Business Report
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1) Full customer journey from acquisition to loyalty:

1) Awareness:
 Channels:
 Social: TikTok/Instagram Reels of quick wins, streaks, themed boards.
 Communities: Discord/Reddit posts; college club mini-tournaments.
 Ads: "Play tic tac toe online," "multiplayer tic tac toe."
 "Play in 5 seconds. No downloads. Instant match or AI."
 "Earn coins, unlock themes, climb the board."
 Impressions, CTR, cost per click, traffic by source.

2) Acquisition:
 Landing experience
 One-screen demo board; click "Quick Play" to start vs AI; "Multiplayer" after sign-in.
 Clear benefits: matchmaking, AI fallback, coins, cosmetics.
 Incentives
 New user starter pack (coins + basic themes).
 Referral bonus: both players get coins after first match together.
 New users/day, sign-up rate, cost per acquisition.

3) Onboarding (Days 1–3):
 Guidance
 Daily quests: "Win 2 games," "Try a new theme," "Play 1 multiplayer."
 Soft tutorial chips: "Corners beat sides," "Watch for forks."
  Habit seeding
 Streak meter + calendar; daily login coins; first 3 days = increasing rewards.
 retention, quests completed, sessions/day, average time to match.

4) Engagement:
 Match → Reward (XP/coins) → Store browse → Equip theme → Next match.
 Features to deepen play
 Ranked ladder (light ELO), seasonal themes, rematch invites, friend lobbies.
 Achievements: win streaks, multiplayer count, theme collection.
 Live ops
 Weekend double-coins, limited-time skins, micro-tournaments.
 Matches/user/day, average match duration, achievement unlock rate.

5) Monetization:
- Model:

Freemium with in game purchases (cosmetic themes, effects, nameplates).
Optional subscription ("Pro"): ad-free, premium themes, advanced stats, ranked boosts.
Rewarded ads for extra coins; interstitials between matches for free tier.
- Pricing
  IAP cosmetics: 199–499; Pro: 599–999/month.
  Post-win and shop entry; seasonal bundles; first-purchase discount.
  Conversion to first purchase, ARPU, ad LTV, purchase frequency.

6) Retention
- Systems
  - Daily/weekly quests; rotating challenges; seasonal ladders.
  - Smart notifications: "Friend is online," "Season ends in 48h," "Your streak is at 3."
  - Content cadence: new themes monthly, events bi-weekly.
  - D7/D30 retention, churn %, push opt-in rate, session recurrence.

7) Community & Advocacy
- Social hooks
  - Share match highlights (GIF of final move), profile card with rank.
  - Guilds/clubs; campus leaderboards.
- Referrals
  - "Play with a friend" link; both receive coin bonus after their first game together.
  - Viral K-factor, invites sent/accepted.

8) Support & Trust
  - Fast bug reporting; latency indicator; fair-play notices.
  - Clear privacy and parental mode for EDU use.
  - response time, crash/latency rates.

9) Win-Back (Churned Users)
- Tactics
  - Email/push: "We saved your streak," "Free theme this weekend."
  - "Comeback quests": 2 wins → big coin reward; limited skin upon return.

10) Lifecycle Communications (Templates)
- Day 0: "Welcome! Win your first game for 50 coins."
- Day 1: "New daily quests are live—earn a bonus theme."
- Day 3: "Multiplayer bronze league opens today. Join the ladder."
- Event: "This weekend only: Neon board bundle."
- Win-back: "We've saved a free theme for your return."

   2) NPS, RFM, CLV (dummy):

Net Promoter Score (NPS) — Dummy

- Survey question: "How likely are you to recommend this game to a friend? (0–10)"
- Sample responses: n = 1,000
  - Promoters (9–10): 520 (52%)
  - Passives (7–8): 300 (30%)
  - Detractors (0–6): 180 (18%)
- NPS score: 52% − 18% = 34

- Breakdown by cohort (illustrative):
  - New users (Week 1): P=45%, Pa=35%, D=20% → NPS=25
  - Multiplayer-active: P=60%, Pa=25%, D=15% → NPS=45
  - Purchasers: P=70%, Pa=20%, D=10% → NPS=60

RFM(recency, frequency and monetary value) Segmentation — Dummy

- Definitions
  - Recency (R): days since last session
    - R1: 0–3, R2: 4–7, R3: 8–14, R4: 15–30, R5: 31+
  - Frequency (F): sessions in last 30 days
    - F1: 20+, F2: 10–19, F3: 5–9, F4: 2–4, F5: 0–1
  - Monetary (M): total spend (USD) last 90 days
    - M1: $50+, M2: $20–49, M3: $5–19, M4: $1–4, M5: $0

- Key segments (example counts, n = 10,000 users)
  - Champions (R1F1M1–M3): 900
  - Loyal (R1–R2, F2–F3, M2–M4): 1,500
  - Potential Loyalists (R1–R2, F3–F4, M3–M5): 1,800
  - New Customers (R1, F4–F5, any M): 1,200
  - At Risk (R3–R4, F3–F4, M3–M5): 1,400
  - Hibernating (R5, F5, M5): 2,200
  - Others/unclassified: 1,000

- Segment insights (illustrative medians)
  - Champions: Recency=1 day, F=24 sessions/mo, M=$32
  - Loyal: Recency=2 days, F=12, M=$14
  - Potential Loyalists: Recency=3 days, F=6, M=$4
  - At Risk: Recency=16 days, F=3, M=$1
  - Hibernating: Recency=45 days, F=1, M=$0

Customer Lifetime Value (CLV) — Dummy

- Assumptions (B2C freemium, monthly view)

- Average revenue per paying user (ARPPU/month): $7.50
- Paying rate: 6%
- Average revenue per user (ARPU/month): $0.45
- Gross margin: 80%
- Monthly retention after Month 1: 70% (constant for simplicity)
- Discount rate (monthly): 1%

- Simple infinite-horizon CLV (ARPU × margin × retention/(1 + discount − retention))
  - CLV = 0.45 × 0.80 × 0.70 / (1.01 − 0.70) ≈ $0.84 per user

- By segment (illustrative monthly ARPU, retention)
  - Champions: ARPU=$2.20, retention=90% → CLV ≈ 2.20×0.80×0.90/(1.01−0.90) ≈ $14.36
  - Loyal: ARPU=$1.10, retention=85% → CLV ≈ 1.10×0.80×0.85/(1.01−0.85) ≈ $4.03
  - Potential Loyalists: ARPU=$0.55, retention=78% → CLV ≈ 0.55×0.80×0.78/(1.01−0.78) ≈ $1.49
  - At Risk: ARPU=$0.20, retention=60% → CLV ≈ 0.20×0.80×0.60/(1.01−0.60) ≈ $0.23
  - Hibernating: ARPU=$0.05, retention=30% → CLV ≈ 0.05×0.80×0.30/(1.01−0.30) ≈ $0.03

- Weighted portfolio CLV (example mix): ≈ $1.10 per user (rs 91).

3) Sales funnel description and operations plan:

 Sales Funnel (B2C)

- Awareness
  - Channels: TikTok/IG Reels, YouTube Shorts, Discord/Reddit communities, SEO "play tic tac toe online", campus clubs.
  - Creatives: 10–15s gameplay highlights, streaks, themed boards, "play in 5 seconds".
  - Impressions, CTR, cost-per-click, traffic by source.
  - Owner/Tools: Growth + Creative; Meta/TikTok Ads.

- Acquisition (Landing → Sign up)
  - Landing: one-screen playable demo; clear call to action "Quick Play" (AI), "Multiplayer" (after sign-in).
  - Incentives: starter coins + basic themes; referral (both get coins after first match together).
  - New users/day, sign-up rate, CAC, referral K-factor.
  - Owner/Tools: Growth + Web; Firebase Auth, GA4 funnels, Optimize (A/B).

- Monetization
  - Model: Freemium with IAP (cosmetics), optional Pro subscription (ad-free, premium themes, stats), rewarded ads.
  - Pricing: IAP ₹79–₹999; Pro ₹249–₹399/month.
  - Triggers: post-win, store browse, seasonal bundles, first-purchase discount.
  - Paying rate, ARPPU, ARPDAU, ad LTV, refund rate.
  - Owner/Tools: Monetization + Product; Play/App Store, AdMob/IronSource, RevenueCat.

- Retention
  - Systems: daily/weekly quests, streaks, seasonal ladders, friend lobbies, push/email.
  - Content: monthly theme drops; weekend events; micro-tournaments.
  - KPIs: D1/D7/D30 retention, sessions/day, time-to-match, churn.
  - Owner/Tools: Live Ops; Braze/OneSignal, Firestore, CRON/Cloud Functions.

Operations Plan

- Org & Ownership (lean)
  - Product/Design (PM + UX), Engineering (Client + Backend), Live Ops/Monetization, Growth/Creative, Data/Analytics, Support/Moderation, Partnerships (B2B).
  - Weekly business review across funnel metrics.

- 90-Day Roadmap
  - Month 1: polish core loop; daily quests; referral; store baseline; analytics events.
  - Month 2: ranked beta; seasonal drop 1; rewarded ads; friend lobbies; A/B onboarding.
  - Month 3: Pro subscription soft launch; weekend tournaments; campus/community activations; B2B demo kit.

- Release Management
  - Cadence: weekly app releases; bi-weekly content drops; monthly seasonal theme packs.
  - Process: feature flags; canary rollout; rollback playbook; release notes.

- Live Ops
  - Calendar: weekly quests, weekend double coins, monthly themes, seasonal ladder.
  - Tooling: content config in Firestore; runtime switches; announcement banner.
  - SLA: event QA 48h prior; post-mortems within 48h if issues.

- Customer Support & Safety
  - Channels: in-app report, email, Discord.
  - 24h; FAQ/Help Center.
  - Moderation: profanity filters, report review queue, account actions.

- Infrastructure & Performance
  - Stack: Firebase Auth/Firestore, Functions for server logic, CDN for assets.
  - Targets: cold start < 3s, time-to-match p50 < 10s, error rate < 0.5%.
  - Observability: Crashlytics, Cloud Logging, uptime checks; runbooks for incidents.

- Growth Operations
  - Content pipeline: 5–10 short-form videos/week, creator partnerships.
  - Referral: double-sided rewards; milestone bonuses.
  - SEO: landing pages for "multiplayer tic tac toe," "play at school," etc.

4) Brand building and reputation management strategy:

Brand positioning
- Vision: The fastest, most delightful way to play Tic-Tac-Toe with anyone, anywhere.
- Promise: "Play in 5 seconds. Fair, fun, and always someone to play."
- Pillars: Speed, Fair play, Style (cosmetics), Community.

Identity and voice
- Visuals: Bold, clean UI; playful emojis; seasonal colorways.
- Tone: Friendly, witty, hype when celebrating wins; calm/helpful in support.
- Consistency: Brand kit for creators/partners; in-app, web, ads aligned.

Content strategy
- Always-on: 5–10 short videos/week (tips, clutch finishes, theme spotlights).
- Seasonal drops, ladders, community tournaments, collabs.
- UGC: In-app share of final move GIFs; weekly "Play of the Week."
- Educational: Dev blogs on real-time tech; showcases for students/EDU.

Community building
- Channels: Discord, Reddit, TikTok, Instagram, YouTube Shorts.
- Programs: Community moderators, creator ambassadors, campus reps.
- Rituals: Friday tournaments, monthly theme votes, AMA with devs.
- Rewards: Exclusive badges/skins for contributors and event winners.

Influencers and partnerships
- Micro-creators: High frequency, authentic gameplay clips; rev-share links.
- EDU/campus clubs: Toolkits, local and global leaderboards.
- Brand collabs: Limited skins, themed seasons.

Reputation management:
- Fair-play policies: Clear rules, disconnect handling, anti-stall; publish stats.
- Transparency: Public roadmap, changelogs, post-mortems within 48 hours for issues.
- Safety: Parental/EDU mode; privacy-first data stance.

Reputation management:
- Social care: <1h first response target on Twitter/Discord; templated playbooks.
- Review ops: Weekly sweep across stores/social; escalate P0 bugs; thank-you + fix notes.
- Incident comms: Single source of truth status page; in-app banner; RCA post.

Social responsibility and trust
- Giveback: Seasonal charity skins.
- Data ethics: Minimal collection; clear consent flows.

Measurement and KPIs
- Brand: Share of voice, sentiment, branded search volume, direct traffic.
- Community: Discord MAU, UGC posts, creator content volume, event participation.
- Reputation: Response time, resolution time, review ratings.

Thank You for reading, have a nice day.