

# MSAN 603 -HD

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## First 50 actions in the game

- Tap
- Tap
- Tap
- Tap
- Tap
- Tap
- Tap
- Install latest version of Google Play Services
- Tap "OK" to accept Terms and Privacy Policy
- "Google Play Sign-in failed" Tap "x"
- Tap (scarecrow guy presenting himself)
- Tap check-mark (harvesting tutorial)
- Tap wheat field
- Try to drag wheat field (moves camera instead)
- Tap wheat field again
- Drag instrument to harvest field (successfully this time)
- Tap check-mark (seeding tutorial)
- Tap empty field
- Drag wheat seeds to plant (successfully)
- Tap (scarecrow talking)
- Tap check-mark (crops multiply!)
- Tap scarecrow instead of tapping house
- Try tapping house again (failed again)
- Tap house (successfully this time)
- Drag paintbrush to paint house
- Tap barn

- Drag paintbrush to paint barn
- Tap silo
- Try to drag paintbrush to paint silo, move camera instead
- Tap silo again
- Drag paintbrush to paint silo (successfully this time)
- Tap to dismiss scarecrow speech bubble
- Tap to remove cover from chicken coop
- Tap check-mark ("buy chicken" tutorial)
- Drag chicken to coop
- Drag chicken to coop
- Drag chicken to coop
- Tap check-mark ("feed chickens" tutorial)
- Tap chicken
- Drag food to feed chicken
- Tap chicken
- Tap speed up button
- Tap speed up button (to confirm)
- Drag to move camera
- Tap second chicken
- Tap speed up button
- Tap speed up button (to confirm)
- Tap third chicken
- Tap speed up button
- Tap speed up button (to confirm)

## How does Hay Day make money?

HayDay makes money through micro-transactions in the game. Users can buy gold/diamonds using in-game currency that they buy with actual money. These upgrades allow you to speed up things in the game, so instead of waiting 20 minutes for a chicken to lay an egg, you can use gold/diamonds to make it instant. Even though most players don't spend money in the game, some people spend a lot, which generates revenue for the developers.

### **Did you enjoy the game?**

I did not enjoy the game. I can imagine it getting too repetitive and monotonous for my taste, so I would not play it. I prefer faster-paced games.

### **If you were in charge of HayDay and had to make a dashboard showing 5 important, daily numbers, what would those five numbers be?**

- number of new users (daily)
- time spent in game for new users and "old" users ("old" needs to be defined in this case)
- number of users that stopped playing (that have not come back within a specific time-frame, say a week)
- total revenue generated (daily)
- proportion of users that contributed to the revenue (histogram of money spent for example)
- predicted revenue tomorrow

### **Did you spend money on the game?**

I did not spend money on the game.