

To everyone's surprise
hyper-casual games became a
thing around 2020.

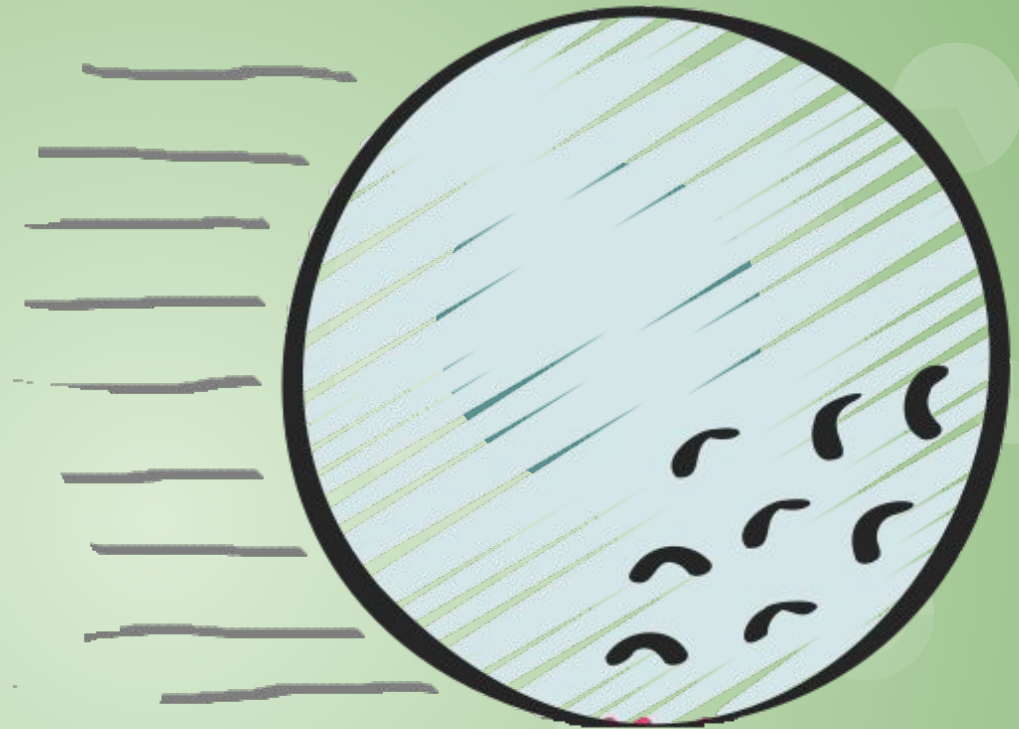
By 2022 they accounted for “29
percent of all [mobile] downloads
worldwide.”

<https://www.pocketgamer.biz/hypercasual-led-the-download-charts-in-2022-while-rpgs-dominated-consumer-spend/>

Today it's closer to 40% but
popping virtual bubble wrap gets
boring after a while.

Enter HYBRID-Casual.

The next trend in mobile gaming.



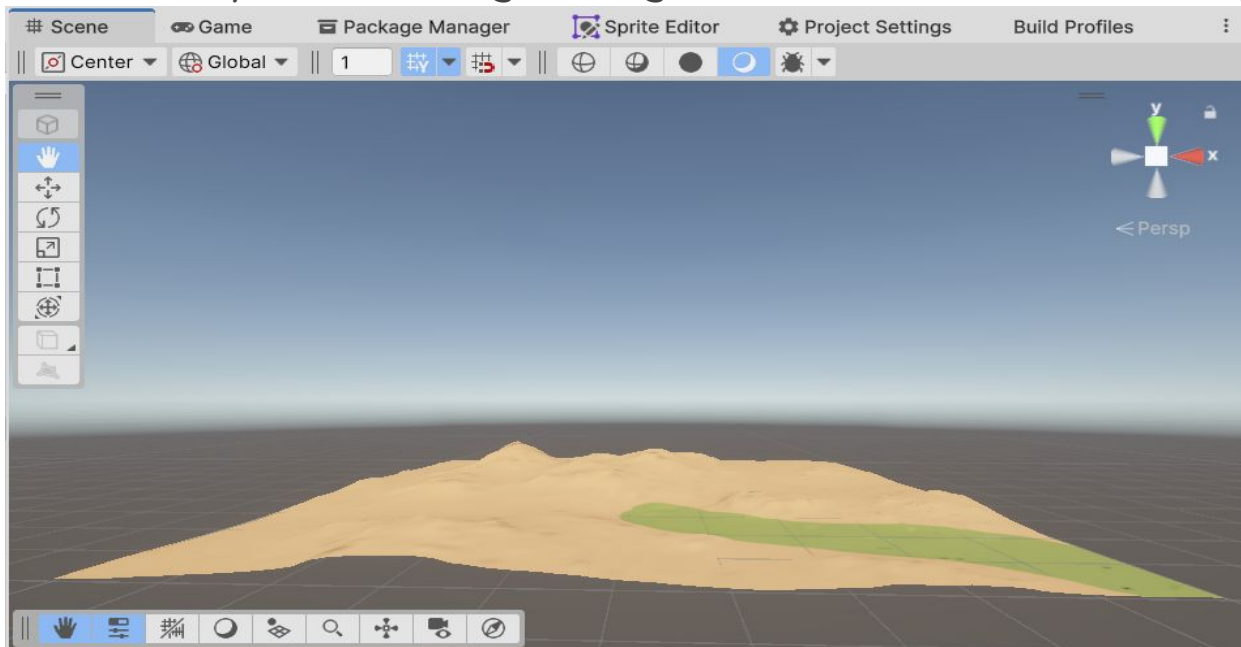
”Hybrid-casual games take the mass appeal and accessible mechanics of hyper-casual games and combine them with deeper gameplay loops and balanced economies of casual games.”

<https://unity.com/blog/the-shift-from-hyper-to-hybrid-games-and-why-it-matters-for-everyone>

About me

(I almost escaped business software in 2014 when I wrote a hyper-casual Golf App, but I gave it up because I didn't think hyper-casual would go big. So I got another "real" job.)

Let's make a hybrid-casual game right now! How about a Golf App?



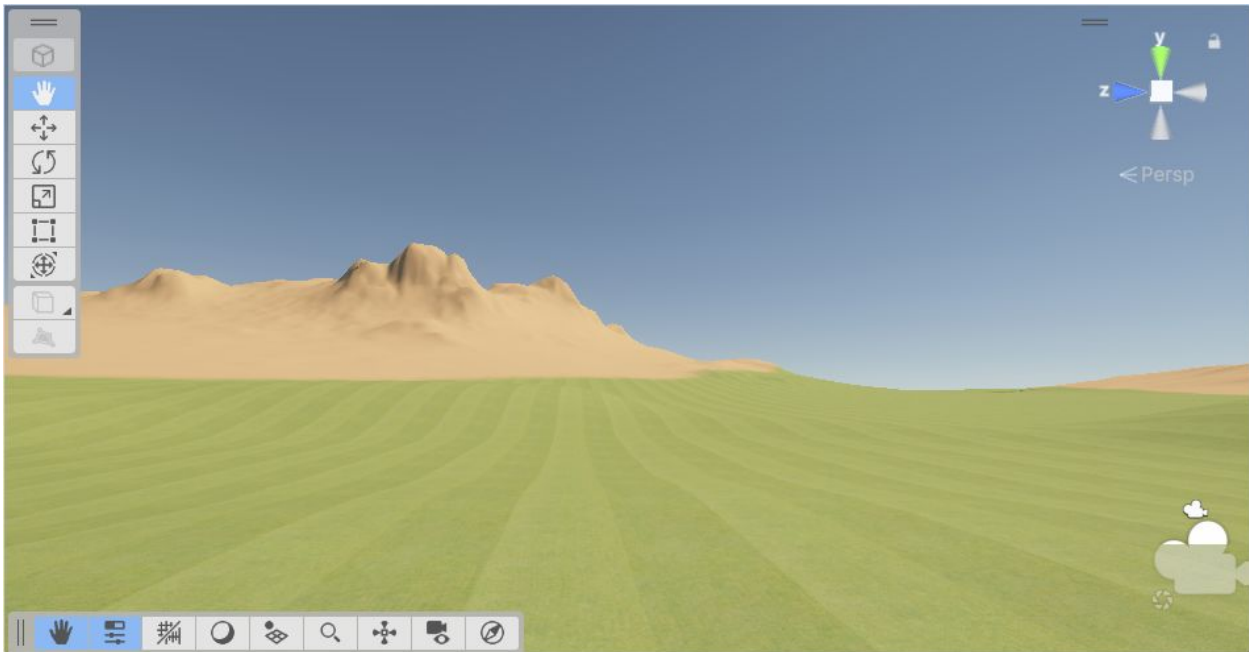
Ok. Let's add some terrain.

Let's make it a desert scene to save some time.

Not Bad For No Money

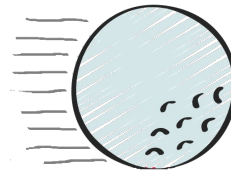
Let's go
even simpler
though.

Forget the
entire
course, let's
just do
putting.



We'll need
-a green
-a cup
-a flag
-a red stick
-a basic UI

Place Red Aiming Stick Where You Want The Ball To Go
Slider: Power
Joystick(lower left) = Look Around



= Putt The Ball



(Looks good but
the game needs a
name. 🤔)



Just Putting

I added some arrows to show the slope of the green. The iPhone shows a close up, not bad for 5 minutes of work.

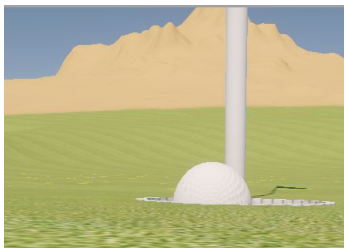
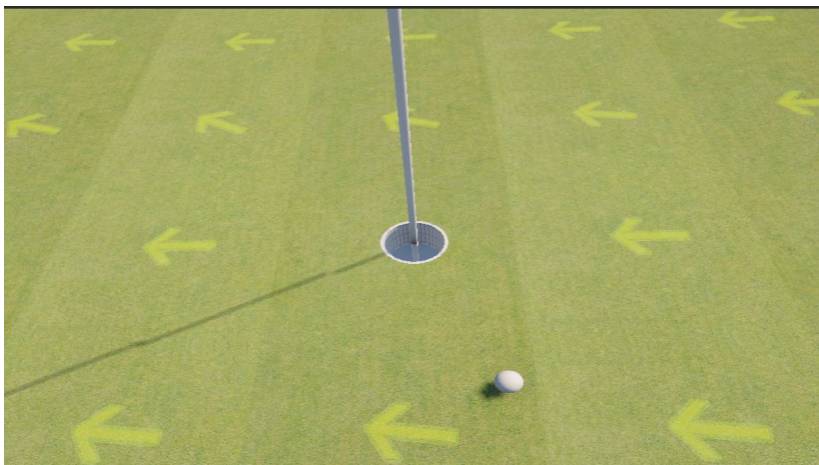
The concept is sound, people spend **billions** feeding their addiction to this one activity.

Motto: Do Less Work For More Money.

Value Proposition: Any sport can be simplified, reduced to its essential element, and sold as a hyper-casual game.

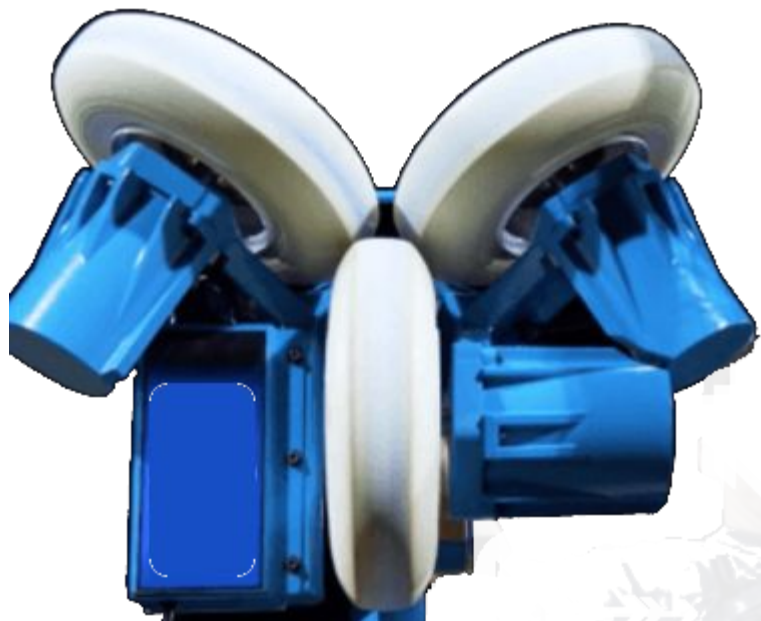
Proof of Concept playable here: <https://jnnilson.github.io/JustPutting/>





JustPutting

It actually took 3 months and it's not published yet but with a little more work it's a game that could sell ads. No app lets you just practice putting. Golf is addictive and people want Anti-Stress apps. This isn't complicated.



JustPitching?

No one has ever made a baseball game that uses a pitching machine. Why not? Because that would be too hyper-casual? Add an AI batter and it's a shippable game that can make money. Upsell the player if they want a human opponent instead of AI?

JustPitching?

- Set the dials on a pitching machine***
- Recreate any pitch in baseball***
- Reuse the same scene JustPutting uses.***
- Build a baseball diamond.***
- Add a home plate and an AI bat***



Follow Through

Lawn Bowling, Croquet, Bocce? Maybe but those have all been down before, could be a start though.

What's never been done before?

An in game editor to recreate any sports motion?

Learn the Golf Swing by "sculpting" the motion onto a game character?

Has potential, could translate to any human motion. Interesting...

