



# WORD TRIP

PLAYSIMPLE GAMES

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## 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).

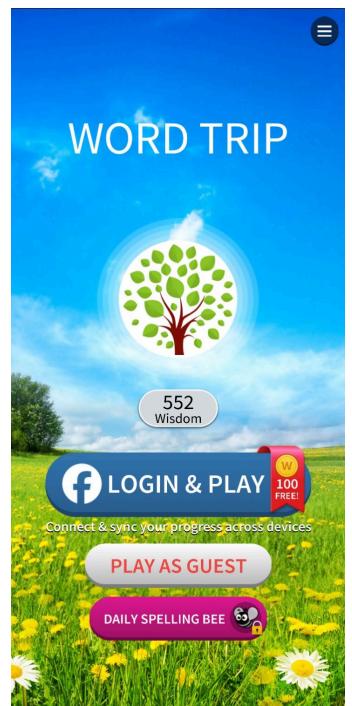
### 1. Main Menu

**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

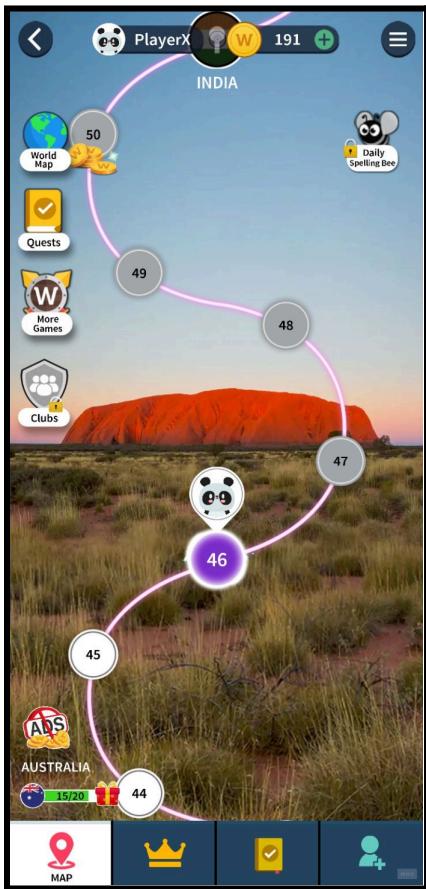
**Solution:** Make it automatically sign in using “google

**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



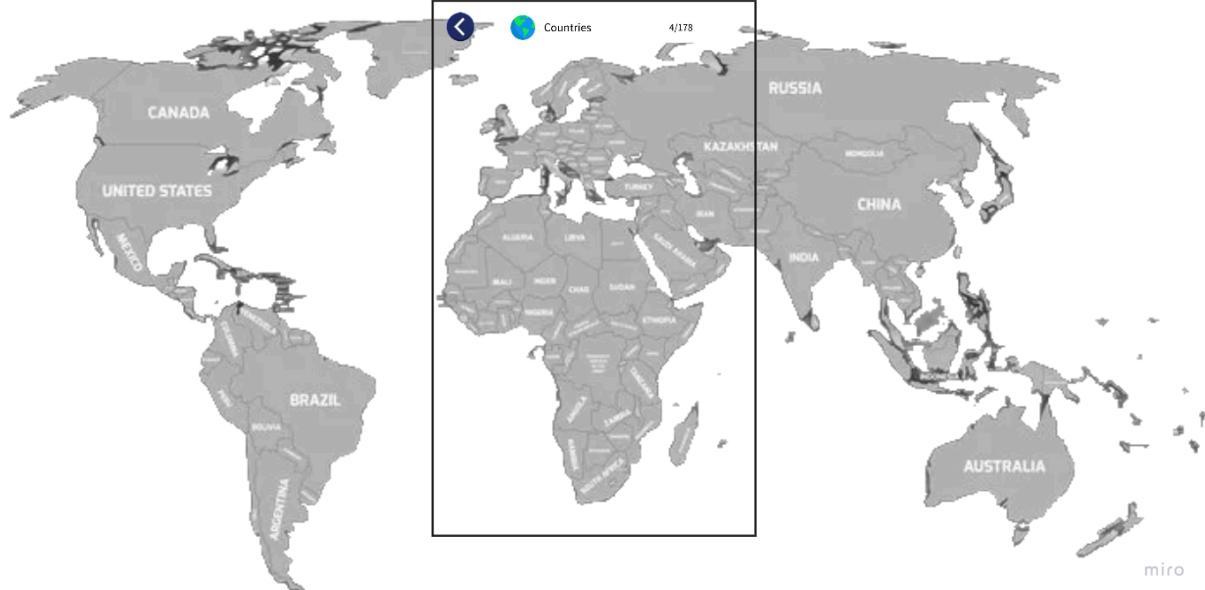
New Level Selector

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

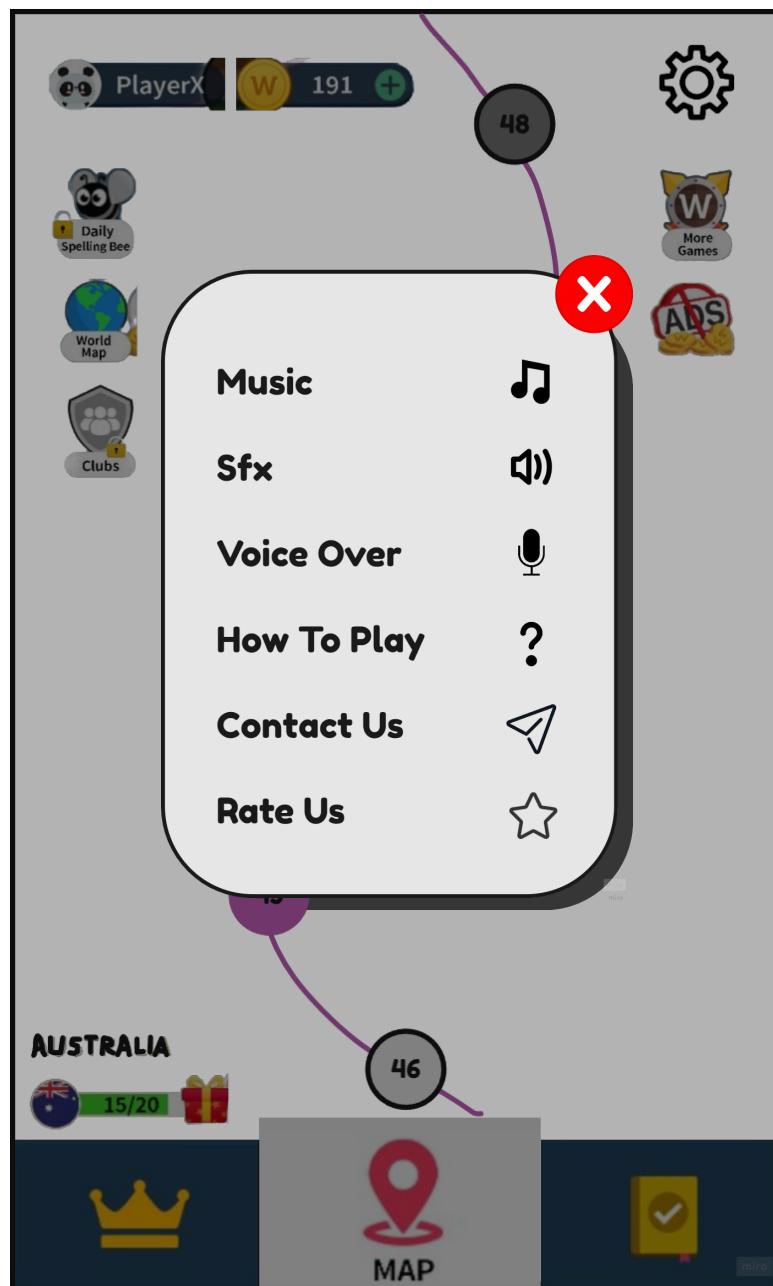
The side panel where players see how many countries have been visited needs a new look. A **literal world map** which will be **white** in the beginning indicating that no countries have been visited yet, and as the player visits countries one by one, the visited countries will turn **coloured** as an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

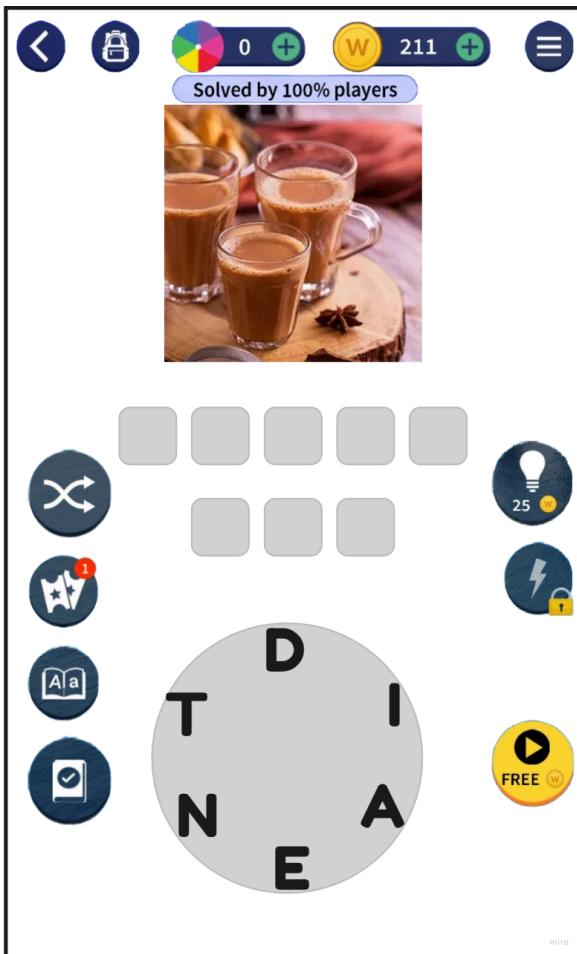
**Title:** Guess Game.

**In replacement of:** Quests center.

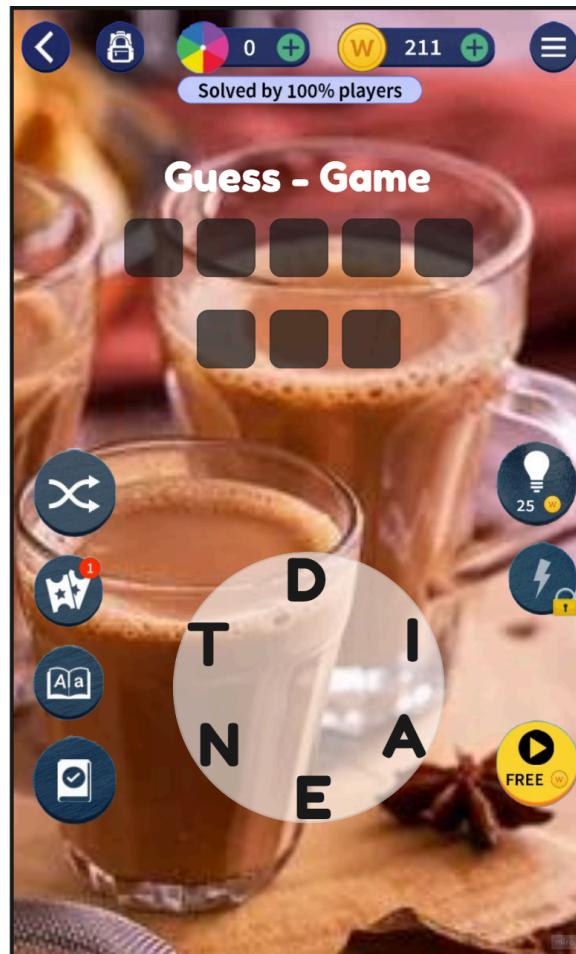
**How it works:**

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.