Freemium games case study

## Task 1

## Record the name of the game that you played. If unable to download a game, use "It's Full of Sparks" as an example.

## Please do not exceed 100 words for this task.

“It’s Full of Sparks”

## Task 2

## What free options did the game provide you with? Please describe the nature of the premium version & how much it costs.

## Please do not exceed 300 words for this task.

For free it gave me:

1. A full game with 10 firecrackers (lives)
2. Options to view short videos for more firecrackers
3. The option to upgrades

To upgrade it costs a meager $2.99 for premium features such as infinite firecrackers.

## Task 3

## Did you decide to purchase the freemium? Why or why not?

## Please do not exceed 400 words for this task.

I decided not to buy the freemium, but this is just biased since I do not play games and would rather read a book or study; although, if I was an avid player I would, because

1. The game is fun and engaging,
2. The price is very low for the benefit of saving my time and allowing unhindered progress.

## Task 4

## What did you learn about freemium pricing?

## Please do not exceed 400 words for this task.

1. Freemium pricing is great for digital

Since the cost of acquiring a customer is close to zero on digital platforms it is great to show customers the potential value and spread the word about the product through customers who used it.

1. It makes premium features more attractive

When starting a game after paying for it a premium quality is expected, but by starting it free not much is expected. To then show how much better the experience and value could be for a price it makes it more attractive, especially when there are many such premium features.

1. It increases customer traffic

The barrier of entry is essentially zero, so people of all ages and incomes could have a look and make their judgement.

1. Freemium only works on limited products, for a limited time, to a certain customer base

Panera is an example of the freemium model not working as it should