

gameskraft-challenge

1.What according to you are the 3 key features you'd like to introduce in the next 9-12 months keeping the following in mind (max: 500 words)

Features:

➤ **Play with your friends/family** (Personalized members)

After sending invites(existing feature) to friends and they got the game installed, add them in the contact list.

Allow user to create a group based on personal preference (belong to same family/school/college/university/company) from their contacts. Allow the group to participate in a same table if all agreed to be a part of it.

➤ **Show user availability(offline/online)**

User should be able to see who is offline and online from their contacts list. He/she should be able to request for one-one challenge. If it got accepted by opponent it should open a table with both of them as participants.

He/she should be able to send message to get them online if their status is offline.

➤ **Share in Facebook**

User should be provided with an option to share their achievements through Facebook. This will play as a word of mouth.

User should be able to synchronize their awards/rewards, no.of.chips and their cash balance with Facebook. So if there is any problem/crash in their mobile user's progress can be retained.

2. How would you prioritise all these features? You need to define a long term roadmap for the next 9 -12 months along with short term milestones you'd want to reach? (Max 500 words)

Prioritization:					
	User acquisition	Retention	App monetization	Comments	Priority
Play with friends/family	High impact	High impact	High impact	Motivates the user with fun factor	Top
Share in facebook	High impact	Medium impact	Medium impact	Plays word of mouth	Medium
User availability	Low impact	High impact	Medium – Low impact	Keeps the user engaged with available, also drags offline users to online	Least

Product Roadmap

May – Aug Now	Sep - Dec Next	Jan – April Later
Create Contact List	Users availability	User availability
- Add friends/family	- Show online/offline	- Send message invite to offline users to get into game from online users
- Create group	- Allow online contacts to connect(two player mode)	- Create group from available users before playing(Multiplayer mode)
- Create play table from group	Facebook	
Obtain <u>facebook</u> account details	- Sync game related data	
- Share achievements/rewards		

3. What are the Success metrics for each of these features & How would you plan Experiments, and conclude?

Experiments:

Feature	Hypothesis	Metrics	Experiments	Conclusion
Play with friends/family	We believe that users prefer to play with their know persons.	User acquisition – New user, Daily active user(DAU) User retention – Engagement score, no. of sessions and session duration App monetization – Customer life time value, revenue per DAU	Concierge Customer interview Mock sales Wizard of OZ	Will treat this hypothesis pass if it provides improvement by 20% in the metrics mentioned
Share in <u>facebook</u>	We believe that users wish to boast about their achievements in social networking platform	User acquisition – New user User retention – Engagement score, no. of sessions and session duration App monetization – Revenue per DAU	Concierge Customer interview Wizard of OZ	Will treat this hypothesis pass if it provides improvement by 10% in the metrics mentioned
User availability	We believe that users prefer to use same platform than using another app to connect with people	User retention – Engagement score, no. of sessions and session duration App monetization – Revenue per DAU	Concierge Customer interview Wizard of OZ	Will treat this hypothesis pass if it provides improvement by 8% in the metrics mentioned

Competitor study

➤ Direct competitors

- Indian rummy by yarsa games
- Rummy plus by indian card games
- Ultimate rummymcircle by ultimate games
- Indian rummy by Octro inc
- Indian rummy card game by jungle games

➤ Indirect competitors

- Teen patti by moonfrog
- Other card based games

Reference:

<https://www.cooladata.com/19-metrics-every-mobile-games-needs-track/>

<https://www.productboard.com/blog/4-roadmap-examples/>