

First-Time User Journey Notes (Qualitative Review)

Session Context

New user, first 20–30 minutes of gameplay. Focused on onboarding clarity, task motivation, difficulty curve, and ad experience.

Onboarding Experience

- Tutorial pace felt too fast to grasp core concepts
- No audio guidance to support comprehension
- Visual cues appeared and disappeared quickly
- Result: Uncertainty about next steps and reduced confidence

Early Builder Tasks

- First major task sequence felt longer than expected
- Tasks required earning keys before progression
- Task variety was limited; lack of autonomy
- Result: Early session fatigue and reduced motivation

Transition to Puzzle Gameplay

- Puzzle levels introduced with little contextual explanation
- Losing early resulted in forced long ads
- No retry shortcut unless an ad was watched
- Result: Interrupted flow and perceived difficulty spike

Ad Experience

- Ads felt too long and repetitive
- Same ad appeared multiple times consecutively
- Delayed return to gameplay
- Result: Ad fatigue and churn risk

Emotional Journey Timeline

Stage	Emotion	Trigger
Opening	Curious	Smooth launch + bright visuals
Onboarding	Confused	Fast pacing, unclear cues
Builder Tasks	Frustrated	Long tasks + key requirements
Puzzle	Interested → Discouraged	Fun puzzles but long ads
Post-Ad	Fatigued	Repetition + slow return to game