

Game Breakdown - Day 1

Game: Stumble Guys

Genre: Platformer, Action, Battle, Multiplayer

Core Loop

Enter Match → Survive Obstacles → Qualify → Earn Rewards → Use Rewards for Cosmetics → Queue Again

This loop works because:

- Sessions are short (1–3 min)
 - Each attempt feels like “one more try”
 - Rewards feed cosmetic progression, not skill
 - Matchmaking ensures quick entry → low drop-off
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Why is it fun?

- **Chaotic randomness** creates high replayability
 - **Low skill barrier** makes it friendly for casual users
 - **Cosmetic-driven progression** supports long-term engagement
 - **Social/competitive moments** generate emotional highs
 - **Short sessions** fit well with mobile player behavior patterns
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Improvement I would make?

- Add a structured FTUE
 - How the loop works
 - How obstacles behave
 - That Pushing and Body collision matter

- Difference between maps

Result: High drop-off and early frustration.

Proposed FTUE:

- A 30-second single-player tutorial
 - Demonstration of jump, dive, collisions
 - One guided mini-level
 - Reward a free cosmetic at FTUE completion
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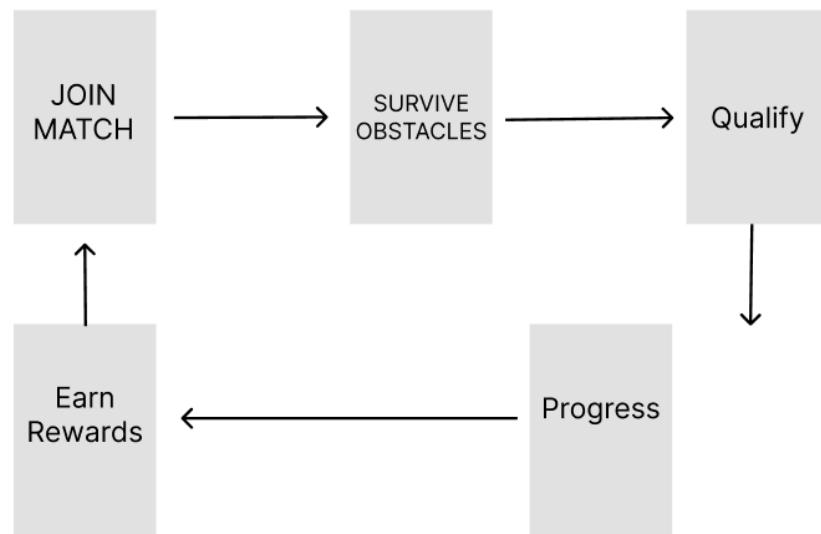
Why this matters?

- **Improves D0 → D1 retention** by reducing confusion
 - **Increases first-session completion rate**, leading to more players reaching the reward loop
 - **Boosts early cosmetic engagement**, which is tied to monetization
 - Helps new players feel **skillful early**, reducing churn
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Core Loop Diagram

Join Match → Survive Obstacles → Qualify → Progress → Collect Rewards →
Repeat

Stumble Guys → Core Loop



Screenshots

Main Menu



This screen acts as the entry point and pushes the player directly into short sessions.

Core Gameplay



This moment represents the main mastery loop of the game.

Progression Screen



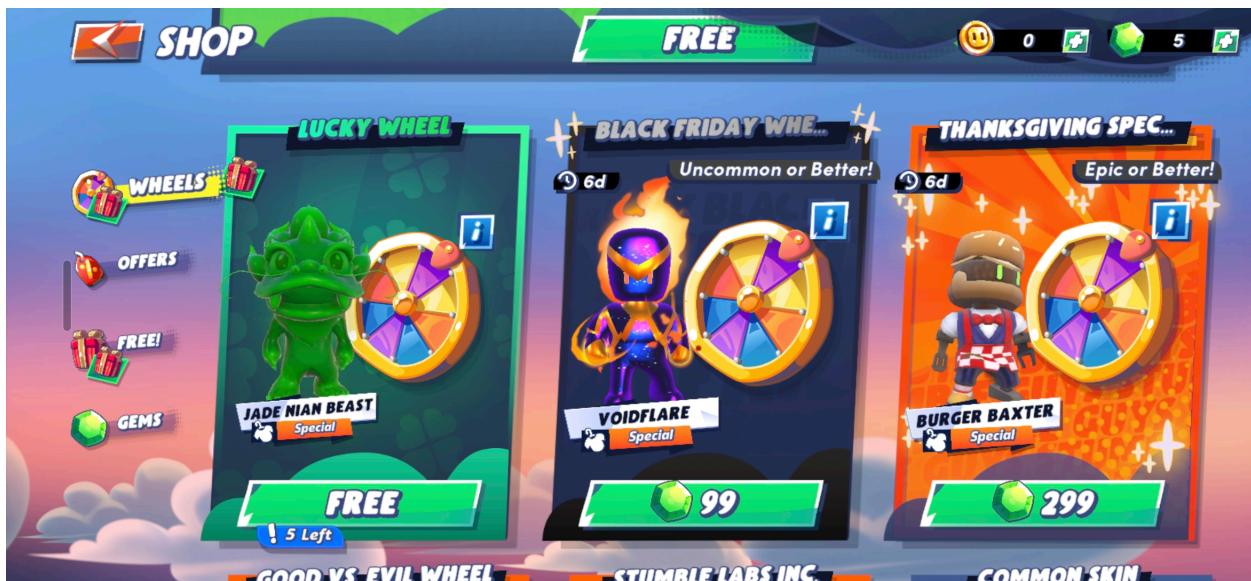
This screen creates tension and provides satisfaction of reaching next stage.

Rewards Screen



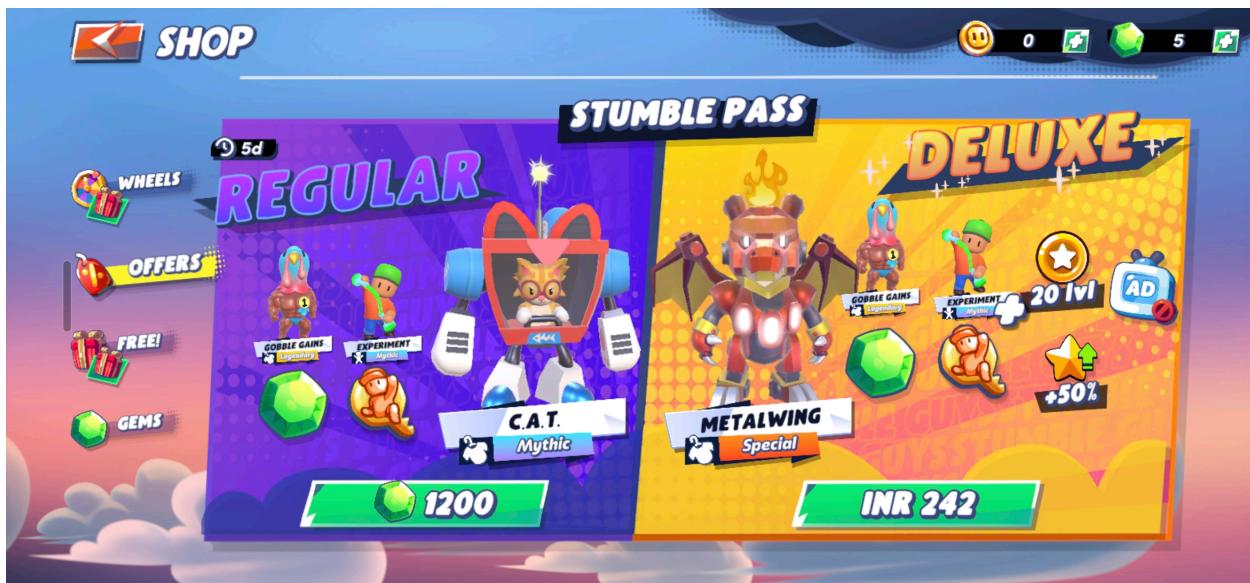
This screen appears after failing or completing the levels. This reward moment acts as a dopamine spike to reinforce the core loop.

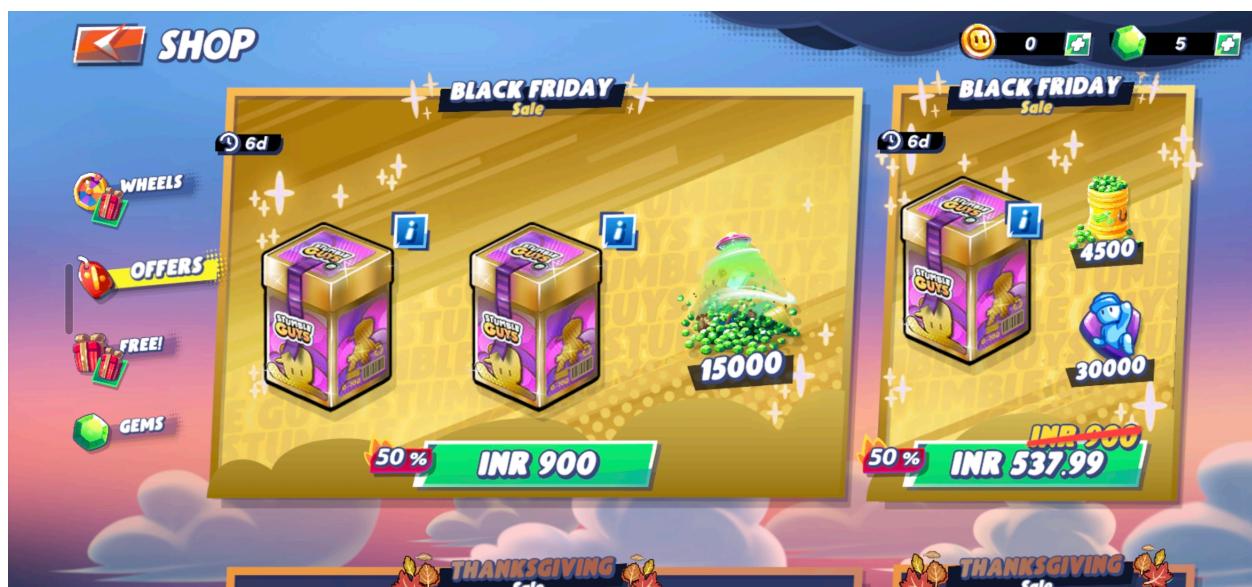
Shop Screen

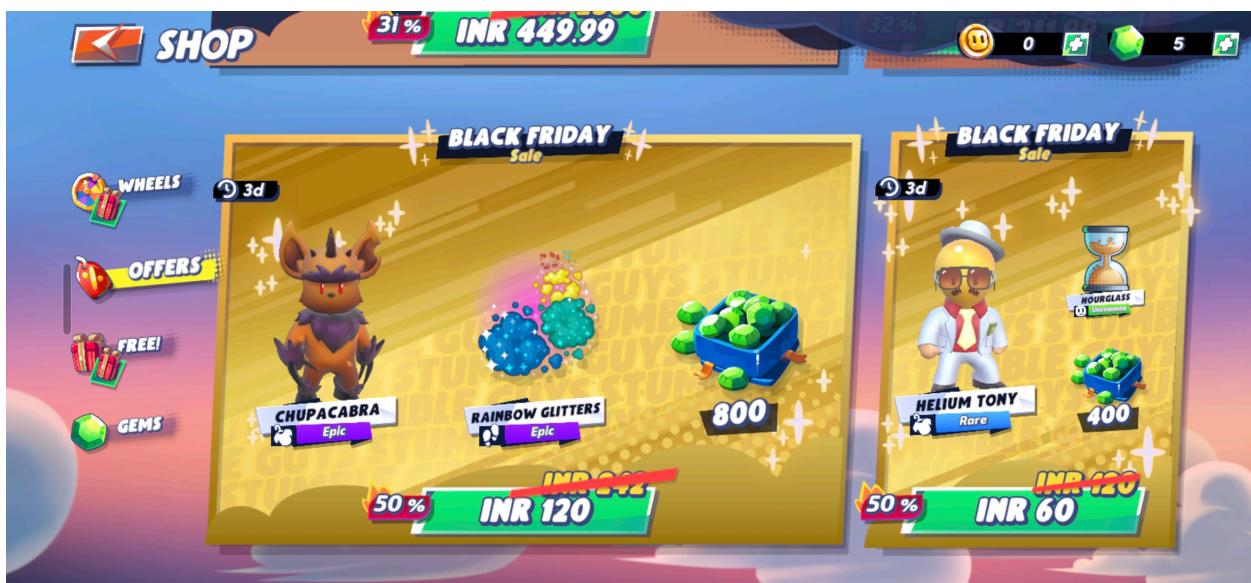
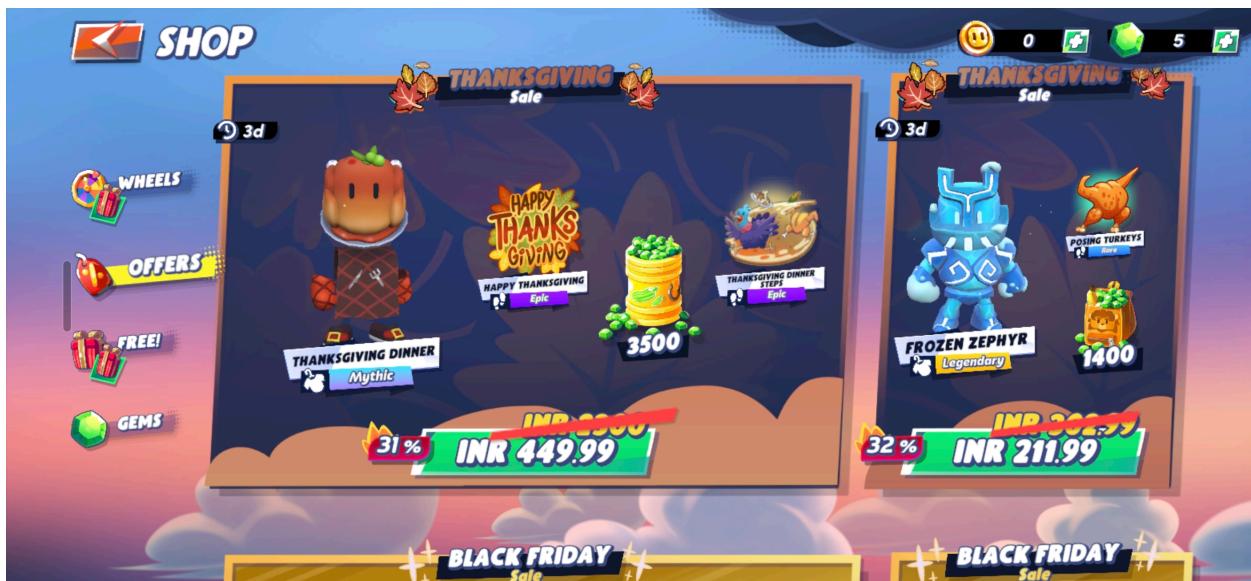


This screen appears on entering the shop

Offers







These screens represent the offers that are available for player to purchase. Shop layout highlights high-value bundles to maximize ARPDAU.

Elimination Screen



This screen on Failure creates tension and motivates mastery of the core loop.