



# DECONSTRUCTION OF *'ROYAL MATCH'* PLAYSIMPLE GAMES

Assignment - Part 1

## **BRIEF DESCRIPTION:**

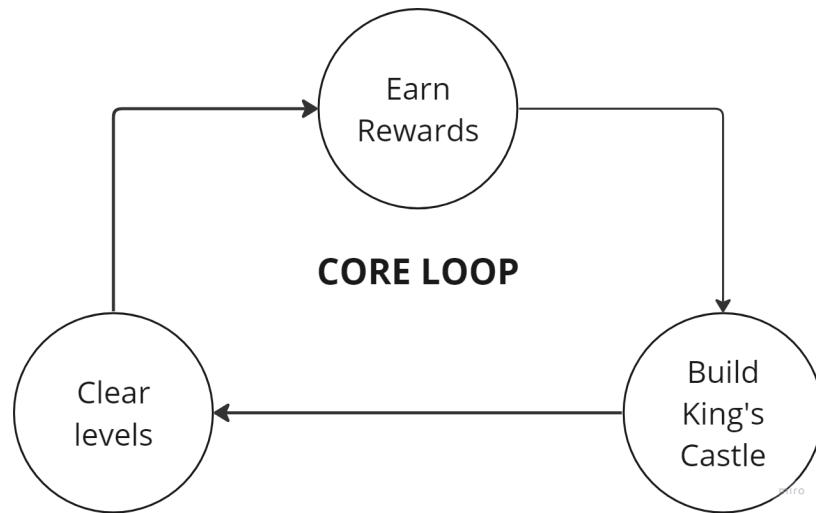
Royal Match is a match 3 game where the player is expected to help the king who is the main character build and decorate his castle by solving puzzles and acquiring needed ingredients to do so.

**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:

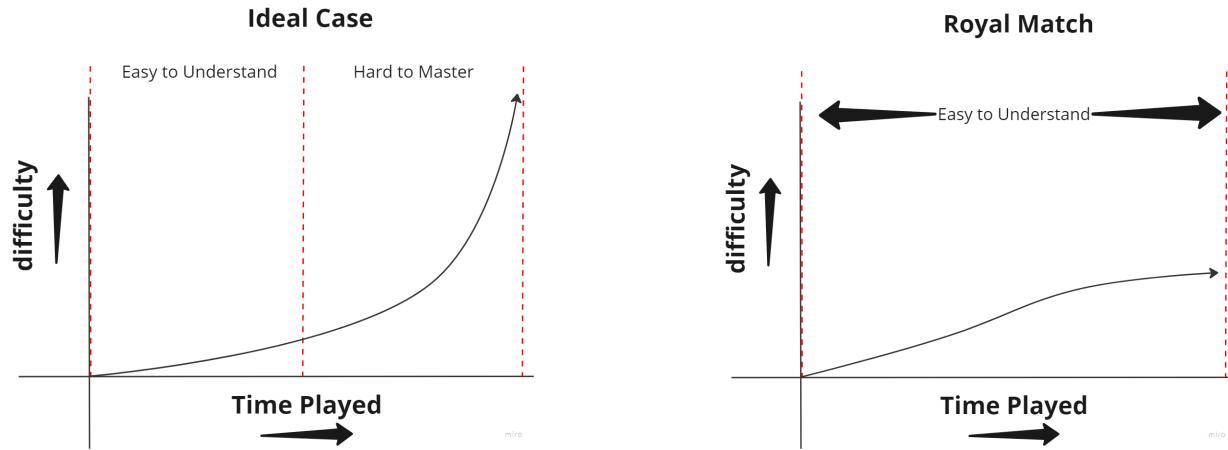
**Core Loop:** The core loop of Royal Match involves players completing match-3 puzzles to earn rewards and progress through levels.



**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.

6



# WORD TRIP

PLAYSIMPLE GAMES  
[ ASSIGNMENT PART - II ]  
**“IMPROVEMENT”**

W



## BRIEF DESCRIPTION:

Word Trip is a word puzzle game that challenges players to explore the world one word at a time. With thousands of levels and a variety of themes, players can immerse themselves in an engaging journey while expanding their vocabulary. Its intuitive gameplay and beautiful design make it a delightful choice for word game enthusiasts of all ages.

## REDESIGNING UI

The UI of the game needs to be redesigned to make it more appealing. Currently it looks like a wallpaper app from 2015, it is simplified to the point that it looks ugly and kinda messy(to be brutally honest).

### 1. Main Menu

**Problem:** In today's times, no one wants to link any account to the game, not even google. So, there is no need

To put “LOGIN WITH FACEBOOK” button

**Solution:** Make it automatically sign in using “google

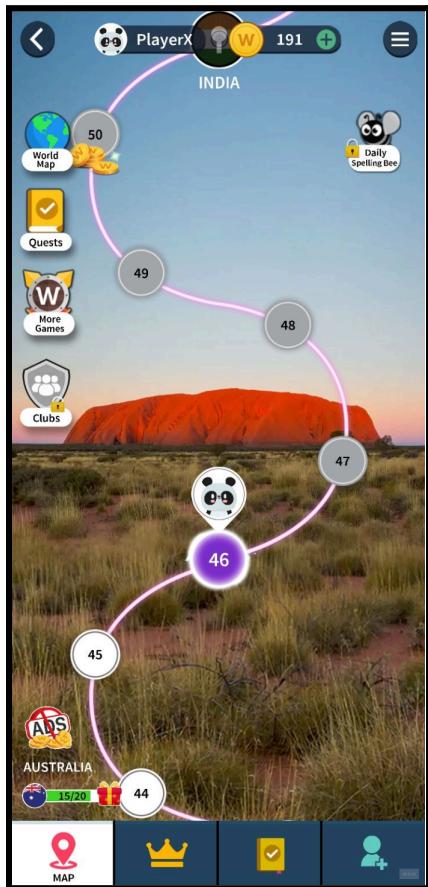
**PROBLEM:** Game does not even need a main menu,

So we can just start the game from the level selector.

**Solution:** Remove the main menu.



## 2. Level Selector



Old Level Selector



New Level Selector

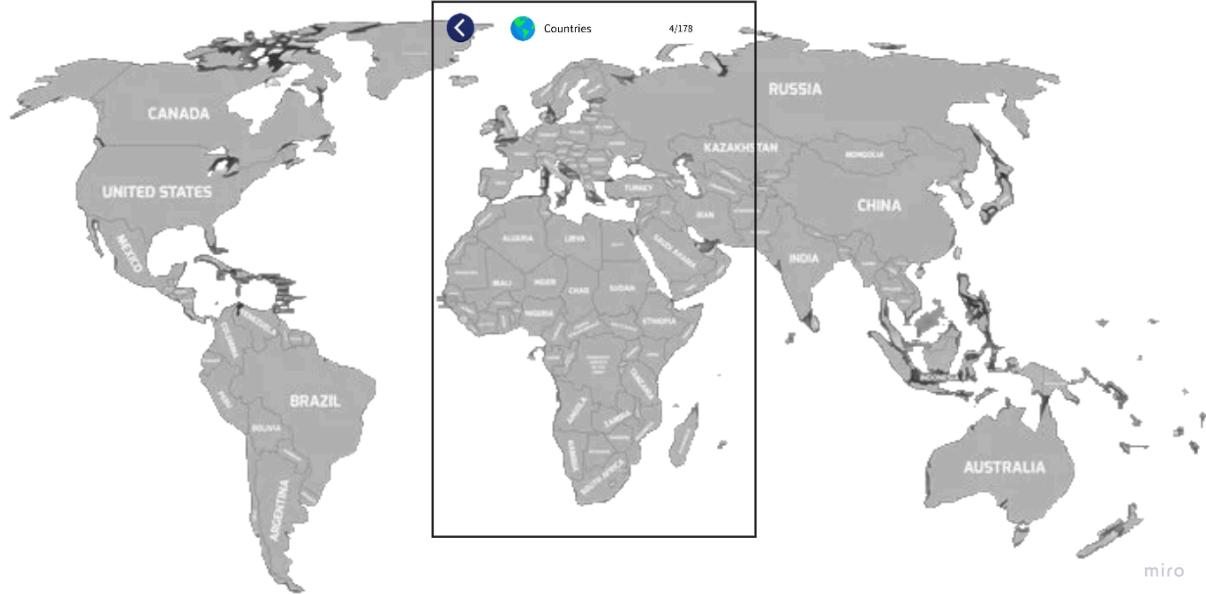
The level selector needs to be simplified, to do so, we need to remove some and move some stuff like:

- The option to invite friends is useless
- The quest button from the list of floating buttons is not needed as it is already present at the bottom, so remove it.
- Re-order floating buttons: “more games” & “remove ads” buttons are put together because they are not a part of

gameplay, one is an external link and other just removes ads and the rest are put separate.

### 3. World Map

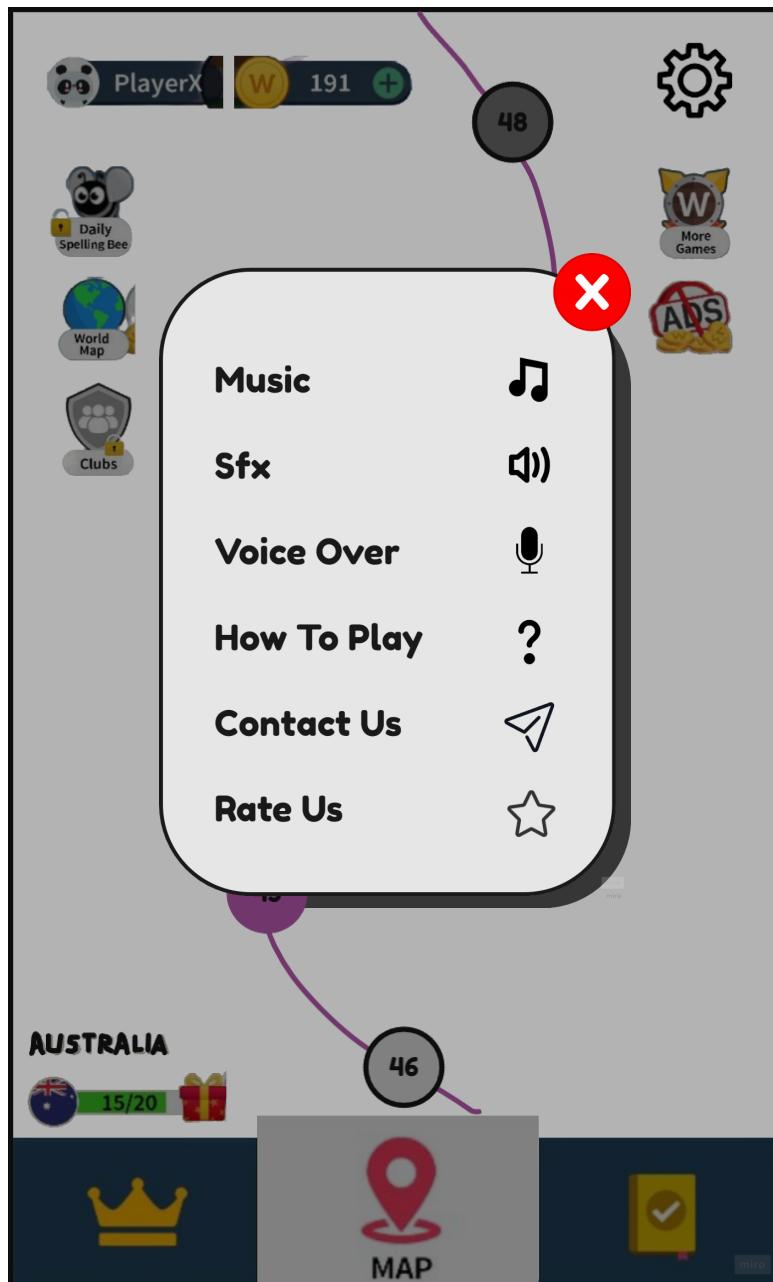
The side panel where players see how many countries have been visited needs a new look. A **literal world map** which will be **white** in the beginning indicating that no countries have been visited yet, and as the player visits countries one by one, the visited countries will turn **coloured** as an indication of completion of that stage. It will look something like this:



On click of the button “World map”, a literal world will appear which will occupy the whole screen, player will be able to zoom in/out and drag here and there with a finger to look around the map.

## 4. Settings

The settings menu also need a fresh look as shown below:



## **INTRODUCING A NEW FEATURE TO THE GAME**

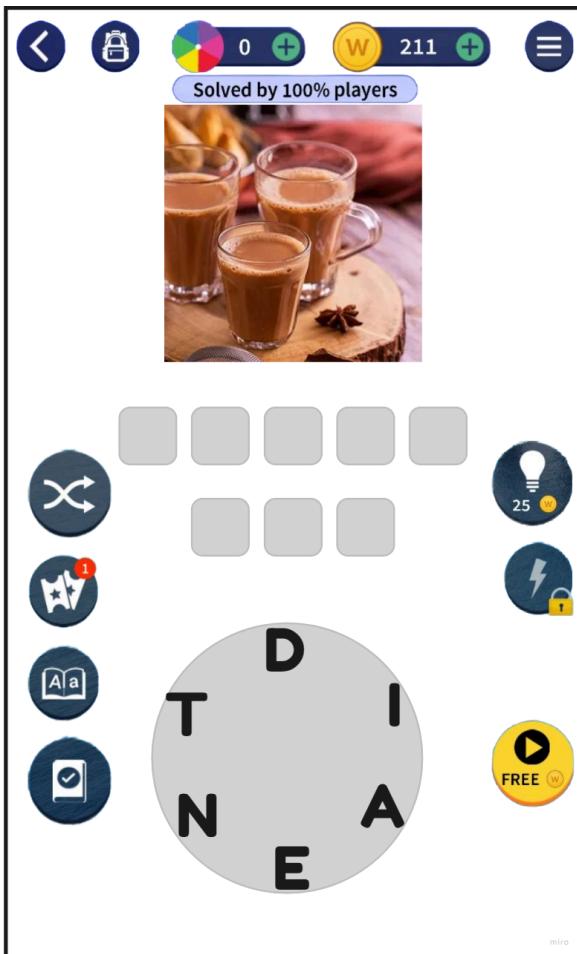
**Title:** Guess Game.

**In replacement of:** Quests center.

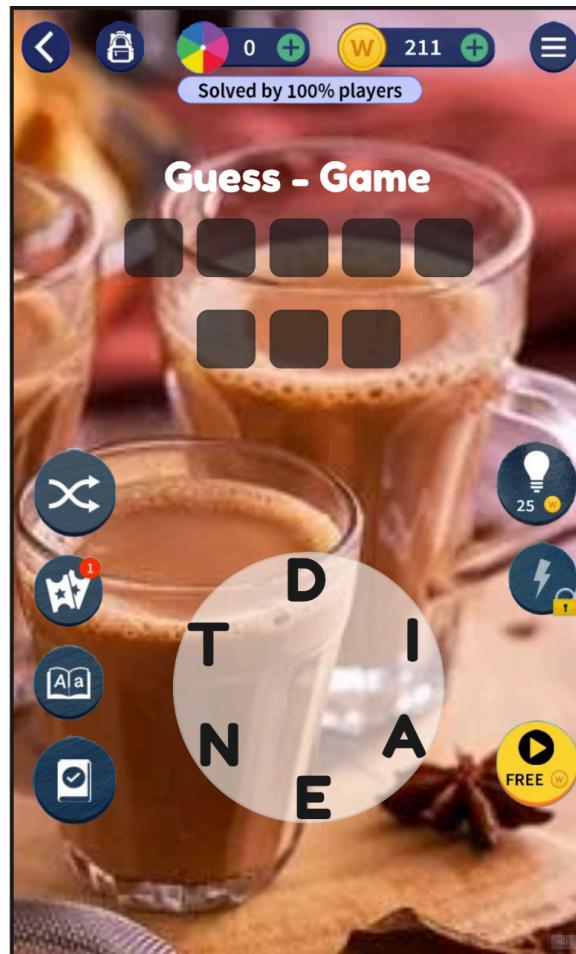
**How it works:**

This is a new game mode to the game in which the players are presented a **photo** of any **speciality** of a **country**, be it special food, flower, animal or festival and players are expected to **guess** what it is and what **country** it **belongs** to by looking at the photo. There can be certain letter hints like there are in the game currently.

**Change:** This game mode will be the replacement of the quests option because the quests option is not explored/clicked as much. I believe **not** many people are willing to **share** the game on their **facebook** or **whatsapp** account or download another game for just **100** coins so, it is **best** to **replace the quests** with this **new game mode** which will result in **better** audience retention and **more** session time. The game will have 3 game modes in total, 2 for the freemium players and an **additional mode** for the people who wish to pay for the premium version.



Choice 1



Choice 2

## Key Metrics Impacted:

- 1. Retention:** The addition of a new and engaging game mode provides players with fresh content and a reason to keep coming back to explore different countries and cultural elements.
- 2. Session Time:** Players may spend more time in the game as they immerse themselves in exploring and guessing about various aspects of different countries, leading to longer session durations.
- 3. Monetization:** It may or may not impact the monetization aspect. Players can watch rewarded ads if stuck on a specific country like normal gameplay.

## **OTHER IDEAS**

1. Daily facts: A random fact about a country or culture to increase players knowledge.