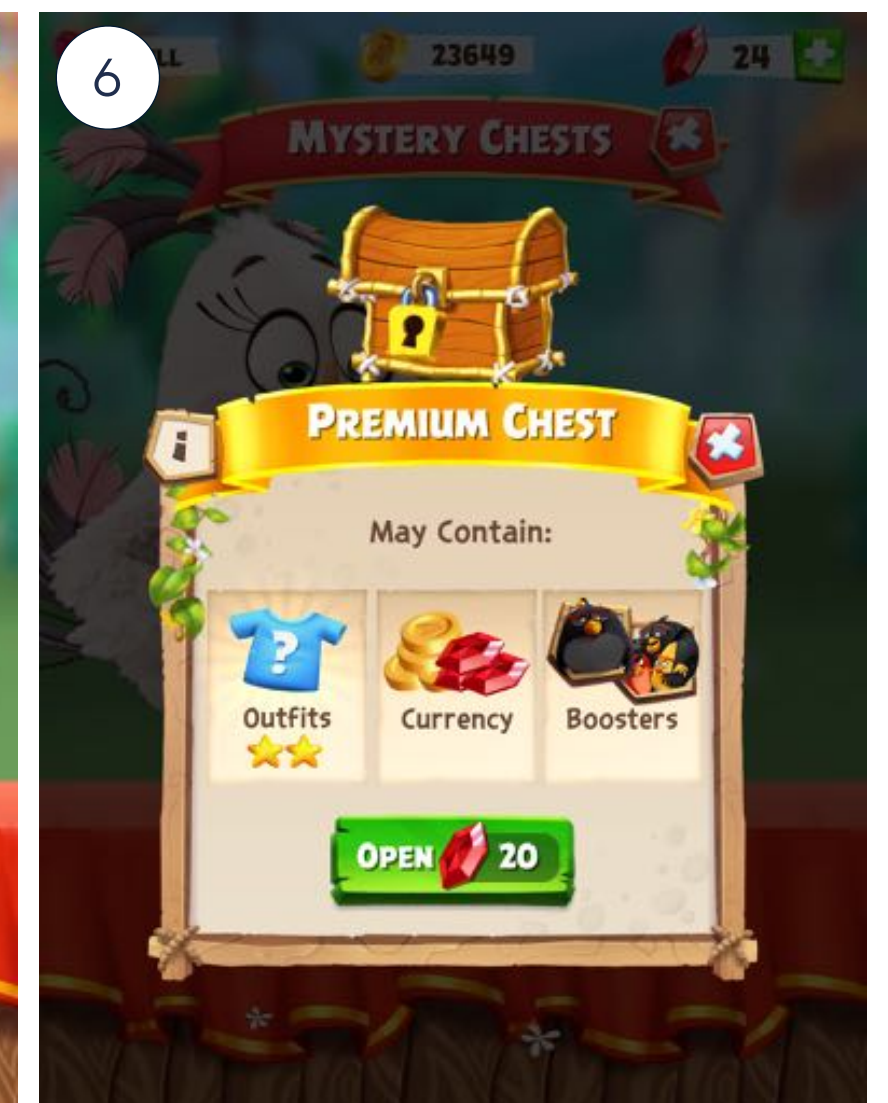
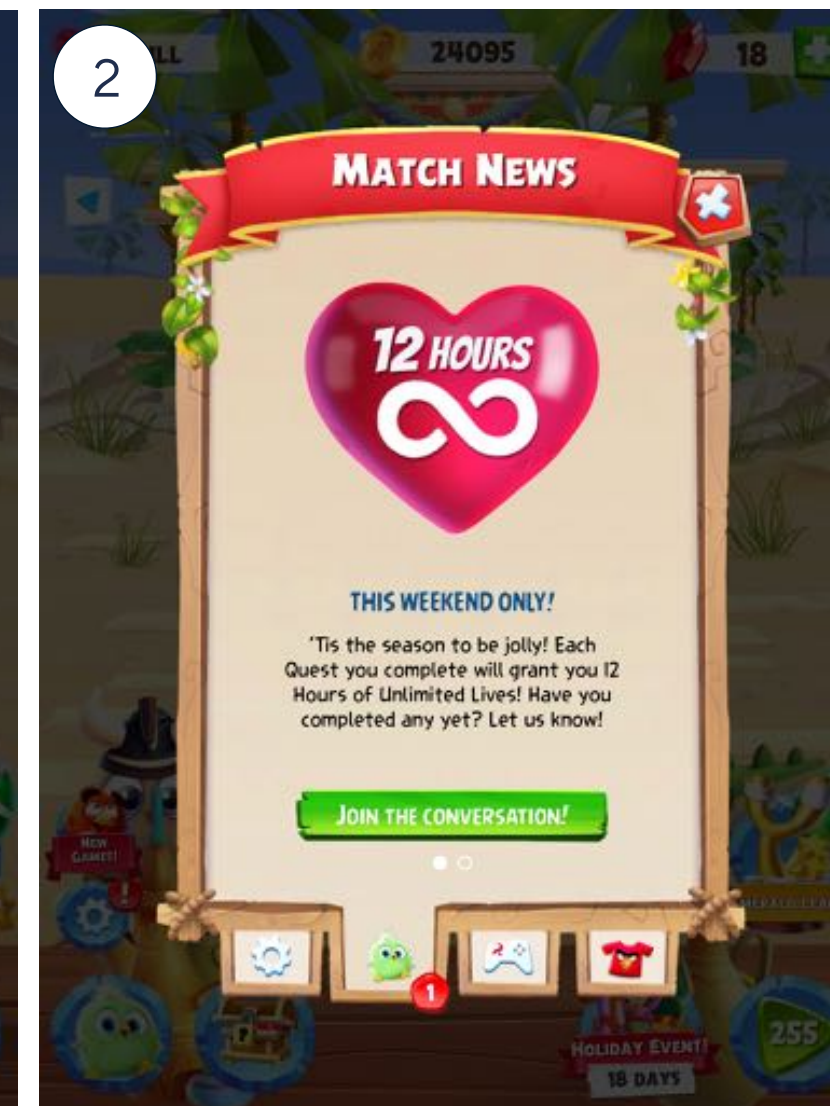
Angry Birds Match released multiple events that focus on rewarding Unlimited Lives ... paired with bundled sales.

Special Offers & Unlimited Lives Details

- Special Offers were released on most weekends.
- These Offers included Gems and a number of Boosts. Discounts ranged from 41% to 65% (1).
- During one weekend of the *Holiday Event*, players were awarded 12 hours of Unlimited Lives for each completed Quest (2).
- On another weekend, the *Christmas Special* event was released with a sale ... increasing the frequency of Unlimited Lives awarded from Matilda's Mystery Chests (3).
- More images and videos: [Special Offers & Unlimited Lives events](#)

Matilda's Mystery Chests Details

- This feature awards Character Outfits, Coins and Gems, Boosts, or Unlimited Lives (4).
- *Basic Chests* are awarded every eight hours, but can be unlocked earlier by Coins, Watch-to-Earn videos, or Keys that are earned during play (5).
- *Premium Chests* are unlocked with Keys or purchased with Gems and contain Outfits, Coins and Gems, and Boosts (6).
- More images and videos: [Holiday Events](#)



EXPERT INSIGHTS

Release Unlimited Lives as rewards during high-churn periods of the year (like the December holidays), to decrease the number of high-value players that lapse.

Product Council Insights

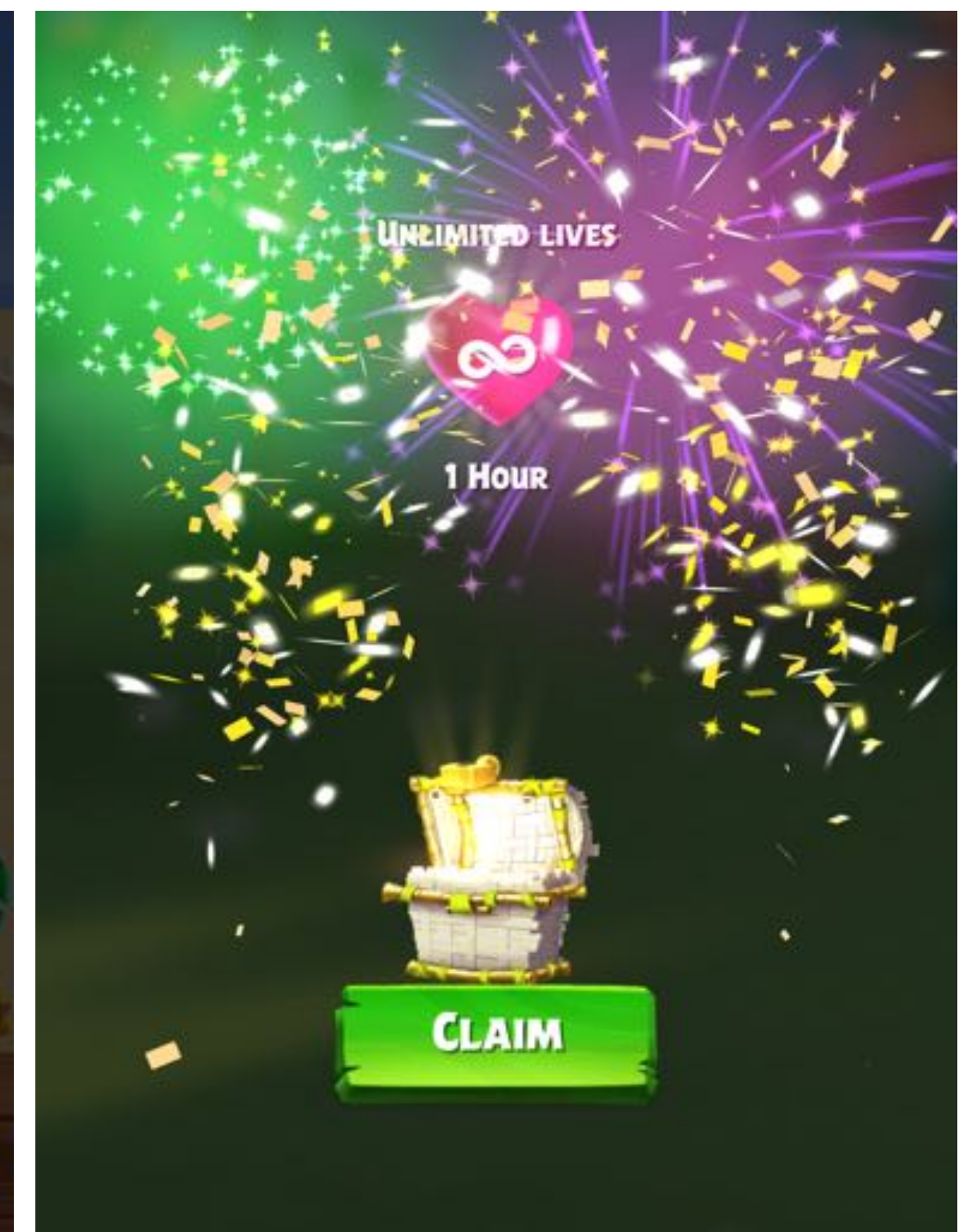
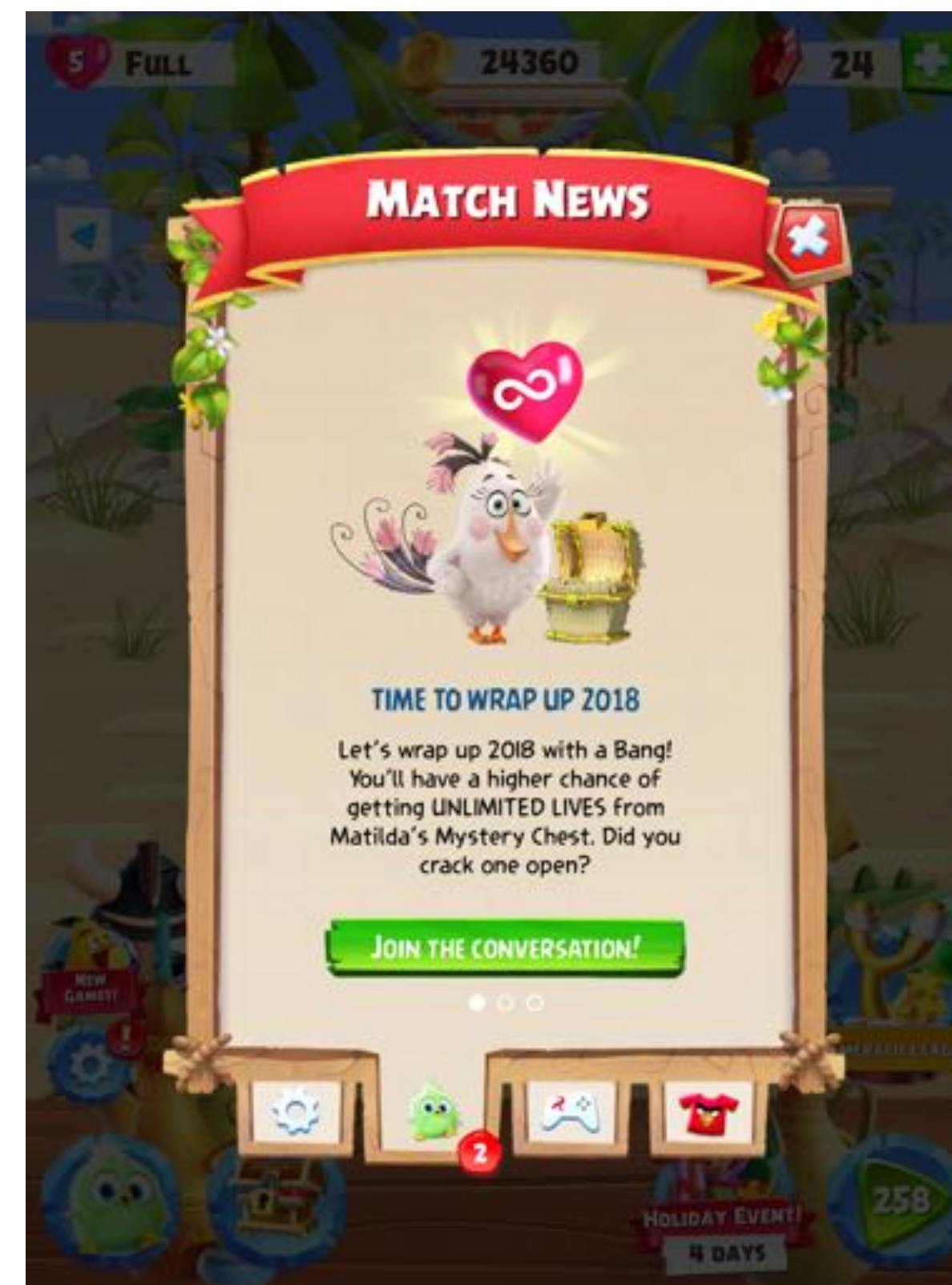
- Offering players unlimited play time will increase content consumption for both the most highly-engaged players who hit economy-based limits, and players with more time on their hands during the holidays.
- Increasing play time during the holidays will also create more opportunities for players to spend on Boosts ... capitalizing on one of the most spend-heavy periods of the year.
- Players often try out new games during the holidays due to recommendations from friends and family. Unlimited Lives will help keep your top players engaged and retained.
- Pair Unlimited Lives with extremely Hard Levels or events ... to match the increase in play time with content that takes longer to complete.

Report References

- Impact Sales in [7/18 Puzzle Report](#)
- Team Collection Events in [10/18 Puzzle Report](#)
- Varied Challenges in [1/18 Puzzle Report](#)

Related Features

- [Bumper Crop](#) - Gardenscapes
- [Board Game](#) - Matchington Mansion
- [Special Limited Offer](#) - Candy Crush Saga



LEADERBOARD, CHALLENGE, AND SALES

REVENUE ANALYSIS

Lost Island Blast Adventure revenue spiked at the end of 2018 ... corresponding with their *Christmas Offer*. This upswing was maintained through the first week in January.



FEATURE TEARDOWN

Lost Island Blast released both a Leaderboard event and a Challenges event ... all with a holiday bundle sale.

Concert Event Details

- In the *Concert Event*, players must score five points to appear on a Leaderboard.
- Players are ranked on the Leaderboard by points earned in completed Levels from Boost activations (1).
- The top 10 players on the Leaderboard receive Chests containing Boosts and Coins (2).
- More images and videos: [Concert Event](#)

Smoothie Challenge Details

- Players fill a Meter by completing Levels.
- Prizes are awarded every third Level completed (3).
- Players are awarded an increased amount of time with Unlimited Lives for Levels 3, 6, and 9 (4).
- After 12 Levels are completed, players are awarded Unlimited Lives *and* Boosts (5).
- The Challenge cannot be repeated.
- More images and videos: [Smoothie Challenge](#)

Christmas Offer Details

- The *Christmas Offer* included a bundle of Boosts, Coins, and Unlimited Lives.
- The bundle was priced at \$1.99, \$6.99, and \$12.99 (6).
- More images and videos: [Christmas Offer](#)



Date	Price	Rank
12/26/18	\$1.99	#7
	\$12.99	#10
12/28/18	\$1.99	#7
	\$12.99	#9
	\$6.99	#10
	\$1.99	#7
1/2/19	\$12.99	#8
	\$6.99	#9
1/4/19	\$1.99	#7
	\$12.99	#8
	\$6.99	#9

EXPERT INSIGHTS

Build or invest in a tool to test marketing copy before a feature is released. The right (or wrong) marketing can have a large impact on the feature's success.

Product Council Insights

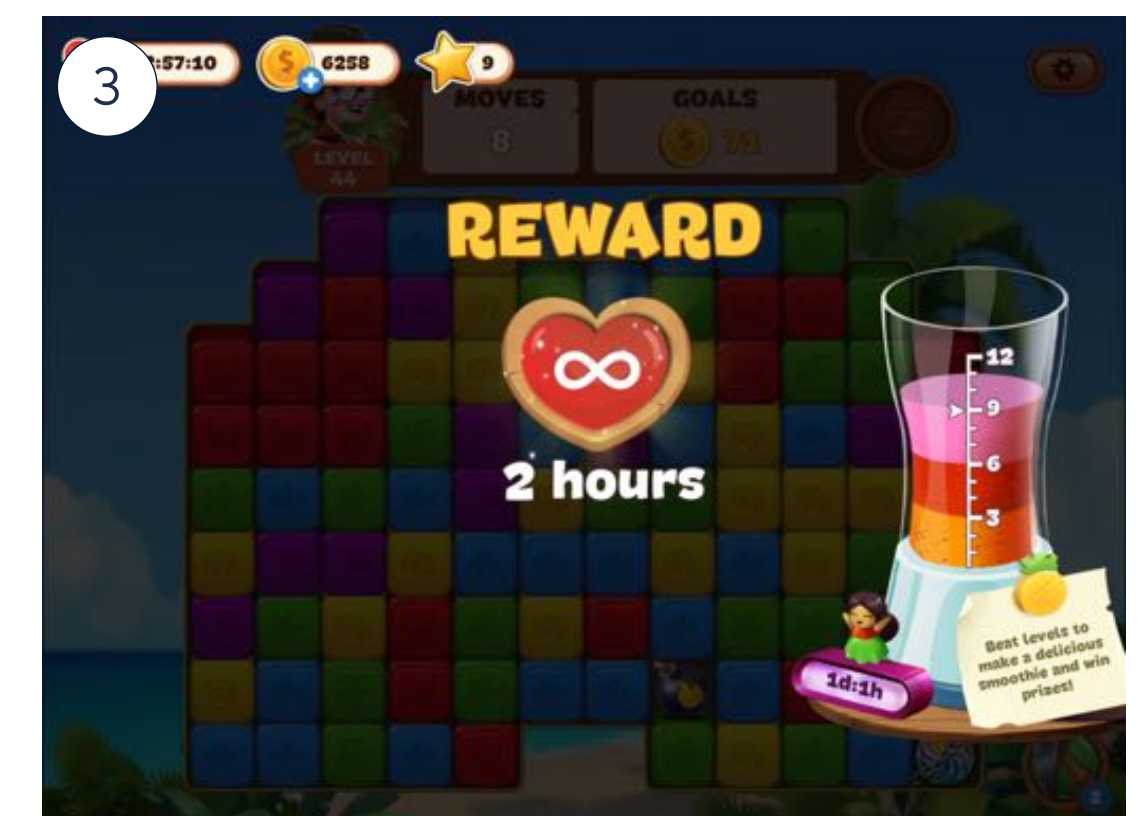
- Consider including three different price points for 1) non-payers, 2) existing payers, and 3) whales. Using just one price may increase transactions, but may also potentially bring down revenue-per-transaction, negatively impacting the overall revenue (1).
- The *actual reward* is often the biggest motivator for many player types. Make sure to include the most valuable potential win in marketing dialogues (2).
- Putting rewards along the progression will increase feature-completions. Visually, make it clear to players that they receive rewards at certain steps of the progression, and that the value of the rewards increase as they progress (3).
- For competition-based events, separate players into smaller, sub-groups. Pair players of similar abilities, and make late-entry players compete only against other late-entry players ... to expand the impact of the feature.
- When releasing events with Unlimited Lives, make sure to replace the retention-based hooks pertaining to Lives with something equally enticing ... in order to maintain retention.

Report References

- Breakout Apps in [10/18 Puzzle Report](#)
- Clan Chests with Leaderboard in [4/18 Puzzle Report](#)

Related Features

- [Knitting Story](#) - Homescapes
- [Christmas Event](#) - Matchington Mansion
- [Clan Chests](#) - Angry Birds 2



LEVEL MECHANICS



NEW LEVEL DESIGNS I

Candy Cane Curls in Candy Crush Saga

- *Candy Cane Curls* are a three-layer, removable variation of the *Candy Cane Fence* Hazard. Layers must be removed individually by adjacent matches or Boosts, which break down the section(s) of a *Candy Cane Curl's Fence* (1 & 2).

- Although this is not a new mechanic, it has several benefits:
 - Makes Levels more exciting ... without taking space from the main Tiles or Hazards.
 - Creates nice visual effects on the Board and adds additional difficulty to the Level.
 - Removable ... eliminating any 'blind' areas that are of no use.

Logs in Toon Blast

- Adjacent matches or Boost activation next to a *Log* activates a *Saw* at the *Log's* base. The *Saw* cuts and shortens the *Log* by one tile length each adjacent match or Boost activation ... until the *Log* is removed and collected for Level goals (3 & 4).

- This relatively new mechanic is pretty intuitive and understandable.
- Although it is easy to activate and remove this Hazard, it can take a lot of moves to fully destroy or collect it, depending on the length.
- To create more difficult Levels, place *Logs* in groups with an empty space under them ... so users need to *dig* into the board to remove *Logs* one by one, and only from one side.
- In very difficult Levels, make *Log* cuts only by Supers or Combos.

Vase in Toy Blast

- Players must use three adjacent matches or Boosts to break down a *Vase*. After a *Vase* is broken, it reveals a hidden Boost (5 & 6).



NEW LEVEL DESIGNS II

Pinata in Gardenscapes

- After three adjacent matches or Boosts, *Pinatas* break ... scattering three *Candy* pieces across the board. The *Candy* pieces are collected for Level goals by further adjacent matches or Boosts (1 & 2).

Rubber Ducks in Gardenscapes

- *Rubber Ducks* sit in *Water* tiles and carry one Boost and one Hazard. After an adjacent match or Boost, *Rubber Ducks* scatter the Boost and Hazard across the board. *Rubber Ducks* move to other *Water* tiles if no adjacent matches or Boosts by any *Rubber Ducks* are made during a turn (3 & 4).

- The best part of this mechanic is that it is dynamic ... so it is not easy to predict what spot it will appear after the next move.
- Use this mechanic sparingly as it can frustrate and overwhelm users ... producing a negative experience from a positive mechanic.

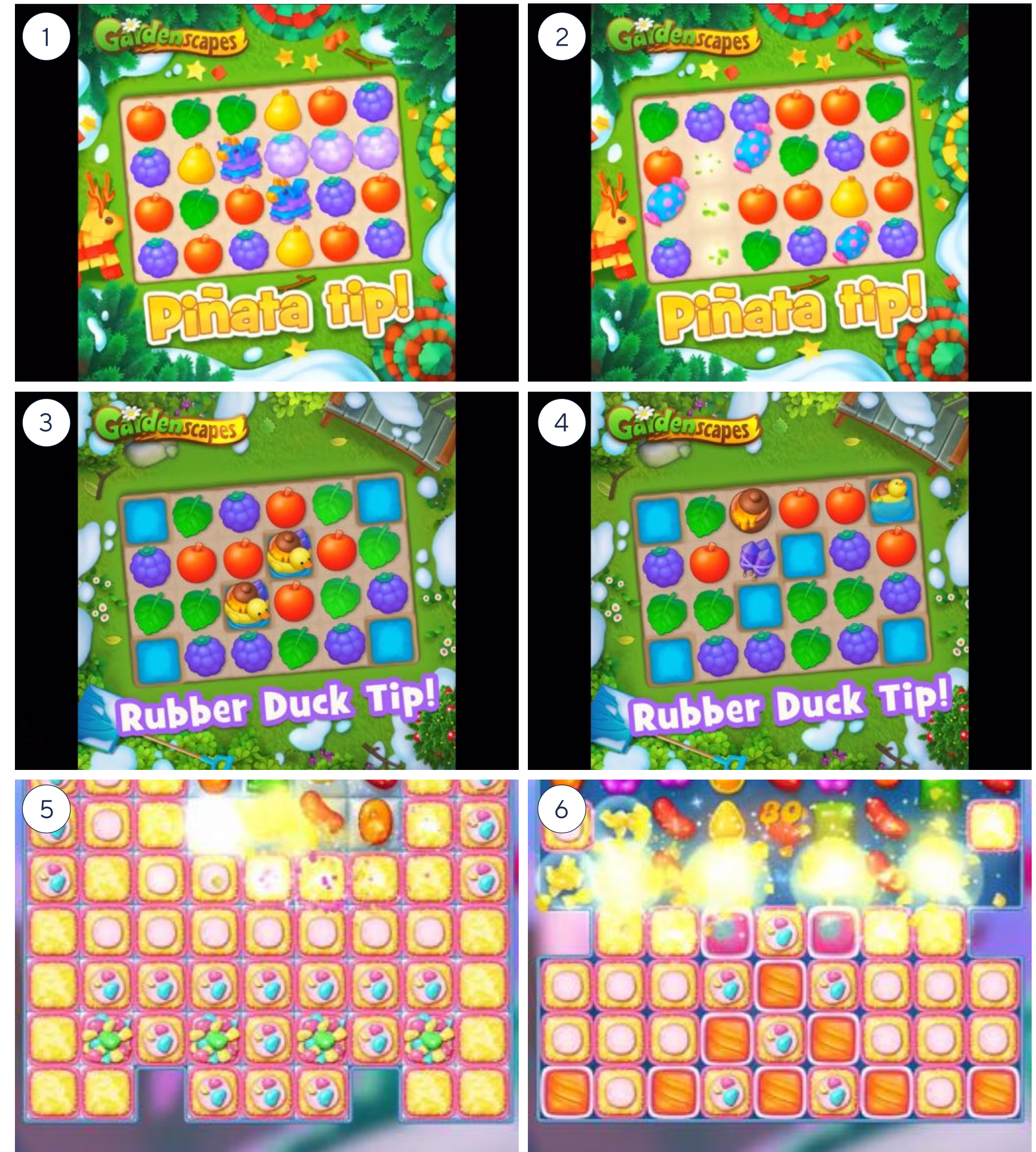
Rock Candy* in Candy Crush Friends Saga

- Adjacent matches remove one or more layers of *Rock Candy*. Matches adjacent to the bottom layer activate an electricity-like Boost, which flows through the *Rock Candy* and removes one of its layers (5 & 6).

** Note: Level mechanic identified in YouTube videos only - official name not yet released by King.*

Fans in Matchington Mansion

- *Fans* are positioned at the end of the board columns and cause pieces in the columns to move incrementally each turn.



NEW LEVEL DESIGNS III

Tarp in Fishdom

- *Tarps* cover portions of the board and are held stationary by *Ropes*. Players make matches or activate Boosts adjacent to the *Ropes* to remove the *Ropes* and *Tarp* from the board (1 & 2).

Slimes* in Bubble Witch 3 Saga

- After one adjacent color shot or Boost, *Slimes* partially breakdown and reattach to a new, random Bubble. A second color shot or Boost then removes the *Slimes* from the Level (3 & 4).

* Note: Level mechanic identified in YouTube videos only.



MARKET WATCH



12/1/18 - 12/31/18

NOTABLE RELEASES I

App	All Images	Specific Video/Image	Description
Toon Blast	Treasure Hunt	Chest Unlock	Players beat 20 Levels to earn Keys ... to fill a Meter ... and unlock a Chest with Coins, Boosts, and Lives (1). Similar to the Toy Blast Treasure Hunt event
Matchington Mansion	Board Game	Board Game Dice Roll	Players beat Levels to earn rolls of a Dice to advance along a game Board. Certain Board positions give rewards (2)
Angry Birds 2	New Hat Shop	Black Pearl Chest	<i>Hat Shop</i> added to act as a designated location for all <i>Hat Set</i> browsing and purchasing. Includes exclusive <i>Black Pearl Chests</i> , which award Currency for <i>Hat</i> purchases (3)
Fishdom	Fishy Bank Update	Shop New Location	<i>Fishy Bank</i> updated with new location in the Shop and more <i>Diamonds</i> awarded for beating <i>Hard</i> and <i>Super Hard</i> Levels



NOTABLE RELEASES II

App	All Images	Specific Video/Image	Description
Panda Pop	Grinch Raid	Team Fill Meter	Team Tournament to collect <i>Snowballs</i> during play ... to fill a Meter ... to defeat the <i>Grinch</i> . Rewards based on <i>Snowballs</i> contributed (1)
Farm Heroes Saga	Race It!	Finish Line Reward	Tournament event with Leaderboard and prizes based on completing Levels and episodes before other players (2)
Gummy Drop	Travel Jar	Level Play & Coin Collection	Limited-time Piggy Bank feature added ... occurring during select events
Cookie Jam Blast	Super Crown Race	Crown Points & Leaderboard	Tournament event with Leaderboard and prizes based on points from <i>Crowns</i> . Points are based on Level difficulty and number of attempts to complete a Level (3)

[Click here for a full list of content released this month](#)



APPENDIX



PUZZLE PRODUCT COUNCIL

These industry-leading puzzle experts strengthen the Insights & Advice sections included in each Puzzle Report.

Helen Grabarchuk	Ryan Winterholler
<p>Co-Founder and COO of PuzzleMove Inc.</p> <p>LinkedIn Profile</p> <p>Helen is a level design expert. At PuzzleMove Inc., Helen develops new puzzle products for different platforms, focusing on mobile devices.</p> <p>Helen spent over two years at Zynga as a puzzle content creator.</p> <p>After Zynga, Helen created concepts, puzzles, testing, and puzzle content in dozens of iOS and Kindle apps.</p> <p>Helen's comments can be found predominately in the Level Mechanics section.</p>	<p>President at Winterholler Enterprises Inc.</p> <p>LinkedIn Profile</p> <p>Ryan is a mobile games veteran with over 17 years of experience.</p> <p>For the past 15 years, his focus has been managing the creation, production, and design for multiple award-winning mobile games and apps.</p> <p>His last few credits include Frozen Free Fall, Maleficent Free Fall, NBA Jam, Tiger Woods PGA Tour, NBA Live/Elite, DuckTales Scrooge's Loot, and many more.</p>

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 [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.

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

PUZZLE PERSONAS

	Stealthy Steve	Friendly Fran	Destructive Derek	Adventuring Adrian	Prospecting Polly	Daring Dan	Gathering Grace
Gender	76% male	72% female	73% male	55% male	78% female	69% male	71% female
Mean age	31.6	40.8	37.8	31.5	42.3	39.6	45.3
Highest preference(s)	Assault	Care and Manage	Manage	Journey	Journey and Coordinate	Assault and Coordinate	Coordinate
Lowest preference(s)	Care	Assault	Care	Manage and Care	Assault and Care	Journey and Care	All except Coordinate
Likes	Stealth, strategy, being the protagonist, skill progression, and exploration	Befriending non-playable characters (NPCs), creating an avatar, skill progression, and city or village handling	Strategy, city or base construction, and large-scale handling of NPCs	Creating an avatar, skill progression, being the protagonist, exploration and secrets, and befriending NPCs	Collecting <i>Rare Items</i> and treasures, exploration, skill progression, and tile matching	Racing, explosions, and stealth	Tile matching, platforming, and collecting <i>Rare Items</i>
Dislikes	Rhythm mechanics and pet training	Killing, war, weaponry, and explosions	Theft, illegal activities, stealth, retreating, and rhythm mechanics	Racing, sports, tile matching, instruments, dancing, and pet training	Theft, explosions, and retreating	No strong dislike for any particular mechanic	Killing, theft, destruction, and war

“Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world.”

– Walt Disney

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