

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

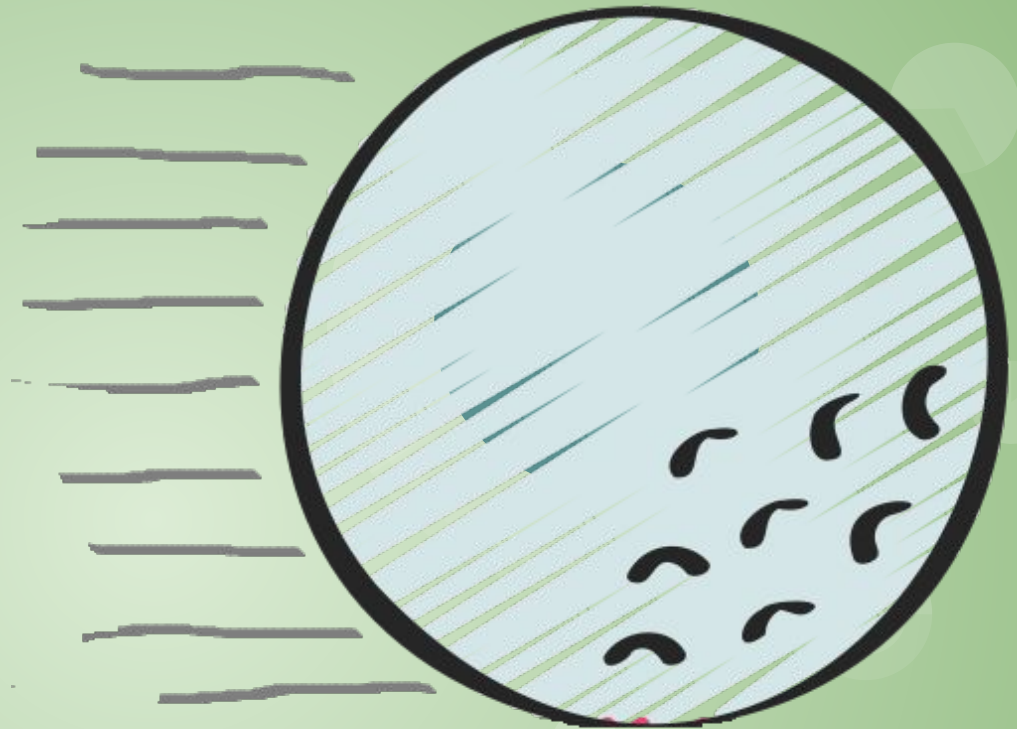
By 2022 they accounted for “29  
percent of all [mobile] downloads  
worldwide.”

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

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

Enter ***HYBRID***-Casual.

***The next trend in mobile gaming.***



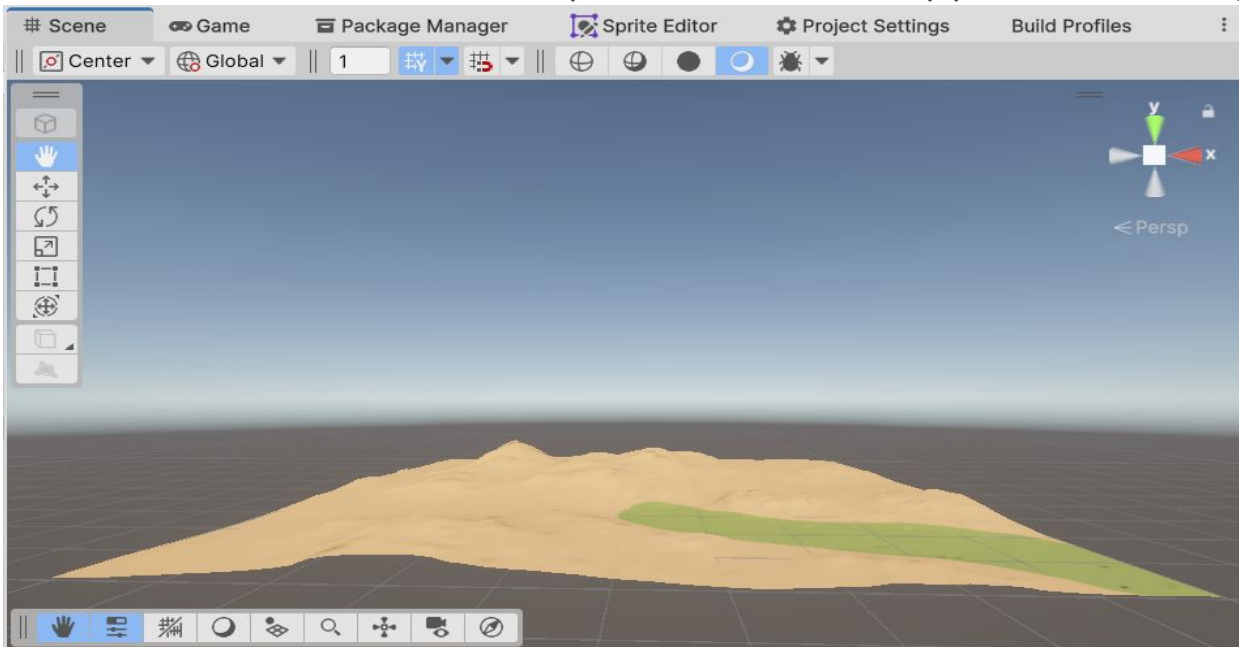
”Hybrid-casual games take the mass appeal and accessible mechanics of hyper-casual games and combine them with deeper gameplay loops and balanced economies of casual games.”

<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 Motion Editor App, but I gave it up because I didn't think hyper-casual would go big. So I got another "real" job. Back to **Hybrid-Casual**...)

**Hybrid-Casual** needs to be simple but now the app *has to look good*.



Ok. Let's try making a Hybrid-Casual Golf App.

Let's add some terrain, make it a desert scene so we don't need trees, keep it simple.



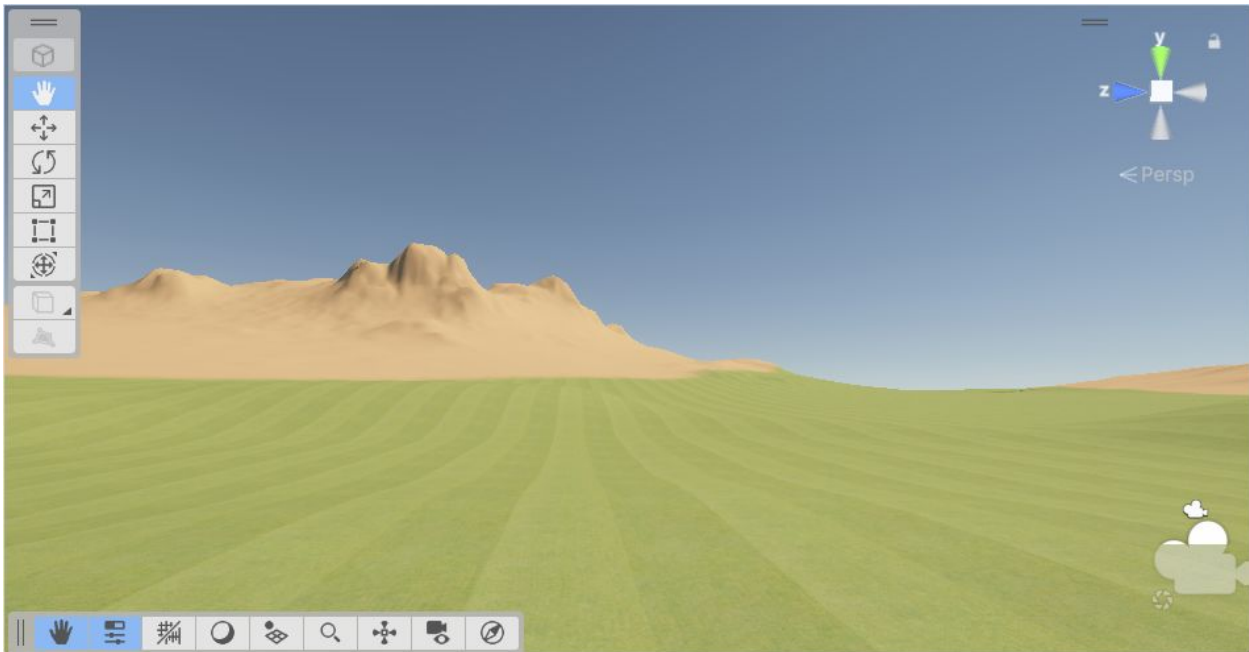
# Not Bad For No Money

Looks good.

Let's go  
even simpler  
though.

Forget the  
entire golf  
course.

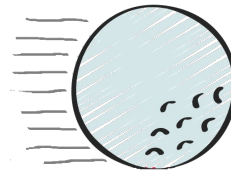
Let's just do  
putting.



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

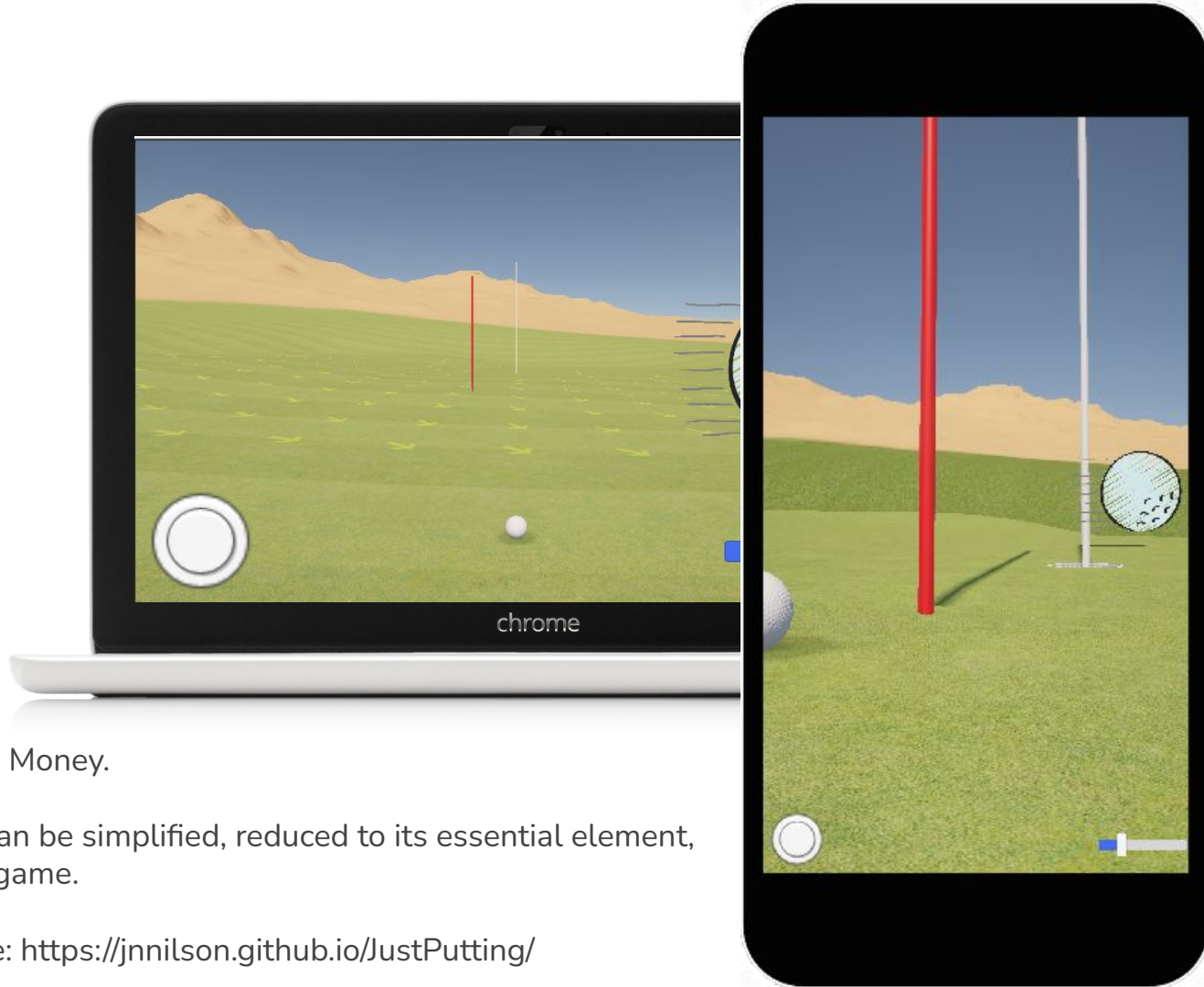
I added some arrows to show the slope of the green. The iPhone shows a close up, not bad for 5 minutes of work.

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

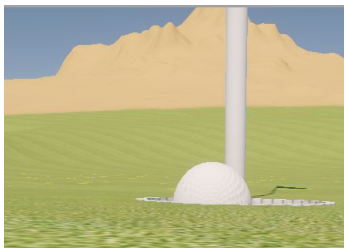
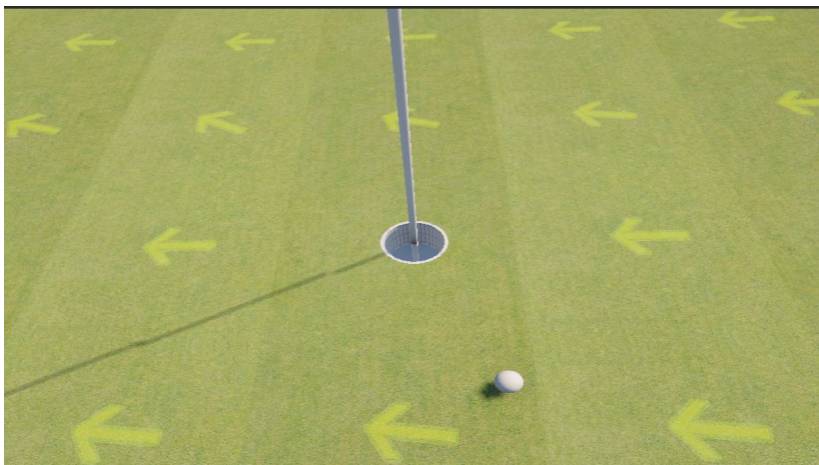
Motto: Do Less Work For More Money.

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

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

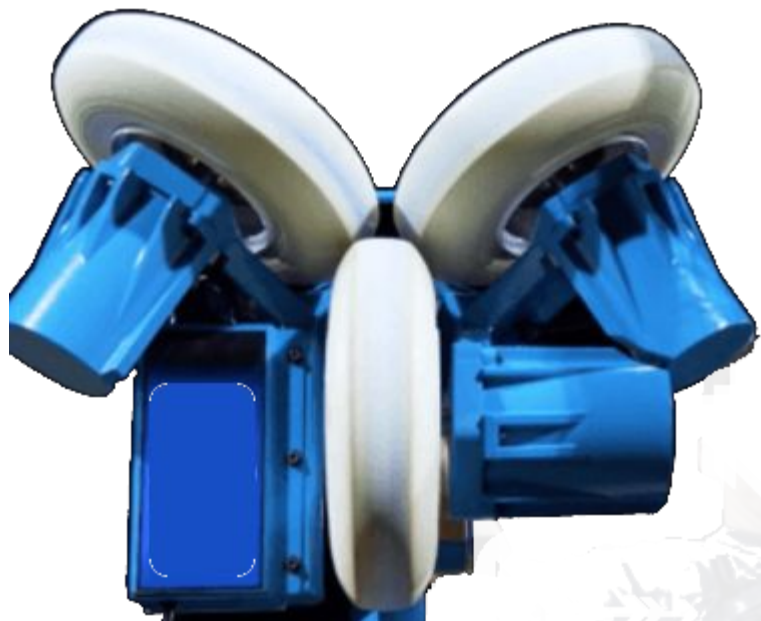






## JustPutting

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*
- People spend billions watching baseballs pitched every year*
- Casual but not too casual.*
- HYBRID-Casual?*



# Follow Through

Hybrid-Casual Lawn Bowling, Cricket, Croquet, Bocce etc? Could be a start.

Remember that Motion Editor app I mentioned?

Here's a screenshot targeted toward the Golf Swing. It has potential, could translate to any human motion, dancing, funny walks etc, it'd be like an animation studio but using real time physics.

And no one does it, could be first to market...imagine the profits!

<https://youtu.be/Uhi3R3U3Gvo>

