

## CS388 Project 1

### Acquisition

For this stage of the game, what we would do is advertise our game through our and our friends social media, by asking to people close to us to advertise our game we would reach more people.

### Activation

For the second step, we would give the new users free rewards, such as a pack of power ups or a new skin, after this we would introduce the player to a gameplay that gets progressively more complicated.

### Retention

By given the user rewards each day they connect to the game we will make it more appealing to enter the game, plus some daily missions that are mostly not difficult but rather funny to achieve.

### Revenue

For the fourth stage we added some in-game payments so the player can advance faster buying such things as power ups and energy to continue playing, another source of income can be adds that multiply the player rewards just for watching them, they would not be mandatory since we believe that in the long term players will grow tired of them an drop the game.

### Referral

Lastly, for this stage we would add rewards for sharing the game on different social media such as whatsapp and Instagram.