

WORD WIZ

Persona:

1. **Friendly and Encouraging:** WordWiz takes on the persona of a friendly guide, encouraging and motivating players without overloading them with complex language or strategy. It's easygoing and supportive, making players feel comfortable and empowered to improve their vocabulary.
2. **Helpful and Approachable:** WordWiz provides simple tips that are easy to understand, offering occasional hints or suggestions that feel like advice from a good friend. The focus is on words that are more common and accessible, making the game welcoming for all skill levels.
3. **Adaptive:** The game should adapt to different skill levels, from beginners who need help learning the ropes to advanced players looking for a tough challenge.

User Experience (UX):

1. **Simple and Intuitive Interface:** The interface is clean and minimalistic, with large, easy-to-read tiles and buttons. Players can place tiles, shuffle, and submit words without needing advanced features, keeping gameplay smooth.
2. **Learning Mode with Accessible Words:** WordWiz offers an optional learning mode that provides word suggestions and definitions for common vocabulary. This mode helps players expand their vocabulary without overwhelming them with rare or complex words.
3. **Solo and Multiplayer Modes:** Players can enjoy solo games against an adaptable AI or connect with friends in multiplayer mode. The AI adjusts its difficulty based on user progress, making games engaging but not overly challenging.
4. **Instant Feedback and Fun Animations:** Score updates, tile movements, and gentle animations keep the experience lighthearted and lively without distracting from gameplay.
5. **Interactive Social Features:** In multiplayer mode, players can send quick reactions or short messages to celebrate each other's moves, adding a touch of friendly competition and camaraderie.
6. **Progress Tracking and Rewards:** WordWiz includes a simple progress tracker where players can view their game stats and earn badges for milestones, encouraging continued play and learning without pressure.

Success Metrics:

1. User Engagement

- **Daily and Monthly Active Users (DAU/MAU):** Tracks how often players log in and enjoy WordWiz.
- **Session Length and Frequency:** Measures how much time players spend per session and how often they return.
- **Feature Usage:** Checks which features are most popular, helping improve future updates.

2. Retention

- **Track Day 1, 7, and 30 retention** to gauge game stickiness.
- **Churn Rate and Repeat Players:** Analyze how often users come back to play, indicating long-term interest.
- **User Satisfaction**

3. User Satisfaction

- **App Store Ratings and Reviews:** Collect player feedback and ratings on app stores to ensure a positive experience.
- **Net Promoter Score (NPS):** Measure how likely users are to recommend WordWiz.
- **Customer Support:** Fewer support issues indicate smoother gameplay and happier players.

4. Game Progression & Learning

- **Vocabulary Growth:** Track if users explore and learn new, common words over time.
- **Skill Improvement:** Monitor if players are using more advanced strategies as they get more comfortable.

5. Community Engagement

- **Multiplayer Matches and Invitations:** See how often players engage in multiplayer games and invite others, helping to build a community.
- **Social Interactions:** Track the use of reactions and messages in multiplayer mode, showing player engagement and connection.