Critical Strike Detailed Case Report

1.First-Time User Experience (FTUE)

1.1 Critical Strike

I played Critical Strike until level 15 and took notes about the things I noticed during the gameplay. Based on these notes, I wrote my analysis in different categories and added some suggestions to make the game better.

1.1.1 Tutorial

Analysis:

Before starting the tutorial, the player is not allowed to access their existing account, and the tutorial is mandatory. Once it begins, the tutorial introduces the player to the basic mechanics of the game such as movement, aiming, shooting, and grenade usage. However, it does not teach or mention the crouch and jump functions. This lack of explanation causes players to be unfamiliar with these abilities later in the game, and as a result, they often do not use the crouch or jump buttons at all. Also, there is no cinematic scene before or after the tutorial, the game continues directly without any storytelling element.

Suggestions:

- The Vertigo Games logo appears on the game opening screen, but adding the text "Vertigo Games" below the logo could improve branding and recognition.
- The tutorial could include a simple part where players must jump over or crouch under objects. This would help them get used to these buttons early on.
- A short cinematic scene (15–20 seconds) either before or after the tutorial could help create a stronger emotional connection between the player and the Critical Strike.

1.1.2 UI Impression

Analysis:

The gameplay interface is simple, and the buttons are placed in reachable positions. However, buttons like aim and fire cannot be fully customized. Their positions can be changed, but their size cannot be adjusted.

Switching from the primary weapon to the melee weapon (third slot) is not direct. The player needs to tap the weapon icon twice on the top right.

At the end of a match, the game takes the player to a results screen that shows leaders, the scoreboard, and rewards. This screen also includes quick access to missions and inventory.

In the main menu, there is a lot of visual information, which can confuse new players and make it harder to focus. The game starts with a default male character, and unlocking female characters is only possible after some progress.

In the inventory section, weapons, character skins, and gear appear in a flat and simple screen design that looks a bit outdated and not very user-friendly.

Weapons are grouped by type, but their stats (such as damage and fire rate) are written in very small text on a black background, which makes them hard to read.

Suggestions:

- A button resizing option can be added, similar to what PUBG Mobile offers.
- The default layout could include a small empty space on the right side of the screen. This would allow players to use the left side for movement and the right side more comfortably for camera control.
- Weapon switching can be done by swiping, with the weapon icons placed transparently at the bottom of the screen. This would support a more fluid gameplay experience.
- The main menu can be simplified. Pop-up messages and offers can be grouped under one section to reduce confusion and make the interface more user-friendly.
- In the inventory screen, the weapon selection menu can be moved to the top-left, keeping the selected weapon in the center and showing its stats on the right in larger, readable fonts. This would help players understand the weapon features more clearly. The same design can also be applied to other gear like gloves, armor, and characters.
- Offer both male and female character options at the start to make the game more inclusive for female players.

1.1.3   Visual Effects & Animations

Analysis:

The red damage indicator around the screen and the direction marker when getting shot improve the combat experience and make the gameplay feel more satisfying.

However, the weapon model takes up almost 25% of the screen and is only shown in the right hand. This size and positioning reduce the player's focus and visibility during matches.

While moving the character, the weapon remains visually static, which negatively affects the sense of fluidity and dynamism.

Character movement feels slow, and both the visual and sound effects for crouching and jumping are weak. These animations feel weak and can make the player lose interest or get bored while playing.

The auto-aim feature makes the game too easy, while turning it off makes aiming on mobile devices frustrating and overly difficult.

There is also an occasional bug when trying to pick up dropped weapons, which affects gameplay flow.

Suggestions:

- The weapon model can be scaled down to help players focus more on the gameplay and overall flow.
- While running, the weapon can be slightly pulled closer to the character's chest and animated with movement. This would create a more dynamic and immersive experience.
- The character's movement speed can be slightly increased, and more noticeable visual and sound effects can be added to jumping and crouching actions. These improvements would make the gameplay feel smoother and more engaging.
- Since auto-aim feels too easy and no aim is too hard, a "semi-assist" aiming option could be added to offer a better experience for players who want partial control.

1.1.4 Core Loop Explanation

Analysis:

- The core loop of Critical Strike is based on playing short PvP matches across different game modes, earning XP and gold, and using these rewards to unlock weapons and skins that give the player an advantage. Players receive rewards based on how long they stay in the game (e.g. 5, 20, 40, 60, 120, 180 minutes).

- There is also a "Daily Rewards" system to encourage players to log in every day, but this screen looks too crowded and is not very user-friendly. In addition, the game uses a 50-level battle pass system to keep players active over a period of 15 to 30 days.

- Even though this loop seems effective at first, it starts to feel repetitive after a while and does not give strong long-term motivation. The 180 minutes required to get the biggest reward feels too long for many players. For those who don't buy the battle pass or have VIP access, it can easily lead to the feeling of "Why should I keep playing if I won't really win anything?"

- The game also lacks systems that could create a stronger connection with the player, like winning streak bonuses, ranked climb rewards, or unlockable content tied to achievements. Because of this, after a few days, many players feel that the loop becomes repetitive and the reward system loses its excitement.

Suggestions:

- Instead of giving rewards based on time spent in the game, rewards can be based on the number of matches played or won. This would increase motivation by encouraging players to keep playing for progression, not just waiting for time-based rewards.

- The daily rewards screen currently shows all 30 rewards at once, which can feel overwhelming. A scrollable layout could be more user-friendly and may increase daily login rates.

- Seasonal events (e.g. snow-themed maps in winter, Halloween-themed skins and environments) could make the game more visually dynamic and engaging during special times of the year.

- Adding more value to the competitive/ranked mode would encourage players to log in every day to climb the ladder and improve their rank or level.

1.1.5 Economy/Shop

Analysis:

There are special offers in the game that are designed to encourage purchases. However, new players often don't fully understand the value of the in-game currency and other resources at early levels. Because of this, the special offers seem to be more attractive to experienced players who already know the system.

The main menu can also feel confusing. Almost every section you tap gives some kind of reward or crate, but it's not always clear what you are getting or why. This lack of clarity can make the experience harder for new users to follow.

Despite this, the game does create a desire to become a premium user or purchase the battle pass, especially through benefits like exclusive missions and the no ads option.

Suggestions:

- Special offers can include skin-based items or cosmetics that appeal to beginner players. This could encourage early in-game purchases by making the offers feel more accessible and visually attractive.

- Battle pass and premium options can be highlighted more clearly in the main menu. The ad banner in the top-right corner can be reduced in size, and crate progress indicators can be placed underneath it for a cleaner and more focused layout.

- An extra reward can be given to the MVP of each match, such as a crate piece, a temporary boost, or a special post-match animation. This would make players more competitive and increase their motivation to stay engaged with the game.

1.1.6   Overal Analysis:

As a new player, Critical Strike offers a fast-paced and smooth shooting experience with multiple game modes and satisfying combat mechanics. The controls are simple to learn, and the core gameplay feels fun from the beginning. The reward system, daily missions, and battle pass give players a reason to keep coming back.

However, the tutorial covers only the basics and does not fully explain the movement system, which may affect gameplay later on. The main menu feels a bit crowded at first, and many features unlock quickly without enough explanation. Visual and sound effects, such as weapon animations or footstep sounds, could be improved to make the game feel more dynamic. Also, most rewards are based on time spent in the game rather than actual performance, which might feel less motivating over time. In-game currency values are not clearly explained in the early stages, which can confuse new players.

1.2   Modern Strike Online

I played Modern Strike Online until level 18-20 and I took notes about the things I noticed during the gameplay session. According to the notes, I wrote my analysis in different categories.

1.2.1   Tutorial

Analysis:

The game starts with a simple but clear title screen where only the name of the game stands out. During the loading screen, there is a short animation that adds more visual interest. In this scene, a sniper on a rooftop shoots enemies inside a helicopter, giving the player an early cinematic impression.

Before the tutorial begins, the game informs the player that they can get a bonus by connecting their account, and gives the option to log in or skip.

The tutorial itself includes enough guidance to teach basic controls such as aiming, shooting, and throwing grenades. However, it does not teach or demonstrate how to crouch or jump. Like many other games in the genre, it only focuses on movement and aiming at the start.

At the end of the tutorial, the player uses a special skill to destroy a helicopter, which adds a cinematic moment and makes the experience more exciting. After that, the game shows how to buy a weapon using in-game currency and then sends the player directly into a battle.

1.2.2   UI Impression

Analysis:

The left side of the screen is used for movement, while the right side is for controlling the camera. The aim button is placed in the top-right area, and when moving to the left in a circular layout, buttons for crouch and jump appear. There is also an option to add a second fire button, which helps in combat. However, players cannot fully configure the button layout — button sizes and placements are fixed.

The UI icons are clear and not confusing. In the main menu, the inventory section is well-organized. Each piece of equipment has its own small screen, with short tutorial videos that explain how to use them. Weapons have attachments for different parts, and each upgrade is shown on a progress bar, which helps players understand how each part improves their weapon. Weapons also have camouflage and charm customization options.

In the character setup section, there are various items like special characters, helmets, gloves, armor, and boots. While the variety is limited, the ability to customize your character creates a more personal and positive gameplay experience. Like the other games, this one also allows you to select and configure your ammo kit.

The crate opening feature is enjoyable, as players can receive game currency, skins, or keys. The "Skills" menu includes categories such as Common, Sniper, Assault, Demolition, Scout, and Combat, each with upgradeable skill sets. This gives players a sense of progression, which is always a positive factor in keeping them engaged.

There are many game modes to choose from, such as Gunlust, Focus, Point Capture, Team Deathmatch, Harvest, Adrenaline, Hardcore, Deathmatch, and Custom Games. Each mode shows what kind of rewards it offers. When clicking a mode, a short one-sentence description is shown below, which is simple but enough for basic understanding. However, matchmaking time in some modes is quite long.

There is also a rank system, but it doesn't feel meaningful or rewarding enough. On the other hand, showing the final scoreboard more prominently at the end of matches adds a nice competitive touch.

1.2.3   Visual Effects & Animations

Analysis:

The blood effect when taking damage has an unnatural pattern and weak color, which fails to deliver a realistic feeling. However, weapon feedback and reload animations are the strongest among the three games. The animations give a solid FPS experience that feels similar to Call of Duty, increasing immersion and overall quality.

Environmental details are well-designed and visually clear. At the beginning of the game, enemies can be eliminated with a single bullet, which makes the difficulty feel too low. Auto-aim and auto-fire features are very dominant in this game, sometimes making enemies get eliminated even when the player is just moving or looking around the map. This reduces the sense of control and challenge.

On the other hand, movement animations are impressive. When the player presses the crouch button while running, the character slides forward smoothly. Similarly, jumping while sprinting feels more powerful and agile compared to jumping from a still position, which adds to the dynamic feel of the gameplay.

Another notable detail is the ability to move with a knife. When holding a knife, the character's movement speed increases, which makes close-range gameplay feel faster and more exciting.

1.2.4   Core Loop Explanation

Analysis:

The core loop in Modern Strike Online is built around playing and winning matches, leveling up, and receiving rewards through progression. While this structure works on a basic level, the game doesn't clearly deliver a strong sense of why the player is playing each match beyond gaining XP or small rewards.

The existence of a quest system and an epic capsule unlock every 100 units is a good feature that adds a goal to progress toward. Daily rewards also help drive login motivation, but the game lacks strong challenge-based goals. There is no system that directly encourages players with specific tasks like "win 10 matches today", which could increase daily engagement.

Social and competitive motivation is also very limited. There is little incentive to climb ranks or compare performance with other players. As a result, the overall loop feels flat over time and may struggle to hold players for the long term.

1.2.5   Economy/Shop

Analysis:

The game strongly pushes players toward becoming VIP members, which may feel overwhelming after a point. This constant pressure to pay creates a negative impression and takes away from the overall experience.

Crate openings that offer in-game currency, skins, or keys are one of the more enjoyable elements, as they add surprise and progression without requiring payment. However, most content in the shop — including skins, attachments, and bundles — is only available through real-money purchases.

There are special offers in the "Events" section, but the main shop lacks items that can be bought using in-game currency. This makes the shop feel closed off to free-to-play players and may cause them to avoid it altogether. The overall approach to monetization feels aggressive and unbalanced, especially for new or non-paying players.

1.2.6 Overal Analysis:

Modern Strike Online offers a strong first impression with smooth animations, satisfying movement mechanics, and a solid graphical style. The tutorial is well-designed and includes short, skippable cinematic scenes that help introduce the game's atmosphere and story. These details make the onboarding experience more engaging compared to many similar titles.

Combat visuals and weapon animations feel polished, and the overall gameplay flow is dynamic. However, the aim-assist system is extremely strong at the beginning, which makes the game feel too easy and may reduce the challenge for players who are looking for more control.

While the core gameplay is enjoyable and there are many customization options, the game pushes real-money purchases too aggressively. Most premium content, including skins and offers, is locked behind payment, and there are very few options available for free-to-play players. Over time, this heavy monetization can create a negative impression and may lead some players to disengage.

1.3 Modern Ops

1.3.1 Tutorial

Analysis:

When launching the game, the developer's logo and name appear first. After that, the player sees a plain loading screen without any cinematic or animation. The tutorial can be skipped, which is a nice option for experienced players.

Inside the tutorial, instructions are clear and easy to follow. It teaches movement, shooting, and grenade usage. However, actions like crouching and jumping are not explained or demonstrated, which may leave the player unfamiliar with these controls later in the game.

1.3.2 UI Impression

Analysis:

The overall menu design is clean and easy to navigate. Sections like Leaderboards, Friends, Clans, and Shop are accessed via icons, which are understandable, though they don't have text labels underneath. The top right corner displays the player's amount of in-game currency and gold. Above the "Battle" button, there are clear options for Missions and Battle Pass.

Game modes are shown with specific icons and short descriptions, which are sufficient for new players. In the inventory section, weapons appear as 360-degree rotating models at the center. Weapon categories are listed on the left, and attachment configurations are placed above. Weapons can be upgraded using in-game currency, and new weapons are unlocked based on player level and balance.

There is no separate section for skins — instead, skin options appear in a small area within the weapon configuration menu. Character customization is limited and usually requires a high payment.

In the shop, most items are available only for real money. However, a "Piggy Bank" feature allows players to fill up a gold balance by playing and then purchase it for a fixed price.

Inside the gameplay interface, button size and placement can be adjusted from the settings. The crosshair can also be customized in terms of color, size, and shape. The settings menu includes Controls, Media, Language, and Account tabs — simple and easy to understand.

Button layout is well-organized. The weapon appears at the bottom center, and a radar is placed at the top right. The scoreboard is located at the top center and changes depending on the selected game mode. Primary and secondary weapons are swapped using one box, while the melee weapon has a smaller, less visible box next to it.

1.3.3 Visual Effects & Animations

Analysis:

Weapon handling, recoil, reload animations, and movement transitions are all at a good level. However, there is no blood effect when taking damage, which significantly reduces the feeling of impact and lowers visual quality.

Footstep sounds differ based on the surface (snow, concrete, etc.), which adds realism and immersion. But over time, the footstep volume can become too loud and may disturb players.

Auto-aim and auto-fire are balanced and do not feel excessive. On the other hand, crouching and jumping lack proper feedback — both actions feel weak and do not add much to the gameplay experience.

1.3.4 Core Loop Explanation

Analysis:

The main loop in Modern Ops is simple: play and win matches → level up → earn in-game currency → upgrade your gear → repeat. However, the game does not give a strong reason for the player to continue playing matches.

Among the three games, Modern Ops feels the least motivating in terms of progression. There are some very short daily tasks, but there is no real system that encourages players to stay active for longer sessions. Since the Battle Pass only provides rewards through paid tiers, players who don't purchase it may not feel any reason to come back the next day.

Overall, the game lacks challenge-based goals like "stay online for X minutes" or "play X matches," which lowers long-term engagement.

1.3.5 Economy/Shop

Analysis:

Modern Ops features three in-game currencies: dollars, gold, and crate keys. Dollars are used to upgrade weapons, gold unlocks special parts and skins, and keys are collected to open crates. Each crate requires a certain number of keys and may contain weapon parts or skins.

There are very few special offers, and most items in the shop are available only through real-money purchases. The Piggy Bank feature allows players to collect gold over time while playing and unlock it later for a set price.

Item prices in the shop are generally high. The Battle Pass does not offer a separate free reward track, which limits access for non-paying players. Watching ads for rewards is very common in the game.

There are three types of subscriptions: Beginner, Basic, and Premium. Each one provides a different level of daily rewards, depending on the tier.

1.3.6 Overal Analysis:

Modern Ops delivers a solid visual experience with graphics that are smooth and easy on the eyes. The user interface is clean, well-organized, and easy to understand, which makes the game more approachable for new players.

However, there are some areas that need improvement. The lack of blood effects during combat and the overly loud footstep sounds affect the overall gameplay feel. More importantly, the game does not have strong systems to keep players engaged long-term. There are no clear daily progress challenges or competitive modes that motivate players to return regularly.

Overall, Modern Ops shows potential, but it struggles to retain players due to the absence of meaningful goals and engagement systems.

2. Churn Analysis

2.1 Critical Strike

Day 1 :

The tutorial only introduces basic actions (movement, aiming, shooting, grenade), and skips key movement mechanics like crouching and jumping. These are not shown or used, which causes players to ignore them later on.

At the same time, the main menu feels crowded and chaotic — too many pop-ups, unclear labels, and overlapping functions. New players may feel lost right after the tutorial.

Additionally, the very strong aim-assist system makes the early game feel "auto-played," reducing player satisfaction. As a result, players who are looking for more control or challenge might lose interest quickly.

Day 7 :

After the first few days, the player starts noticing that the reward system is based mostly on time spent (5m–30m–3hrs), not on actual performance. This weakens the feeling of progress and removes any skill-based motivation.

There are no strong "daily challenges" like "play 10 matches" or "win 5 rounds," and no structure that keeps players actively involved. Without any competitive pressure, ranked climb, or limited-time content, players may not find a reason to return daily.

Day 30:

By the 30th day, players who are still active may feel that the game lacks end-game depth. The Battle Pass progression ends around day 15–30, but there is no additional ranked content, prestige system, or event-based progression to keep the loop interesting.

The shop and reward design favors monetized systems, and players who are not investing money start hitting a wall. Since the game doesn't offer long-term goals tied to performance or progression, the motivation to stay disappears, and players churn.

2.2 Modern Strike Online

Day 1:

The game creates a strong first impression with a short action animation and a cinematic tutorial that ends with a satisfying scripted event. This makes onboarding visually impressive and more engaging compared to similar games.

However, similar to Critical Strike, the tutorial does not cover essential movement mechanics like crouching and jumping. Players are shown what to do, but not how to explore or interact beyond basic aiming and shooting.

More importantly, the aim-assist and auto-fire are extremely dominant from the start. Players often feel that they're not in full control of the action — enemies are killed automatically while just navigating the map. This removes the sense of personal skill and can lead to early boredom for more experienced or competitive players.

Day 7:

By the end of the first week, players start exploring the menu and game modes in more detail. While the UI is structured and clear, the actual progression systems start to feel shallow. The game provides a variety of modes and a well-developed customization system (skills, attachments, crates), but they don't offer meaningful daily incentives.

There is no strong daily mission system that encourages play beyond casual matches. The ranked mode is weak and does not feel rewarding. VIP systems and payment pressure become more visible, making free-to-play users feel like they are being held back from full progression.

Day 30:

After 30 days, most long-term players will have experienced much of what the game offers. The lack of deep ranked incentives, limited social interaction, and no season-based progression reduce replayability.Customization is strong (skins, gear, skills), but it's locked behind heavy monetization. Crate systems feel rewarding at first, but their long-term impact is small without paid keys or currency. Players who do not spend money reach a point where they can no longer improve meaningfully and this leads to disengagement and churn.

2.3 Modern Ops

Day 1 :

Modern Ops starts with a basic setup — no cinematic, just a plain loading screen. While the tutorial is skippable and the instructions are clear, it only explains fundamental mechanics like movement, shooting, and grenades. Important actions like crouching and jumping are not introduced, and there's no storytelling element or moment that builds connection with the game world.

Despite clean UI and simple navigation, nothing in the early experience stands out as memorable or engaging. Players who are used to more immersive or polished first-time flows might not find a reason to stay after their first session.

Day 7:

During the first week, players start noticing the game's loop: play matches, level up, earn in-game currency, and upgrade weapons. However, the game does not deliver a sense of purpose or competitive motivation.

There are short daily missions, but they are too easy and can be completed in a few minutes. More importantly, the game lacks any long-term daily progress system — nothing encourages players to play a specific number of matches, reach a time goal, or maintain streaks.The Battle Pass does not offer a free track, and many features are clearly locked behind payments, which can turn non-paying players away early in the experience.

Day 30:

By day 30, players who haven't paid for Premium or subscriptions likely feel stuck. There is no real endgame content, no evolving events, no ranked or social features that increase the competitive atmosphere.The core loop feels too basic and doesn't evolve. The subscription model (Beginner, Basic, Premium) adds value for paying users, but free players receive limited motivation. The reward system is overly reliant on ad-watching and doesn't offer meaningful goals.

Without clear long-term challenges or emotional hooks, many players disconnect from the game entirely.

3. A/B Testing Suggestions in Critical Strike

3.1 A/B Test Suggestion 1: Time-Based Rewards vs Match Count-Based Rewards

Test:

- **Group A:** Existing system (rewards given at 5m,20m,40m,60m,120m and 180m of game time)
- **Group B:** New system (rewards given at 3 matches, 5 matches, 10 matches and 15 matches completed)

Reason of the choosing A/B Test:

Time-based reward systems may encourage players to stay in the game passively with low interaction. A player might leave the game open without seriously playing, just to collect rewards. In contrast, a match-based reward system keeps the player actively involved and creates a more competitive environment. As a result, the player may show more interest in in-game offers that provide a competitive advantage.

Target KPIs:

- Match Completion Rate
- Converstion Rate (Paying User Ratio)
- Session Length
- Retention Day 7

3.2 A/B Test Suggestion 2: Simplified vs. Default Main Menu Layout

Test:

- **Group A:** Current menu layout (many icons with small, dense text and multiple reward pop-ups)
- **Group B:** Simplified layout with grouped reward sections, larger readable labels, and fewer simultaneous elements.

Reason of the choosing A/B Test:

The active main menu includes too much text, constant pop-ups, and overlapping elements, creating a chaotic user experience. This confusion can cause players to feel lost and disconnected, especially on their first day. Key sections such as Missions, Battle Pass, Daily Rewards, and Inventory can be grouped into clear categories to reduce clutter. Crates and time-based rewards can also be gathered into a single, well-defined section to improve clarity and help players focus on meaningful goals.

Target KPIs:

- Retention Day 1
- UI Interaction Rate
- Menu Navigation Time
- Menu Exit Rate

A/B Test Suggestion 3: Dynamic Weapon Feedback vs Static Weapon Display

Test:

- **Group A:** At the current system; static weapon while running, large on-screen weapon model, no movement-based feedback.

- **Group B:** At the new system; slightly animated weapon sway during sprint, sliding animation when crouching while running, and reduced weapon size on screen.

Reason:

Improving movement and weapon animations can significantly enhance the feel of gameplay. A static weapon model makes the game feel less immersive. Adding visual details like weapon sway or a small slide effect when crouching while sprinting helps the player feel more connected to the character's motion. Reducing weapon size also improves visibility and comfort during matches.

Target KPIs:

- Match Completion Rate
- Session Length
- Player Feedback Score (qualitative)
- Retention Day 7 and Day 30

4. Piggy Bank Feature – Event-Based Implementation for Critical Strike

4.1 Concept:

The Piggy Bank should not be a permanent feature, but rather a limited-time system activated only during special seasonal events (e.g. New Year, Halloween). This limited availability creates urgency and strengthens community engagement by aligning the system with in-game themes and visuals.

4.2 How The System Works:

- Piggy Bank is available **only during a specific event period** (e.g. 7–14 days).

- During this time, players earn XP by completing matches, getting kills, or winning rounds.

- These coins are stored in the Piggy Bank, and once it reaches a certain capacity, the player receives a prompt to unlock it for a fixed price (e.g. ₺89.99).

- Players can see their Piggy Bank fill up after each match, creating anticipation and a sense of progression.

4.3 Rewards & Content:

- Every Piggy Bank unlock guarantees one event-exclusive skin
- The rarity of the skin (common / rare / epic / legendary) is chance-based
- Additional rewards include gold or crate keys
- All skins are available only during that event, increasing their perceived value

4.4 Psychological Impact:

- Players feel rewarded every time → there's no "empty" unlock

- Skin rarity keeps players coming back for another try

- Time-limited and exclusive → stronger emotional connection and urgency

- No forced monetization → directly tied to active gameplay

5. Mobile Games Experience

5.1 Mobile Games Experience Table

Game Name	Playing Time
PUBG Mobile	2 years
Online Soccer Manager (OSM)	5 years
Brawl Stars	1 year
Clash Royale	2 years
Clash of Clans	3 years
Subway Surfers	2 years
Temple Run	1 year
Royal Match	5-6 months
Head Ball	2-3 years
Trivia Crack	4-5 years
Asphalt 8	3 years
Hill Climb Racing	2 years
Smash Hit	2 years
Hungry Shark	2-3 years
NBA Live	2 years

5.2 Key Motivation Factors of My Favorite Games:

- **PUBG Mobile**: I kept playing because of its social aspect, playing in squads with friends and the variety of game modes.

- **Online Soccer Manager (OSM):** I enjoy the strategy side of building teams and competing in leagues over time.

- **Brawl Stars:** The fast-paced matches and frequent updates kept the game fresh and fun.

- **Clash Royale:** The real-time battles and ladder system made it competitive and addictive.

- **Clash of Clans:** Long-term village building and clan wars motivated me to log in daily.

- **Subway Surfers:** It was relaxing and easy to play in short sessions, with fun seasonal updates.

- **Temple Run:** Simple but addictive, especially during high-score chases.

- **Royal Match:** Visually clean and satisfying with smooth level progression.

- **Head Ball:** PvP mechanics and real-time matches made it more intense and fun.

- **Trivia Crack:** Fun to play with friends and also great for learning random facts.

- **Helix Jump:** Casual gameplay that was satisfying and stress-free.

- **Asphalt 8:** The graphics and speed of the game made it one of my favorite racing games.

- **Hill Climb Racing:** Great for progression; upgrading vehicles was motivating.

- **Smash Hit:** Unique visuals and sound design created a relaxing yet engaging experience.

- **Hungry Shark:** Fun and chaotic gameplay made it enjoyable for long periods.

- **NBA Live:** Being a basketball fan, I liked collecting players and building my ultimate team.

Note: 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

Throughout this report, I analyzed Critical Strike and its competitor games by focusing on first-time user experience, visual design, gameplay flow, monetization systems, and player engagement. I also shared suggestions based on A/B test logic, churn patterns, and feature development ideas such as an event-based Piggy Bank.

As someone who has spent years actively playing and analyzing mobile games, I approached this case both from a player's perspective and a product-oriented mindset. My goal was to identify what drives users to stay, what causes them to leave, and how to improve their experience in the most impactful way.

I believe that small improvements in onboarding, reward logic, UI flow, and competitive motivation can significantly increase long-term engagement and player satisfaction. With the right product strategy and community-driven features, Critical Strike can become even more successful in its own category.

Prepared by: Mehmet Hakan DURMAZ

+905052662509

durmazmhakan@gmail.com