Gameplay time based on youtube videos

Crossy Road – Depending on skill, from 10 seconds to 6 minutes, but on average it’s one minute

Tower of Babel – Up to 2 minutes

Toon Blast – Up to one minute

Leap Day – On average, one minute

One Tap Hero – From 30 seconds to 1 minute and a half

Conclusion:

It looks like all successful games have a short time of gameplay, up to 2 minutes per match. For our game, we should have 3 rounds that each last for 40 seconds or 5 rounds, each lasting for 20-25 seconds, the one getting the best out of 3 or 5 winning.