

# Understanding the Early Gameplay Experience and Player Segmentation for a **Mobile Gameplay**

A Presentation by Oluokun Adeola

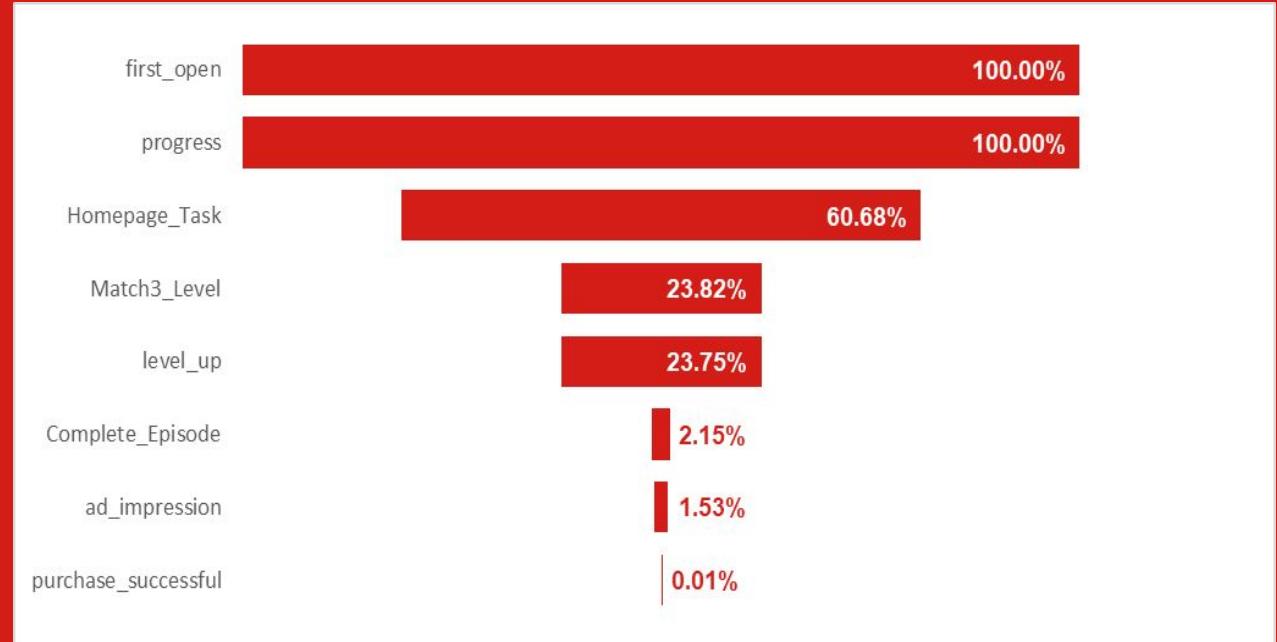
# Scope of Analysis

Two key analyses conducted on the mobile gameplay data

- **Early Player Journey:** Funnel visualization from first open to monetization; identifies key drop-off points.
- **Player Segmentation:** Groups users by engagement, motivation, and progression behavior for targeted action.
- Provides a structured understanding of player behavior **to improve retention, progression, and monetization.**
- **Recommendations:** Informed, data-based suggestions are provided to help the product and marketing teams make better decisions.

# Gameplay Early Player Journey

Of the **18,720** players who launched Safari City in August, **11,359** advanced past onboarding to the Builder layer, **4,446** reached the Puzzle layer, **402** completed an episode, and only about **286** progressed to ad-based monetization.



*This progression shows major engagement drop-offs after onboarding and between gameplay layers, signaling a need to simplify tasks, optimize rewards, and strengthen motivation to keep players progressing.*

# Key Observations & Insights

- **High initial curiosity, low sustained engagement:** most players start onboarding but quickly drop off during core gameplay.
- Likely causes: **rushed onboarding, slow task pacing** , and **long ad duration** impacting retention and monetization.
- **Onboarding:** Tutorial felt rushed, lacked audio and clarity, discouraging first-time players.
- **Friction across layers:** Lengthy tasks and a motivation gap between Builder and Puzzle stages interrupt player flow.
- **Puzzle Layer (Level-Up):** Losing moves forced long ads; no quick retry option discouraged continuity.
- **Ad Experience:** Repetitive, lengthy ads caused fatigue and churn risk.

# Gameplay Player Segmentation

EDS → MAI ↓	Low (L)	Medium(M)	High(H)	Progression (Colour Legend)						
High(H)	 <b>Potential Core Starters</b> Motivated but inactive. Early PS → nurture with onboarding, hints, early challenges.	 <b>Focused Achievers</b> Purposeful players; play strategically. Mid PS → reward consistency.	 <b>Core Champions</b> Our power players; Late PS → loyal, high-value users.	<table border="1"> <tr> <td>Early</td> <td>New players</td> </tr> <tr> <td>Mid</td> <td>Steady progress</td> </tr> <tr> <td>Late</td> <td>Advanced</td> </tr> </table>	Early	New players	Mid	Steady progress	Late	Advanced
Early	New players									
Mid	Steady progress									
Late	Advanced									
Medium(M)	 <b>Casual Returnees</b> Occasional players. Early/Mid PS → re-engage via events	 <b>Balanced Regulars</b> Medium all-rounders, stable retention. Mid PS → solid backbone of user base	 <b>Veteran Decorators</b> Consistent play, creative focus. Late PS → long-term retention.							
Low (L)	 <b>Dormant / Churned Users</b> Inactive and unmotivated. Any PS → churn risk.	 <b>Routine Users</b> Play out of habit; Mid/Late PS → revive with novelty.	 <b>Habitual Veterans</b> Still active but emotionally disengaged; Late PS → risk of burnout.							

# Recommendations

- **Improve onboarding clarity:** Add audio guidance and slow down tutorial pacing to enhance comprehension and early retention.
- **Optimize task length:** Shorten early builder episodes or allow players to choose preferred tasks to reduce frustration and maintain engagement.
- **Refine ad strategy:** Limit repetitive interstitials, shorten ad length, and prioritize rewarded ads to reduce ad fatigue and improve satisfaction.
- **Balance difficulty and rewards:** Offer alternative ways to earn keys (daily bonuses, short challenges) to sustain motivation and progression.
- **Personalize pacing:** Use adaptive difficulty and task variety to keep both new and returning players engaged, boosting retention and monetization.

# Q&A