

SCRABBLE GAME

Persona:

1. **Friendly and Encouraging:** The game should adopt a persona that is supportive and fun. Whether players are casual or competitive, the tone should be motivating, gently challenging them to improve.
2. **Intelligent and Helpful:** The persona should provide intelligent feedback. Suggestions for words or moves can be offered based on difficulty levels but should feel like tips from a savvy friend, not overwhelming advice.
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. **Intuitive Interface:** The interface should be clean and easy to navigate, making it simple to place tiles, shuffle, and submit words. Clear visual cues and feedback are key for a smooth experience.
2. **Word Suggestions and Learning Mode:** Offer a learning mode where players can get hints or see word suggestions. This can also include a dictionary feature that explains the meanings of the words formed.
3. **Multiplayer & Solo Play:** Ensure both competitive multiplayer and solo modes against AI are available. The AI can adjust in difficulty based on the user's progress to keep things engaging.
4. **Real-Time Feedback:** Points and tiles should update in real-time, and animations or sound effects can be used to make the game feel lively but not too distracting.
5. **Social Features:** For multiplayer games, including chat or quick reactions to celebrate great moves can add a sense of community and fun.
6. **Progress Tracking:** Allow users to track their progress, statistics, and rank over time. Reward systems like badges or challenges can motivate players to improve their vocabulary.

Success Metrics:

1. User Engagement

- **Daily Active Users (DAU) / Monthly Active Users (MAU):** Measures how many unique users are actively playing the game on a daily or monthly basis.
- **Session Length:** Tracks how long users spend in the game during each session. Longer session times can indicate strong engagement.
- **Sessions per Day:** Measures how often users return to play within a single day.
- **In-Game Actions:** Tracks the number of words formed, moves made, and tiles played. Higher counts may suggest more involvement and skill progression.
- **Feature Usage:** Evaluates how frequently players use features like multiplayer, solo mode, hints, or word suggestions. This helps identify which features are most valued.

2. Retention

- **Day 1 / Day 7 / Day 30 Retention Rates:** Measures how many users return after 1, 7, or 30 days. High retention is a strong indicator of the game's stickiness.
- **Churn Rate:** The percentage of users who stop playing over a period of time. Lower churn means higher retention.
- **Repeat Players:** Tracks the percentage of players who come back to play multiple times over weeks or months.

3. Monetization (if applicable)

- **In-App Purchases (IAP) Revenue:** If the game offers in-app purchases (e.g., for hints, power-ups, or premium features), this metric tracks revenue generated from these purchases.
- **Ad Revenue:** If the game is ad-supported, this measures how much revenue is being generated through ads displayed during gameplay.
- **Average Revenue Per User (ARPU):** A key metric to assess how much revenue is being generated per player on average.
- **Conversion Rate:** The percentage of free users who convert to paying customers (premium or IAP).

4. User Satisfaction

- **User Ratings and Reviews:** Tracks the average ratings and qualitative feedback on app stores or other platforms. High ratings reflect satisfaction.
- **Net Promoter Score (NPS):** Measures how likely users are to recommend the game to others. A higher NPS indicates a positive user experience.
- **Customer Support Tickets:** The number of issues or complaints raised by users. Fewer tickets suggest a smoother, problem-free experience.

5. Game Progression & Learning

- **Level Completion Rate:** If there are different levels or stages, tracking how many users complete them can indicate the game's difficulty balance.
- **Word Mastery:** Measures how often users expand their vocabulary or discover new words, which can indicate the educational value of the game.
- **Skill Improvement Over Time:** Tracks if users are playing more challenging words or using advanced strategies as they continue to play.

6. Social Engagement

- **Multiplayer Games Played:** Measures how often users engage in multiplayer matches, which is key for community-building and competitive play.
- **Invites Sent:** The number of invitations players send to friends or family to join the game.
- **Chat or Interaction Rates:** Tracks the usage of social features like in-game chat, reactions, or sharing game results on social media.