**Solved queries about hyper-casual games**

Hyper-casual gaming is a wide sector in gaming technology. With the greatest number of applications and the widespread trends across the globe, Hyper-casual games have managed to maintain their triumph and glory with each passing day! Here we are going to get some issues resolved about hyper-casual games.

Moving ahead with the queries, the first thing is what it stands for. Hyper-casual games as the “tap-to-play” games that do not involve many hardships and only works with a few taps! A hyper-casual game is the one that does not involve much development hardship or playing hardship. These are simple games for recreation and refreshment. There are various mechanics of a hyper-casual game like timing, swerving, agility, merge, and many more.

There is a list of top and most informative answers to a few most confusing and contradicting queries about hyper-casual games and their development.

1. **What kind of design is required for hyper-casual game development?**

Designing a hyper-casual game’s interface and experience is the most crucial part of the development, followed by coding. The easy to play characteristics must be influencing enough to draw the player’s attention continuously towards it. The aspects that should be taken care of while developing are:

* From the story to the mechanics, the designs should be simple and appealing.
* Easy to end feature and extra credits facility might help to enhance the user base.
* Have a starting point but not a defined endpoint. Have you ever heard someone reaching the end of the temple run? No, Right! Well, this is to be followed.

The concept should be easy to start, easy to play, and also easy to end! And, not deciding the ending makes them more populous and played ones because of the curiosity factor.

1. **Which game engine works best for hyper-casual game development?**

There is a wide range of game development platforms that could work best for hyper-casual game development. You can go for Unity if you are a programmer or the Unreal engine if you are an artist. Here are a few options of the game development engines starting from a beginner’s level to a pro-level knowledge keeper:

* Buildbox
* Stencyl
* Unity
* GameMaker
* Godot
* Gamesalad
* Construct 2
* Unreal engine

Have a look at each and their functioning to decide the best one suited for you!

1. **What is a successful or average hyper-casual game’s turnover?**

Hyper-casual game is an advancing and developing genre in the gaming industry. It makes average revenue of about 2-2.5 billion USD. In 2018, hyper-casual games made unrivaled growth jumping ahead 48.5%, encircling 510 million active users monthly. Also, hyper-casual game downloads have increased from 100 million per month in 2015 to 600 million per month in 2019.

1. **The best marketing technique for a hyper-casual game.**

A game’s success and trend depend on the effectiveness of its marketing. Since the hyper-casual game is a changing trend, it is crucial to decide the marketing strategies before its release for better growth. There are a few steps that marketers of a hyper-casual game need to follow:

* Understand the hyper-casual gaming market. Know the ongoing trends, user needs, and specified user base before developing the advertisement strategy.
* There are around 14 game mechanics available for hyper-casual games. Choose the mechanics that are in trend and suits best for your user base.
* Have a clear idea of the game’s potential audience and their interest factors.
* Decide the marketing channel or the advertisement type that would appeal the most number of the audience.
* Master your app in App Store Optimization by catchy titles, memorable icons, and good reviews and ratings.
* Hire some influencers and get your users’ trusts build for your game and the organization.
* Opt the advertisement techniques for monetization of the game. Go for rewarded videos, banner ads, and interstitial ads.

1. **What is the best advertisement technique for hyper-casual games?**

Advertising is the soul of a product’s development. Playable Ad technique is the best approach for advertising about a game and its features. When it comes to the hyper-casual game, its developers have been going with this technique for over the past 2 years.

1. **Why is the top gaming list flooded by hyper-casual games?**

Top gaming list is flooded by the hyper-casual games due to the following reasons:

* The development cost of a hyper-casual game is low with an enhanced user base and more number of players that make the profit percentage higher for them.
* These are easy to play games that require only a few taps with time management that makes the gaming easy and stress-relieving.
* Since they are easy to play, hyper-casual games can be played anytime with easy accessibility
* Fast working reduces time wastage and makes them a better option for passing the time and refreshment.

1. **What is the difference between an Indie game and a hyper-casual game?**

Indie or Individual games are the ones specially designed by a small forum or an individual without any external financial aid. They may contain any genre from hyper-casual game to the tougher multiplayer ones.

Whereas, a hyper-casual game in the one that is easy to play the genre of the gaming industry. Most of them are generally published by great tech giants.

1. **What are the topmost downloaded hyper-casual games?**

Hyper-casual game is a most fascinating and admiring arena of the gaming industry. It has a wide user base of every age group and gender. These games constitute the top rankings in the gaming industry. Few of the most downloaded and recommended hyper-casual games are:

* Rider
* Twist
* Ballz
* Rescue cut
* Bottle Flip!
* Bubble Shooter
* Candy Crush Saga

And etc.

The tap to play, an easy genre of the gaming industry is the hyper-casual game, and here we have tried to come up with all the queries and their answers about the trend.

Tap to Play, and ENJOY!