

Product Specialist Case Study

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1. Currency Conversion Design

Defined Ratios:

- 1 Hard Currency (HC) = 1,000 Soft Currency (SC)
- 1 USD = 100 HC
- Watching 1 rewarded ad = 15 minutes of waiting time skipped

Justification:

- Player Retention & Progression:

The 1 HC = 1,000 SC ratio ensures that soft currency remains meaningful for regular progression, while hard currency retains its premium value. Players can make consistent progress using SC, avoiding paywalls, but HC still feels powerful when used. This supports long-term retention.

- Soft Currency Usage vs. HC Value:

SC is sufficient for upgrades and new car purchases, but HC offers conveniences like skipping timers and unlocking premium cars or features. Players who spend money gain time advantages without invalidating SC efforts. This dual-path strategy keeps both free and paying players satisfied.

- Rewarded Ads Value:

By allowing 15-minute skips (but no direct currency), we create genuine utility from ad watching without letting it cannibalize monetization. Players are motivated to watch ads for shorter wait times, but not at the expense of premium purchases.

2. Car Pricing Exercise

These three cars are introduced in the early-to-mid game and are priced to reflect real-world brand perception and in-game player progression.

A. "Civicster 2000"

- Inspired by: Honda Civic (2020)
- Price: 180,000 SC

Pricing Logic: A reliable, popular starter car. Slightly better performance than entry-level options, making it a solid first upgrade. Affordable but still requires mission grinding. Builds early progression satisfaction.

B. "Tundrax Trail"

- Inspired by: Toyota Tundra Pickup
- Price: 360,000 SC

Pricing Logic: Positioned as a heavier-duty, all-terrain vehicle with stronger repair/upgrade needs. Appealing to players focused on durability or utility-based missions. Twice the price of Civicster, representing mid-tier aspiration.

C. "Voltessa V1"

- Inspired by: Tesla Model 3
- Price: 620,000 SC

Pricing Logic: Early introduction of a sleek, modern electric car with speed and premium feel. High soft currency cost but no HC required, showing players that grinding is still rewarded. Represents tech-savvy, status-forward progression for mid-game users.

Car Pricing Logic:

- Real-World Anchoring:

Each car is based on a recognizable model with perceived brand value, balancing aspiration and realism.

- Progression Planning:

Pricing scales with performance and uniqueness. As players accumulate more SC, new car tiers unlock naturally without abrupt difficulty spikes.

- Engagement through Goals:

By keeping all three cars purchasable with SC, players are encouraged to complete tasks and grind toward goals, boosting game engagement and session time.

Conclusion

This economy encourages long-term engagement through balanced monetization. Players feel progression is fair, ads are helpful without being intrusive, and hard currency retains its value for those who want faster progress. The car pricing system aligns real-world expectations with in-game goals, fueling both motivation and retention.