Magic Chance:

# Magic Chance

## Abstract

Marketing requests a third math game for an upcoming launch (paired with Halve your Cake and Top That). Magic Chance will be a math-category game focussing on probabilistic reasoning.

## Statement of Work

|  |  |
| --- | --- |
| Project Owner(s) | JIRA Epic/Top level ticket |
| Games - Shelby (owner), Steve (engineer), Gus (artist) | [Magic Chance](https://lumoslabs.atlassian.net/browse/MC-1) |

### Top-Level Description of Work

1. Move the “Garden of Math” prototype into production and through Early Access release. Incorporate science-driven statistics and probability features. It shall meet all 7 science backing requirements, feature a theme that strongly connects the task to the gameplay, and frame probabilistic reasoning as an approachable task.

## 

## Audience

Subscribers, engaged/unengaged, higher-math challengers, mature-users (high difficulty problem solving).

## Background

1. Magic Chance will represent the third game in the Math Launch Suite (2017)
2. Magic Chance will be Lumosity’s first effort into a new brain area: Probabilistic Reasoning
3. Magic chance will push the boundaries of difficulty in our math category

## 

## Hypothesis & Assumptions

### Hypothesis

We believe the Math category has a lack of breadth because there is a low variety of brain subareas represented. If we add Probabilistic Reasoning, users will find value in the new challenge to their training library and our retention metric among higher-maturity users will improve.

### Assumptions

We assume that:

* Users desire more breadth to the Math category
* Target users will be more likely to engage with a marketing campaign featuring a suite (3 games) rather than one that features just 2 games.
* Visitors will be more likely to subscribe if they see a game that makes a traditionally complex discipline such as statistics and probability seem accessible

## 

## Goals and Expected Outcomes

### Primary Goal Metric

Visible increase in Math category free plays from subscribers

### Secondary Goal Metric

Increased click through for marketing campaigns featuring suits (3 games) vs campaigns featuring 2 games.

## 

## Test Plan and Rollout

Mobile (Android & iOS) initially. Slated for web released following Early Access data collection, analysis, and updates.

## 

## Risks and Considerations

### Unanswered Questions and Blockers

1. Science:
   1. Answer: What probability skills will be included
   2. Answer: What probability knowledge will users be required to already know?
   3. Answer: How are we going to teach users the rest of the information?
2. User Research:
   1. Iterate on prototype interaction of planting flowers/items
   2. Iterate on teaching technique [above: 1.b]
3. Art:
   1. Research what themes will bring this skill into the real world for users
   2. Investigate opportunities for delightful moments through animations and transitions

## 

## Future Plans

Following Early Access release, Magic Chance will undergo data science and systems analytics to make sure we have an ideal user-level curve and that retention metrics are at or above target levels. Any analysis and revisions will be incorporated first into the mobile version and then the entire game will be ported to web version and released.

## 

## Cost Estimate

This section is to be filled out by supporting development/creative teams.

* Design & User Testing [Steve/Gus/Shelby]: 5 sprints
* Engineering
  + Platform work: 0 sprints
  + Client-side work: 10 sprints
* Art
  + Theming: 3 sprints
  + Drafts and iteration: 8 sprints
* Science
  + Scope and Validation: 2 sprints
  + Levelling systems and Analysis: 4 sprints