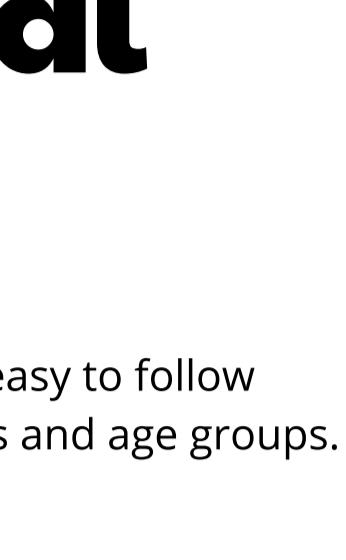
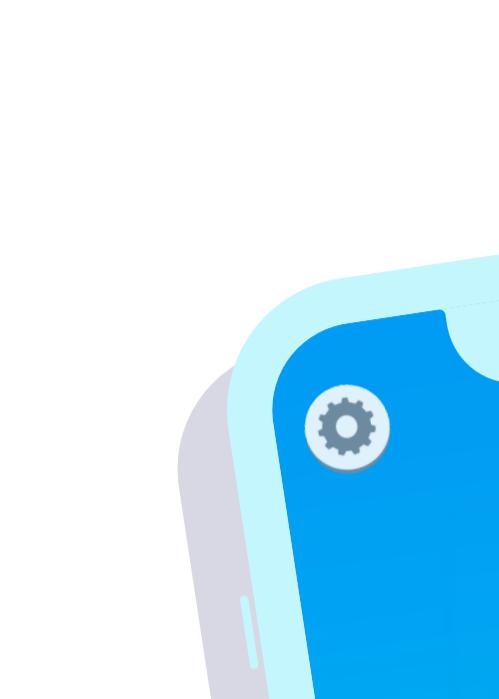




CrazyLabs

# The Ultimate Cheat-Sheet for Hyper-Casual Games

7 Things You Must Include in Order to Create  
a Successful Hyper-Casual Game

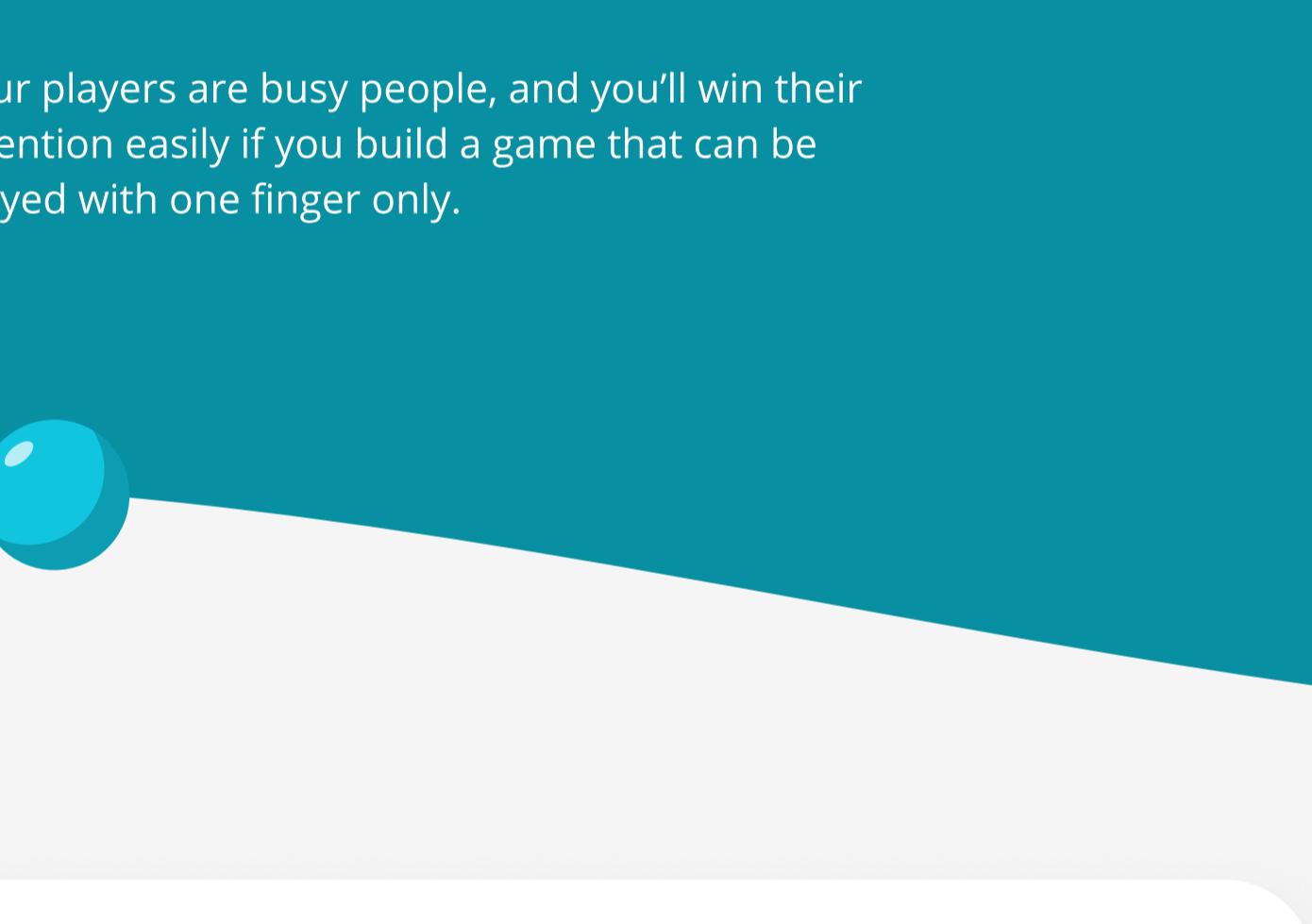
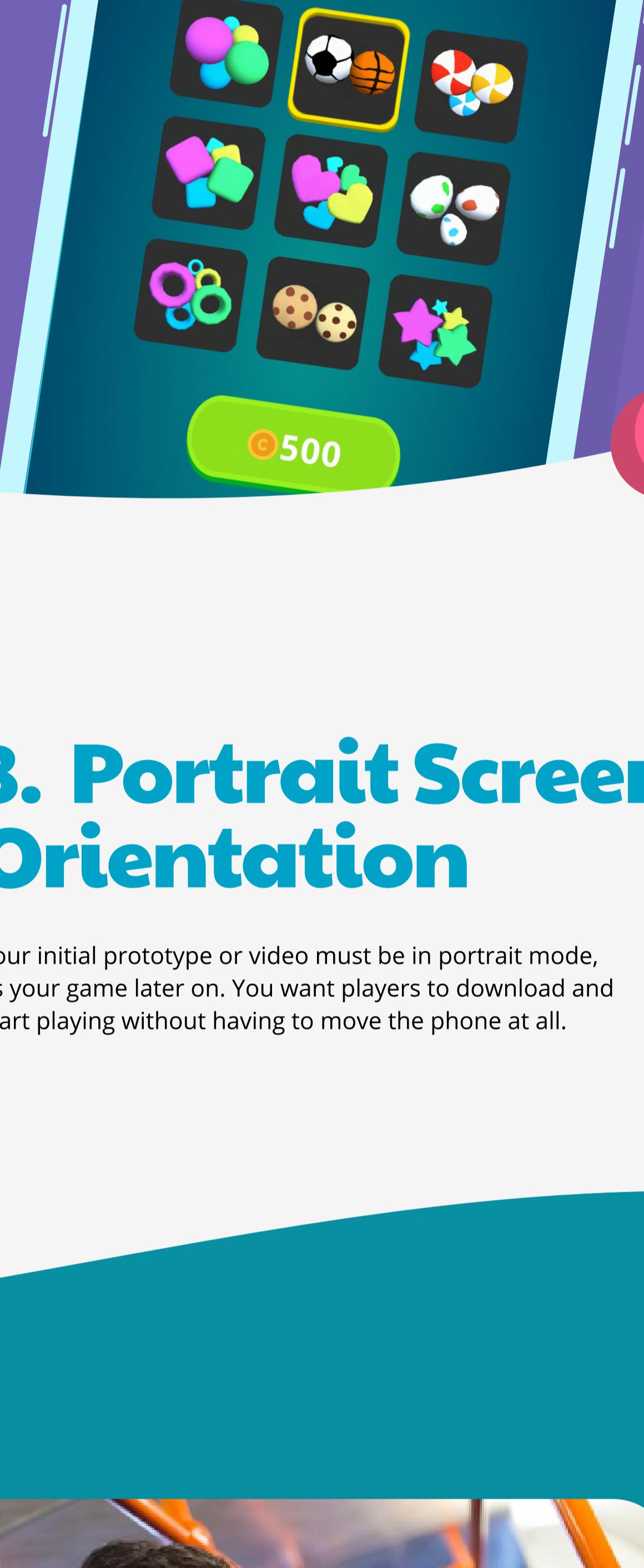


## 1. Mass Appeal Theme

Stick to a theme that has mass appeal, with an easy to follow gameplay that can be understood by all genders and age groups.

## 2. Highly Replayable Content

Mass appeal is great, but the game needs to make players come back. Make sure your game can generate an interest and draw your players back day after day.



## 3. Portrait Screen Orientation

Your initial prototype or video must be in portrait mode, as your game later on. You want players to download and start playing without having to move the phone at all.

## 4. One Finger Mechanics

Your players are busy people, and you'll win their attention easily if you build a game that can be played with one finger only.



## 5. Lower Screen Action

Keep it simple and fun to play, but make sure to use the screen space properly and focus on the low-3rd part of the screen. Oh, and remember some players are left-handed.



## 6. Color Palette Sensitive

Color palettes can make or break your game. Here are some color palettes that can help you create a compelling hyper-casual game that's easy on the eye.



## 7. Level-Based Progression

Successful hyper-casual games are level-based, and their level funnel is constantly being improved. Do not create an endless prototype.

Run Your Games  
to the #1 Spot

