User Retention by Riddle Difficulty Level
("Hard Fun" Hypothesis)

Retention Rate

100.0%

91.4%

n = 93

Total Users: N = 147

None: n = 37, 0.0% retained
Moderate: n = 93, 91.4% retained
Hard: n = 17, 100.0% retained

Moderate riddles = 1-5 solved
Hard riddles = 6+ solved

"Hard Fun" Hypothesis Supported:

Users engaging with challenging riddles
show 93% retention vs. 0% for
non-engagers.

Optimal challenge drives sustained
engagement.

n = 37

n = 17

0.0%

Number of Users

Retention Rate (%)

Riddle Difficulty Level

None   Moderate   Hard