**Turn the hyper-casual game into a success**

**Hyper-casual games and their successful features:**

Hyper-casual games are easy to play, tap away games without any need for hardcore gaming skills or tutorials. This is the hottest topic in the gaming industry. Having a wide number of user-base due to the easy accessibility and fascinating game-play, hyper-casual games manage to make about 2 to 2.5 billion USD revenue per annum. For a minute of the free time to hours, these games provide the best recreation and simple gaming environments to develop their market statistics.

Developing a successful title and trend starts with deciding the qualities and the features to be ensured with the gaming environment. Before moving ahead, we will look into certain features that would help enhance the popularity of the game and the amount of satisfaction it provides.

* Hyper-casual games are easy to understand without the need for tutorials.
* These games do not involve any complex controls; they can just work with a few taps!
* The games carry a specified starting but unspecified ending.
* They use a single mechanics and simple and descent User Interface.
* They are lightweight.
* These games do not require purchases and are FREE.
* They have short sessions of game-play to ease the players’ management of their schedules.

**Steps to turn the hyper-casual game into a SUCCESS:**

Because of their simplicity, a hyper-casual game comes out to be addictive and engaging for numerous folks around the globe. Their easiness influences the users and provides them better recreation. Let us see how a successful hyper-casual title could be released dominating the globe.

* **Understanding the market:** Understand the ongoing trend and the success patterns of a few successful titles. Check for which mechanics are going in trend and what is the technique you can involve in making the game a successful title. Make a clearer image of the targeted audience and their likes and dislikes.
* **Prototype designing and testing:** Before you start the game development, you can also go for the prototype testing in the market to ensure the success statistics. Use BuildBox to come up with a working prototype in just a few days without any coding requirements. Design the UI/UX so as to make it as simple and decent as possible. With the help of the BuildBox, you can develop the prototype at minimal cost and time span which makes it preferable for testing. Even if the test product is not successful, you can use BuildBox to make various prototypes for releases to reach the success pattern. Try to make the prototypes as reasonable as possible to ensure minimal loss.
* **Analyze the market for the prototypes:** Keep a track record of what features are disliked by the public and what has managed to draw wide attention towards itself. Analyze the ratio between the successful products and the unsuccessful ones. During the analysis phase, note down the cost of the prototype and the Life Time Value (LTV) that it offers during the specified testing time. Use various A/B testing or the surveys to ensure the success pattern and user involvement provided with the game prototype. Anything under D1 retention of 30% specifies that improvements are required.
* **Stay motivated during the testing period**: Just make sure to not give up due to the slight losses and failures. The tech giant Rovio came up with about 51 unsuccessful titles before the release of Angry Bird, a successful trend. These failures almost took Rovio to the edge of bankruptcy. Hence, no matter what, just do not give up until there is a necessary need for that!
* **Optimizing the final product:** Make sure to have a Game Store Optimization to the final product before releasing it in the market. Develop the final product with a selected game engine for better features. The final product must have unique and catchy titles, memorable icons, and also good reviews and ratings for prototypes. The game title must be filled with various linked keywords to ensure search optimization too.
* **Finalize the publisher:** Every game or app requires a publisher to release it. One can be a publisher himself or hire any tech giant for better success. There are a number of Best publishers like Voodoo, Ketchapp, Activision, Electronic Arts, etc. A good publisher ensures the product’s advertisement strategy, marketing, public relations, monetization, etc.

Voodoo and Ketchapp managed a total of about 85 games in 2017. Voodoo’s game releases were about 24.7% of all the free downloads. Goldman Sachs invested about $200 million on Voodoo. This made Voodoo the third-best performers worldwide in the year 2017.

* **Monetization techniques:** Choosing the best monetization technique is very important for the games’ revenue generation and earnings. One can go for a number of monetization techniques like:

1. In-game advertisement – This ensures the payments from the partner companies and also an added bonus with each download made by the advertisement.
2. Data monetization - It is the technique that is best suited for an app with more number of users. The app contains some forms to collect the user’s data which is then further used for distribution over the other contact service providers. This is a safe practice that is carried after the user’s consent.
3. In-app purchases – There are a few games that involve various features that can be unlocked only after making a purchase. These features do not cause any problem for no purchase but enhance the experiences and features after making any purchase.
4. Paid games- If the game is truly addictive and engaging with a wide fan base, the publishers can go with making that game as the paid ones.

**The last step:**

So, there is no other step to enhance the market size of your hyper-casual game. A good game developer with a successful publisher can opt for the above mention steps to turn the path of the game towards a widespread success.

Then the final step is to RELEASE the GAME and have a fun time playing that!