



DECONSTRUCTION OF *'ROYAL MATCH'*

Assignment - Part 1



BRIEF DESCRIPTION:

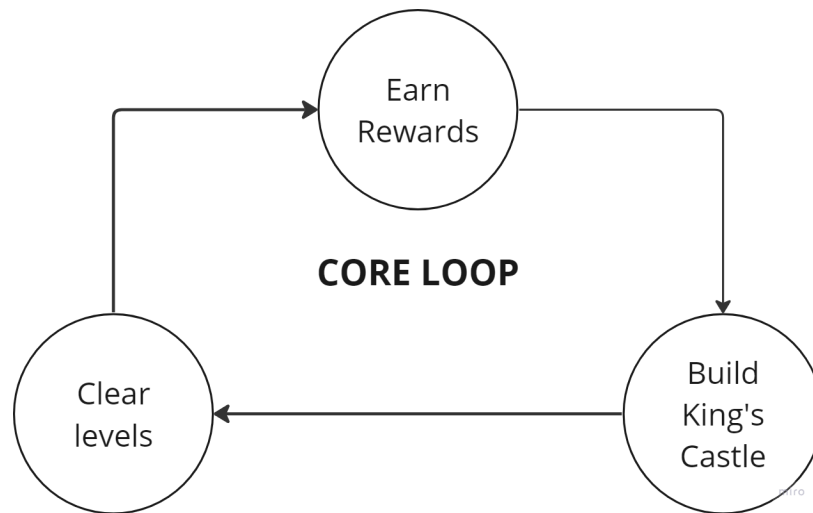
Royal Match is a match 3 game where the player is expected to help the king who is the main character build and decorate his castle by solving puzzles and acquiring needed ingredients to do so.

NOTE: THIS IS NOT THE IN DEPTH FULL DECONSTRUCTION OF THE GAME. IT ONLY INCLUDES THE FOLLOWING CRITERION:

- 1. Core Loop, Difficulty Curve & Progression**
- 2. Metas - Core Meta, LiveOps features**
- 3. Monetisation - IAP Strategy**
- 4. Monetisation - Ad Monetisation Strategy**

Core Loop, Difficulty Curve & Progression:

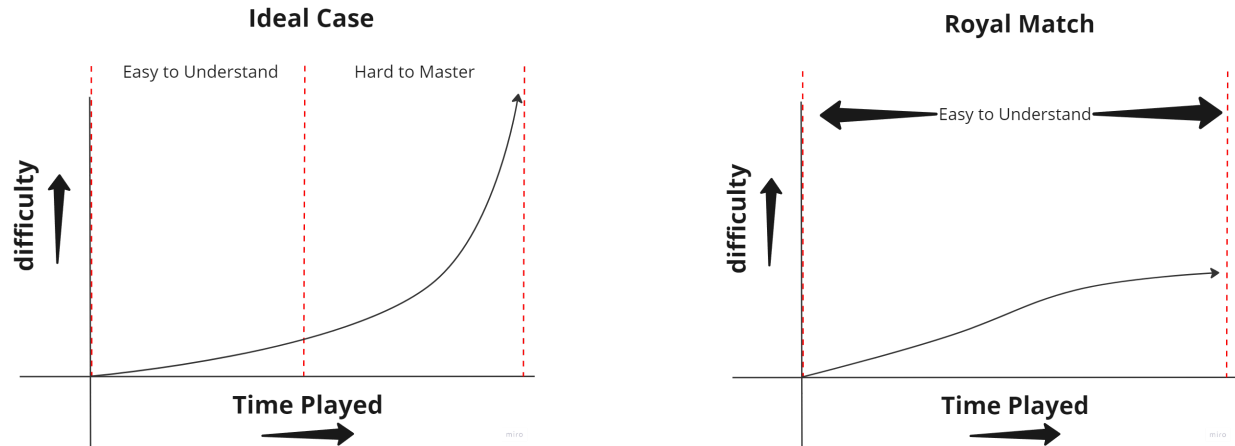
Core Loop: The core loop of Royal Match involves players completing match-3 puzzles to earn rewards and progress through levels.



Difficulty Curve: The game starts with simple levels and slowly increases in difficulty as players progress, but the gameplay is not that difficult throughout the game, it's more or less the same. This is achieved by introducing new obstacles, constraints, and challenging puzzle layouts. Although all the power ups were thrown at me in the very first level which made me think that the game will become boring after 20-30 levels, it kept me engaged by introducing new visual changes every once in a while.

Progression: Progression is tied to completing levels and unlocking new content such as new areas to build which is the single most thing that keeps the player playing the game, if there were no “area unlocking” and building thing in that area by spending the earned start, it would have been boring and player would uninstall the game rafter

40-50 levels. Unlocking new areas makes the game interesting enough and gives the players a sense of curiosity to keep progressing.



Positives: The core loop is addictive and easy to understand, with a satisfying sense of curiosity and progression. The difficulty curve is well-balanced for the people who are new to match-3 games, providing a gradual increase in challenge to keep players engaged.

Negatives: Some players may find the difficulty spikes too low (me personally), leading to boredom. Additionally, the progression system may feel repetitive over time, especially for players who reach higher levels.

Metas - Core Meta, LiveOps features:

1. Core Meta: The core meta of Royal Match revolves around collecting resources, completing levels, and progressing through the game's story. Players are incentivized to optimize their gameplay to achieve higher scores and earn more rewards.

2. LiveOps Features: The game regularly introduces limited-time events, challenges, and promotions to keep players engaged and encourage regular play. These LiveOps features often include special rewards, exclusive content, and competitive leaderboards.

Positives: The core meta provides clear objectives and incentives for players to engage with the game regularly. LiveOps features add variety, excitement and a sense of playing with/against other players worldwide/nationwide to the gameplay experience, offering fresh content and rewards to keep players coming back and achieve higher ranks.

Negatives: Over Reliance on LiveOps events may lead to burnout among some players, especially if the events feel repetitive or overly demanding. Additionally, balancing LiveOps rewards and challenges to cater to both casual and hardcore players can be challenging.

Monetisation - IAP & Ad Strategy:

1. IAP Strategy: Royal Match utilizes a typical freemium model, offering in-app purchases (IAPs) for various virtual goods such as boosters, power-ups, and in-game currency.

IAPs are often used to accelerate progression, overcome difficult levels, or access exclusive content. Players can purchase IAPs directly from the in-game store using real money.

Positives: The IAP strategy provides players with options to customize their gameplay experience and support the developers financially. Offering non-essential but desirable items for purchase can enhance player satisfaction without compromising game balance.

Negatives: Overemphasis on monetization through IAPs can create a pay-to-win perception among players, leading to negative feedback and decreased player retention. Additionally, aggressive monetization tactics may alienate some players and harm the game's reputation.

2. Ad Strategy: I am currently playing at level 30 and yet to see any in-game ads of any kind be it an ad after every level or rewarded ads.

Positives: The ad monetization strategy provides an alternative revenue stream while offering players a way to

earn valuable rewards without spending real money. While rewarded ads can be integrated seamlessly into the gameplay experience, minimizing disruption for players but getting an ad after every level not only feels annoying but it also gives players a feeling that developers and publishers are being greedy for money even if the player experience is compromised by this strategy. Thankfully none of these strategies are implemented in Royal Match.

Negatives: The biggest source of revenue for developers and publishers is in game ads and not implementing these ads in the game highly impacts the revenue generation. The effects are as follows:

- **Enhanced User Experience:** Without ads, the gameplay experience is uninterrupted, leading to higher user satisfaction and potentially better retention and player reviews.
- **Increased Monetization through IAPs:** Developers may focus on monetization strategies such as in-app purchases (IAPs) or subscriptions, which can lead to higher average revenue per user (ARPU) if executed effectively.
- **Brand Reputation:** Some players may appreciate the absence of ads and perceive the game and its developers in a more positive light, potentially leading to word-of-mouth recommendations and increased organic growth.

- **Reduced Revenue Streams:** In-game ads can provide a steady stream of revenue, especially if the game has a large player base. Without ads, developers miss out on this revenue stream.
- **Dependency on IAPs:** Relying solely on IAPs for revenue can be risky, as it puts pressure on the game to continually provide enticing offers and content updates to drive purchases.
- **Limited Reach:** In-game ads can also serve as a marketing tool, exposing the game to a wider audience. Without ads, the game may have limited visibility, especially if it relies solely on organic growth or paid user acquisition.

Overall Thoughts & Comments:

Royal Match presents itself as a captivating match-3 adventure in which the players are supposed to save the king from traps, but its gameplay screenshots don't quite match the reality. While the visuals promise intricate puzzles and strategic challenges, the actual gameplay falls short, offering simpler levels than expected. The levels in which the king has to be saved from different traps appear only after every 10-15 levels which is quite disappointing. It is advertised as if saving the king is the main objective of the game but in reality, it isn't. Also, by reading through reviews on google play store, it seems like the game becomes way too hard to complete the levels without spending money on IAPs which is manipulative and exploitation of players. Maybe that's why there are no ads in this game because it is pay to win.

Despite this initial disappointment, the game still manages to provide an enjoyable experience to some extent. However, the feeling of being misled by the flashy screenshots lingers, revealing a lack of transparency from the developers.