



Critical Strike Case Report

1. First-Time User Experience (FTUE) Comparison Across FPS Games

Category	Critical Strike	Modern Strike Online	Modern Ops
Tutorial	Mandatory tutorial, basic controls only, no crouch/jump tutorial, no access to existing account, no cinematics	Skippable tutorial, bonus for account login, cinematic intro scene, teaches basic controls, no crouch/jump tutorial, scripted finale with helicopter explosion	Skippable tutorial, plain loading screen, no cinematics, teaches basic controls, no crouch/jump tutorial, no emotional hook
UI Impression	Simple layout, limited customization, fire/aim size not adjustable, weapon switch requires double tap, cluttered main menu, outdated inventory design, unreadable weapon stats, male default character only	Clear layout, movement/camera split, fixed button sizes, inventory well-organized, equipment tutorials included, weapon attachments shown with progress bars, character customization available, crate opening satisfying, matchmaking slow, rank system weak	Clean menu layout, icon-based navigation without labels, adjustable button size and crosshair, clear mission and battle pass access, 360° weapon models, limited character customization, skins hidden in weapon config, shop focused on real-money purchases
Visual Effects	Red damage indicator, directional hit marker, large static weapon model, no animation while moving, weak crouch/jump effects, slow movement speed, auto-aim too strong, occasional weapon pickup bug	Weak blood effect, strong weapon feedback, smooth reload animations, detailed environments, dominant auto-aim/fire, realistic movement animations, sliding while crouching, enhanced jump while sprinting, faster movement with knife	Smooth weapon handling, no blood effects, loud footstep sounds, surface-based footstep variation, balanced auto-aim/fire, weak crouch/jump feedback, decent recoil and reload animations
Core Loop	Short PvP matches, XP and gold rewards, time-based reward milestones (5m–180m), 50-level battle pass, daily rewards screen too crowded, repetitive progression, lack of challenge-based goals, no ranked incentives, weak long-term motivation	Match-based progression, XP and level rewards, quest system with capsule unlocks, no challenge-based missions, weak social and competitive motivation, shallow ranked mode, repetitive long-term loop	Basic loop (match) level up ,upgrade gear), no strong reason to keep playing, very short daily tasks, no match/time/streak goals, paid-only battle pass, low engagement for free players, lacks competitive systems
Economy	Unclear currency value early on, too many overlapping rewards, confusing for new players, battle pass benefits visible, early monetization pressure, lacks beginner-friendly offers, no MVP rewards or visual bonuses	Strong VIP pressure, limited free-to-play options, most content locked behind paywall, crate openings enjoyable, shop lacks in-game currency items, aggressive monetization, free users feel restricted	Three currencies (dollars, gold, keys), most items require real money, piggy bank feature with pay-to-unlock, high item prices, no free battle pass track, heavy ad-based rewards, limited offers for free players
Overall Analysis	Fast-paced combat, multiple game modes, simple controls, weak tutorial coverage, cluttered UI, time-based rewards dominate, limited inclusivity, unclear economy, low long-term retention potential	Strong first impression, cinematic tutorial, polished visuals and animations, overly strong aim-assist, aggressive monetization, weak ranked system, limited daily motivation, shallow long-term progression	Clean UI and visuals, customizable controls, lacks immersive intro, weak engagement systems, paywall-heavy battle pass, loud audio balance, no strong daily/competitive hooks, low long-term retention

Suggestions for Critical Strike:

- Add crouch/jump tutorial
- Include cinematic intro
- Reduce main menu clutter
- Scale down weapon model
- Improve crouch/jump feedback
- Simplify daily rewards screen
- Enhance ranked mode
- Allow account access before tutorial
- Improve UI customization
- Redesign inventory layout
- Animate weapon while moving
- Shift from time-based to match-based rewards
- Introduce seasonal events
- Add beginner-friendly shop offers

2. Churn Analysis for Three FPS Games

Day/Game	Critical Strike	Modern Strike Online	Modern Ops
Day 1	Insufficient tutorial coverage, chaotic main menu, excessive aim/auto-fire assist, early drop-off from players seeking more control and challenge	Strong cinematic tutorial, visual onboarding impressive, basic controls taught, no crouch/jump explanation, dominant auto-aim/fire reduces player control, experienced players may get bored early	Basic setup with no cinematic, skippable tutorial, only fundamental mechanics taught, no crouch/jump explanation, lacks emotional connection, fails to create strong first impression
Day 7	Time-based reward system dominates, lack of challenge-based goals, no daily motivation structure, absence of ranked or limited-time content, players start losing engagement	UI is well-structured, but progression feels shallow, no strong daily mission system, weak ranked mode, VIP pressure increases, free-to-play users feel blocked	Simple loop becomes repetitive, very short daily tasks, no streak/time/match goals, paid-only battle pass, limited motivation for continued play, weak competitive systems
Day 30	Battle pass progression ends, no endgame depth, no prestige or seasonal systems, monetization blocks free progression, players lose long-term motivation and churn	Core content fully experienced, no deep ranked or seasonal progression, social interaction limited, strong monetization blocks further improvement, free users disengage over time	No endgame content, no evolving events or ranked system, subscription model favors payers, reward system relies heavily on ads, free players lose interest and churn

3. A/B Testing Suggestions

Test Name	Group A	Group B	Reason	Target KPIs
Time-Based vs Match Count-Based Rewards	Rewards given at 5m,20m,40m,60m,120m and 180m of game time	Rewards given at 3 matches, 5 matches, 10 matches and 15 matches completed	Match-based rewards encourage active play and increase competitiveness, while time-based rewards promote idle behavior.	Match Completion Rate, Conversion Rate (Paying User Ratio), Session Length, Retention Day 7
Simplified vs. Default Main Menu Layout	Dense icons, small labels, multiple pop-ups	Grouped rewards, clearer labels, fewer simultaneous elements	Reducing menu clutter improves user focus and usability, especially for first-time users. Cleaner design enhances navigation and player comfort.	Retention Day 1, UI Interaction Rate, Menu Navigation Time, Menu Exit Rate
Dynamic Weapon Feedback vs Static Weapon Display	Static weapon model while running, large on-screen size, no movement feedback	Animated weapon sway, reduced size, slide effect when crouching while sprinting	Dynamic weapon visuals improve immersion and responsiveness. Smaller weapon model enhances visibility, and animations increase gameplay satisfaction.	Match Completion Rate, Session Length, Player Feedback Score, Retention Day 7 & 30

** In all A/B test suggestions above, Group A refers to the current version of the game, while Group B represents the proposed version with the suggested changes.*

4. Piggy Bank (Event-Based Implementation)

Concept: Piggy Bank should be a time-limited feature, only active during special events (e.g. New Year, Halloween, Ramadan)

How The System Works: Players fill the Piggy Bank with XP during matches → Once it reaches the limit → Pay to unlock rewards (£89.99)

Rewards & Content: Always includes one event-exclusive skin (random rarity), plus gold and crate keys

Psychological Impact: Time-limited, exclusive, and gameplay-based → creates urgency and emotional connection

5. Mobile Games Experiences and Motivation Factors

PUBG Mobile (2 years, squad gameplay & mode variety), **OSM** (5 years, long-term strategy & league competition), **Brawl Stars** (1 year, fast matches & frequent updates), **Clash Royale** (2 years, real-time PvP & ladder), **Clash of Clans** (3 years, village building & clan wars), **Subway Surfers** (2 years, casual fun with seasonal themes), **Temple Run** (1 year, endless high-score chases), **Royal Match** (5-6 months, smooth level progression), **Head Ball** (2-3 years, real-time PvP excitement), **Trivia Crack** (4-5 years, social play & learning), **Asphalt 8** (3 years, high-speed racing & graphics), **Hill Climb Racing** (2 years, vehicle upgrades & progression), **Smash Hit** (2 years, relaxing visuals & sound design), **Hungry Shark** (2-3 years, chaotic fun), **NBA Live** (2 years, team building as a basketball fan)

** There are also many other mobile games I've played over the years, but I listed the ones I spent the most time with.*

Conclusion

I analyzed Critical Strike and its competitors in this report, focusing on how they retain players and how effectively they are designed. Based on my experience with mobile games, I provided practical suggestions to make Critical Strike more engaging and improve player retention. With the right strategy and small user experience improvements, Critical Strike has strong potential to grow within its category.

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