

# Fomo Games – Product Case Summary Report

## Q1

### Analyzed Games :

- Traffic Escape
- Color Blocks 3D: Slide Puzzle
- Color Block Jam
- Crowd Express: Boarding Puzzle
- Magic Sort!

*(I played each game at least 50 level.)*

### 1. First-Time User Experience (FTUE)

All games start with a light tutorial or soft onboarding experience.

- Traffic Escape and Magic Sort! offer clear, simple instructions at the beginning.
- Most games fail to properly explain the main menu or feature unlocks, leading to some confusion.
- Hint systems and in-game currencies are introduced without contextual explanation.

### 2. Game Mechanics

- Core gameplay across all titles relies on strategic planning with relaxed pacing — no reflexes required.
- Magic Sort! and Color Block Jam use drag-and-drop logic; Traffic Escape uses tap-based sequences.
- Mechanics are forgiving: mistakes can be undone, and multiple valid solutions are usually allowed.

### 3. Level Design

- Most games follow a uniform structural format with minimal environmental change.
- Traffic Escape and Magic Sort! introduce new mechanics gradually, but Color Blocks 3D and Crowd Express tend to reuse the same layouts.
- Levels typically start and end with identical templates, creating a repetitive visual and structural flow.
- Backgrounds, transitions, and object behavior remain static, reducing the sense of discovery.

## 4. Level Difficulty

- Difficulty curves are mostly linear and steady.
- For example, by Level 10, challenge is around 10%, rising to 30–40% by Level 50.
- There are no sharp difficulty spikes or unfair levels; design is beginner-friendly.
- Games avoid punishing the player but also lack milestone levels or skill-based challenges.
- Difficulty is generally increased through layering of mechanics, not core changes.

## 5. Monetization Strategies

- Monetization is centered on gold purchases, hints, and ad removal.
- Crowd Express and Color Block Jam display ads frequently after failures.
- Magic Sort! implements monetization more subtly, with a cleaner shop and more rewarding feel.
- Cosmetic items are either hidden or under-promoted in most titles, limiting their monetization potential.

## 6. Visual Effects & Animations

- Magic Sort! offers the most refined visuals — smooth pouring animations, confetti, and glowing effects.
- Color Block Jam and Crowd Express suffer from static visuals and lack animation diversity.
- Idle animations, feedback effects, or progress-driven visuals are largely missing in most titles, lowering long-term engagement.

## 7. Core Loop

- Shared loop across all titles:  
Play → Earn Currency → Spend on Hints/Power-ups → Progress → Repeat
- Magic Sort! strengthens this loop with Daily Challenges, Journey mode, and dynamic UI transitions.
- Traffic Escape includes a ranking league that slightly boosts motivation.
- Other titles lack strong progression systems, personalization, or competitive layers — reducing long-term retention.

## Overall Observations

- Most Polished Experience: Magic Sort!
- Most Balanced Mechanic Progression: Traffic Escape
- Most Lacking in Meta Systems and Monetization: Crowd Express

## Q2

Scenario: You've launched a new game prototype. The initial KPIs came in as follows;

**Campaign:** Meta App Install

**County:** US

**Platform:** iOS

- CPI: \$ 0.80

- D0 Play Time: 28min

- D1 Retention: 25%

- D3 Retention: 9%

### 1. Would I continue developing the game or kill it?

I would continue developing the game. Because the game shows clear potential and warrants further development.

D3 retention rate (9%) is currently below expectations however, other key performance indicators show strong potential for potential of the game. So, what is these performance indicators?

- The CPI of \$0.80 (US, iOS) is an average value for hyper-casual games. In this market, CPI rates for hyper-casual titles typically range between \$0.50 and \$1.00, so this result is within expected benchmarks.
- The D0 play time of 28 minutes indicates that players had a positive first experience with the game. It shows that users did not immediately churn and instead chose to stay and engage with the gameplay during their first session.
- D1 Retention of 25% is within the acceptable range and indicates early retention.

These metrics suggest that the core gameplay is engaging, but the game lacks features that drive longer-term retention. The issue is not with initial acquisition or first impressions, but rather with giving players a reason to come back.

## **Hypothesis 1: No Daily Challenges and Rewards**

If daily rewards and daily challenges are added to the game, players may feel more motivated to return and play again on the following days.

### **A/B Test;**

**Group A:** Current version (no daily content)

**Group B:** Includes a simple daily login reward system + 3-day mission streak

### **Target KPIs;**

- Day 2 and Day 3 Retention
- Session Length
- Session Frequency

## **Hypothesis 2: Repetitive Level Design**

If players stop playing after the first session, one possible reason could be that the levels feel repetitive or lack variation. Introducing more diverse level patterns, new mechanics, or surprise elements might increase player engagement over multiple days.

### **A/B Test;**

**Group A:** Current level design

**Group B:** Updated levels with visual variation, new mechanics, or themed challenges

### **Target KPIs;**

- Day 2 and Day 3 Retention
- Early Drop-off Rate
- Player Feedback

## **Hypothesis 2: Useless In-Game Currency**

If players earn in-game currency (e.g. gold) but cannot spend it meaningfully, they may feel disconnected from progression.

Adding features like a skin shop, character customization, or unlockable content may create a stronger emotional investment and improve retention.

### **A/B Test;**

- **Group A:** Current game without a spending mechanic
- **Group B:** In-game shop or customization system linked to currency
- **Target KPIs;**
  - D3 and D7 Retention
  - Conversion to First Purchase Rate
  - Shop Conversion Rate

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