Deemo : decent controls over players' operations + Songs (values) outstanding + even without PvP system, the story itself so intriguing that can make players stay + time require shattered.

Clash of Clans: Not my favorite type of game but must admit its excellence. PvE in the beginning and PvP as players move on + using PvP to build up inter player relationship (strong related) + combination of strategy and collection + Balanced game play and really good option of IAP + time require shattered even more.

Neko Atsume :) See a lot of flaws in it but it stayed in my phone for the longest time(until now). Stimulated the desire of collection and cute things